



Nika Zupanc, product designer

Slovenian designer Nika Zupanc creates feminine products. No, not that kind of 'feminine product' – her range runs to feather dusters, vanity dressers, baby cradles and dolls. But these are no sweet, subservient girl-things – her works have a playful yet dark avant-garde edge. Showing everywhere from 100% Design in London to the Milan Satellite shows, Zupanc is quickly building a slavish following.

"LIVING IN SLOVENIA WASN'T MUCH DIFFERENT to living in any other country of the so-called 'Western' world. At least not from my personal experience. Of course, I do not want to deny coming from very unique geopolitical situation, and I see this uniqueness only as an opportunity for creative strength and recognizable, eclectic way of thinking. And this is something that can be, if one looks at it from a new vantage point, even more inspiring and different than the 'West', which in the hunt for its political correctness can also be very boring.

I live in Ljubljana, a city that in the '80s, and even the '90s, has earned itself a place on the map of the world, at least from the point of view of its exceptionally strong art scene, which has become renowned throughout the world by means of its radical avant-garde traits. Today, even though Ljubljana might lack something in terms of excitement and subversiveness, it nevertheless remains a city in which I like to live, and I would have difficulty exchanging it for a cliché "exciting" city like London, Milan, or Paris. But you never know.

Virginia Woolf, Sylvia Plath, Ana Karenina, Mrs. Dalloway.... They all inspire me and I could go on and on, depending on the day and mood I am in. In short, I am inspired by people or even just literature or movies characters, with strong personalities, who managed to persist in their creative beliefs, dreams, wishes, even if some of them were sometimes self-destructive. As I consider myself very feminine, I am affected by the fact that the role of women in our society has already been questioned so many times. However, I am also inspired by the everyday routine, by love, commitment, clichés, and even by taboos. This is why I am interested in creating furniture in general, though with a feminine sensibility, and, naturally, with a twist in terms of the meaning these objects carry and possess."