



z/agrebačko k/azalište m/ladih



# Elza hoda kroz zidove

tekst:

Ivana Šojat Kuči

režija:

Ivan Planinić

glume:

Urša Raukar Radoslava Mrkšić

producent:

Jure Matulić



Grad Zagreb

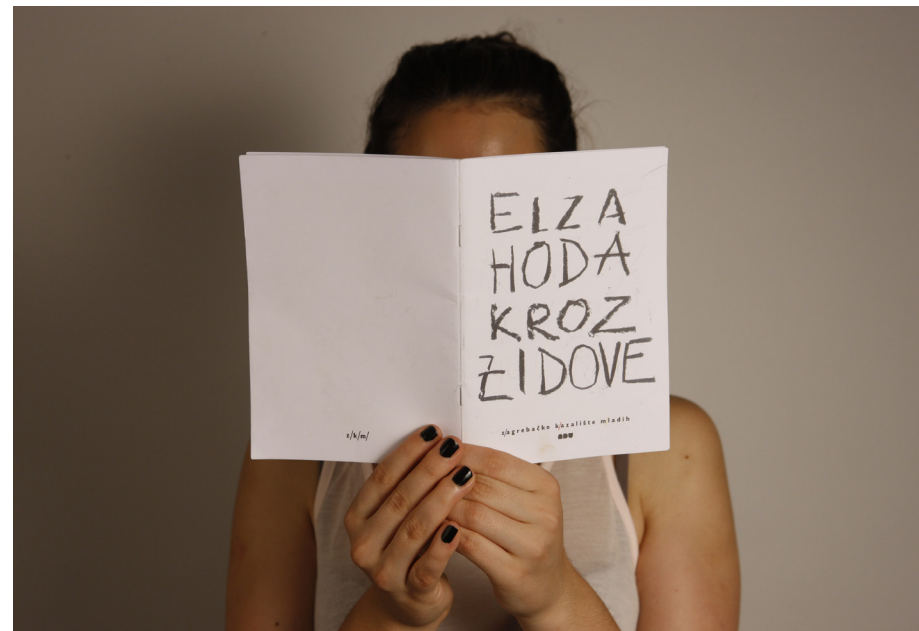
## Visual communications

### Elza hoda kroz zidove for Zagreb Youth Theatre 2015

The play *Elza walks through the walls* was made after a novel Understadt by Ivana Šojat Kuči. In the play two actresses reconstruct one character from the novel who is trying to sort out spirits of her family's past at her death bed. The play is minimalistically made, using only lights, music and papers on which actresses write to relive the words of past.

Because of the strong emotional heaviness the play has, as well as its ambitious direction and scenario, the design and scenography is very minimalistic in order to highlight these features. Following this concept, the design of the poster is minimalistic, showing the original floor at the theatre and light which symbolizes the spirits of the past to whom the actresses talk to and as well shows the information of the play.





## Elza hoda kroz zidove for Zagreb Youth Theatre 2015

The booklet follows the style of the poster, with simple white colour and black font. On the cover is the name of the play hand written by the actresses. The type of paper used for the booklet is soft so when people are handling with the booklet they will leave fingerprints. It has been thought to be an impact of the audience on the play as the play concentrates on a very sensitive part of human history which has affected every member of the ex - Yugoslavian territory and is still felt today.



## #happy posters

selfrun project

August 2016 -

A long time ago, while I was still a little girl, I started photographing the buildings in the city of Zagreb which were in a bad shape, abandoned or even completely falling apart. I was so focused on them that I realized that the sadness of their state and the negligence that brought to it started to affect me in a negative way.

I realize that being a person of the arts I see things around me more distinctly than others but I do believe that it subconsciously affects others as well. I believe that living in cities where the majority of houses are grey, dirty, and gloomy or in a poor state must affect the behavior of citizens.

I have always been interested in the effect of shapes and colours on people and so I have decided to write a seminar at school on the subject, and later realized how I could use this information in creating a more positive feeling in the city. Through research I have come to several findings – for example, about the positive affect of Baker Miller pink (known as P-618 and Schauss pink) and amazing transformation it has made when used in several social projects.

The first idea was to use paint in the damaged parts of buildings in my block in the city center but I realized that it would be a violation of property. The other idea which came to me was about the use of graphic design. We rarely see graphic posters used for purposes other than marketing or sales – actually, their aggressiveness and their sheer number brought us to a biased state that we often cannot even tell them one from the

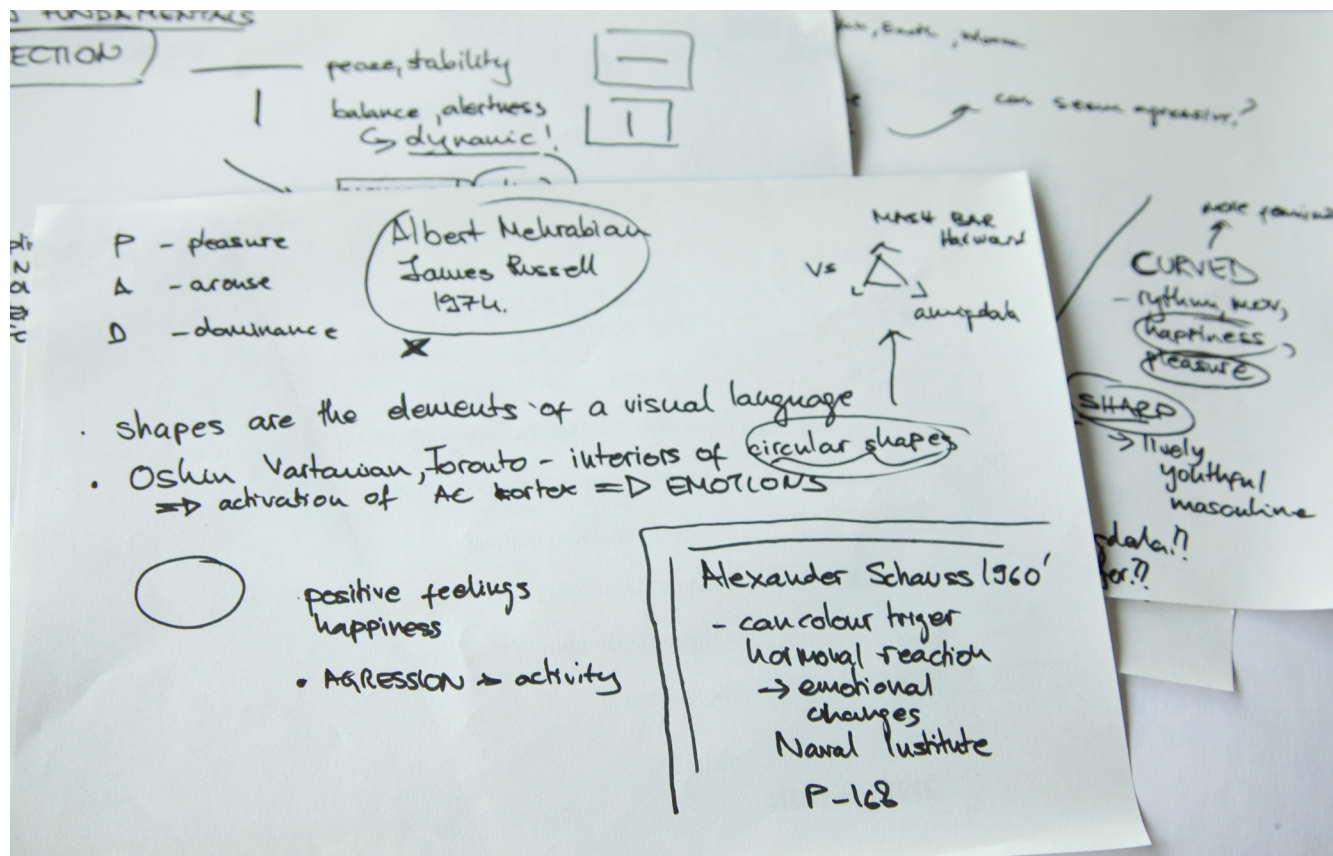
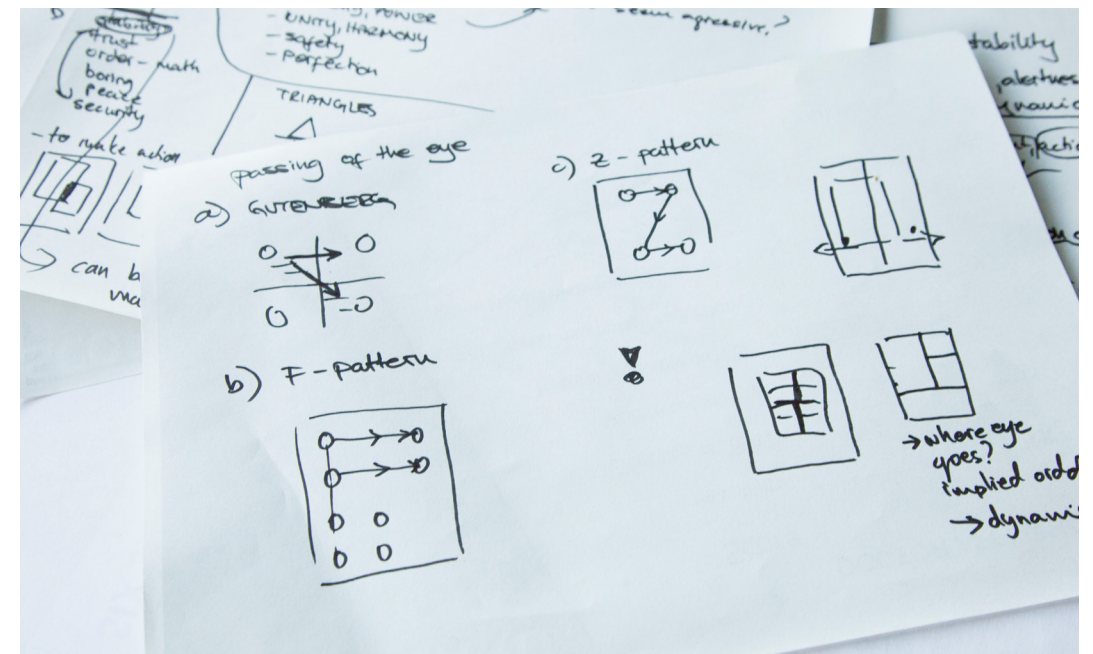
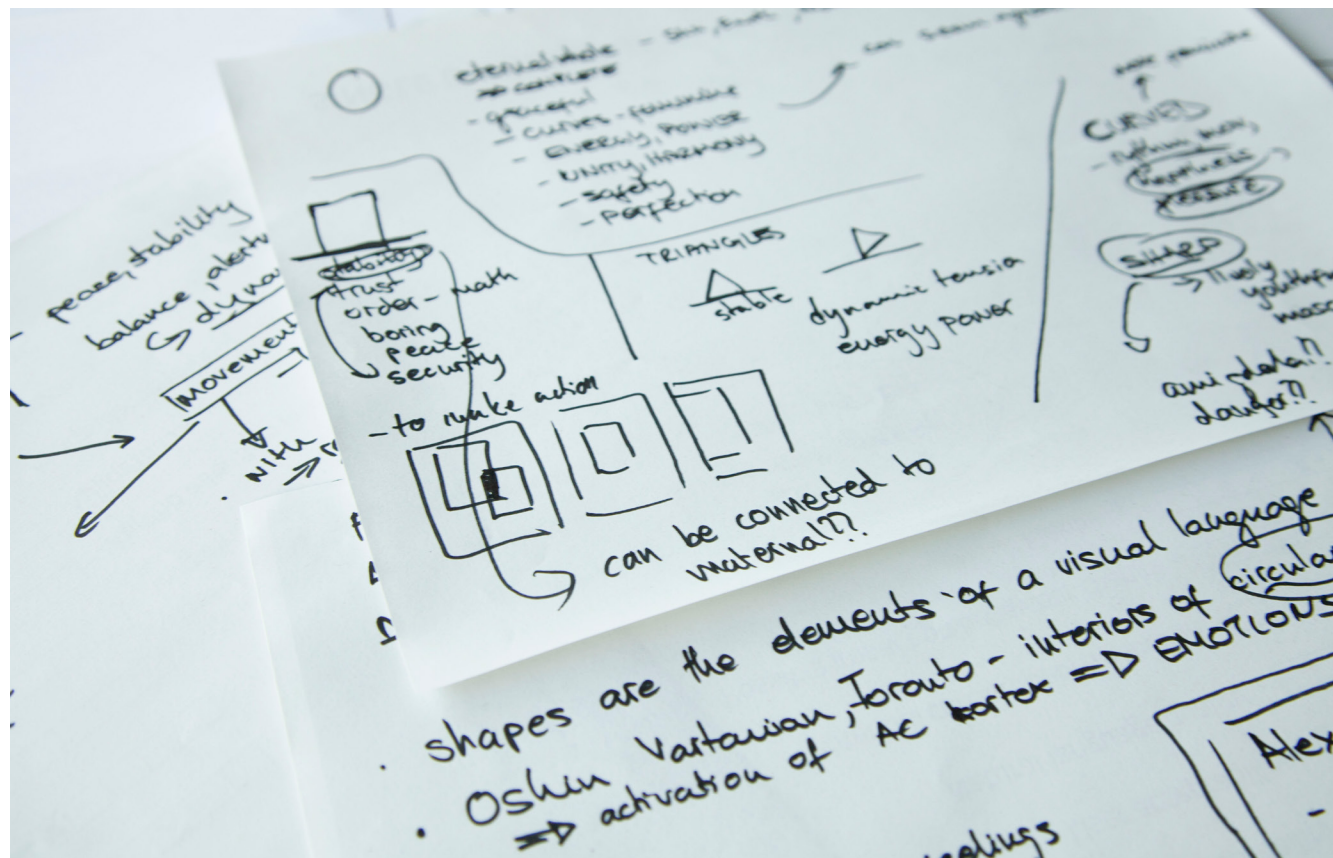
other. I believe that this would be a good opportunity to use a graphic poster as a socially oriented media in Zagreb.

From the findings I had in the research I conducted, I have designed several graphic posters hoping to produce different types of positive feelings in the viewer. Through combination of shapes, playing with hue and saturation, with opacity, overlapping of shapes, different compositions of elements it produces different types of positive feelings - from calmness and tranquility to energetic and proactive states.

Following that, I have done a questionnaire with over 60 people to get the first feedback on the designs. The questionnaire included open and closed types of questions and it has proven to be over 80% successful in the idea. I will use the results to improve my designs and after I return to Zagreb I will contact my psychology professors to help me carry out more specific testing of the visuals.

And finally, after final improvements of the designs, I will put them in certain areas of Zagreb where they would fit best for the expected emotions and then capture the reactions of the passengers.





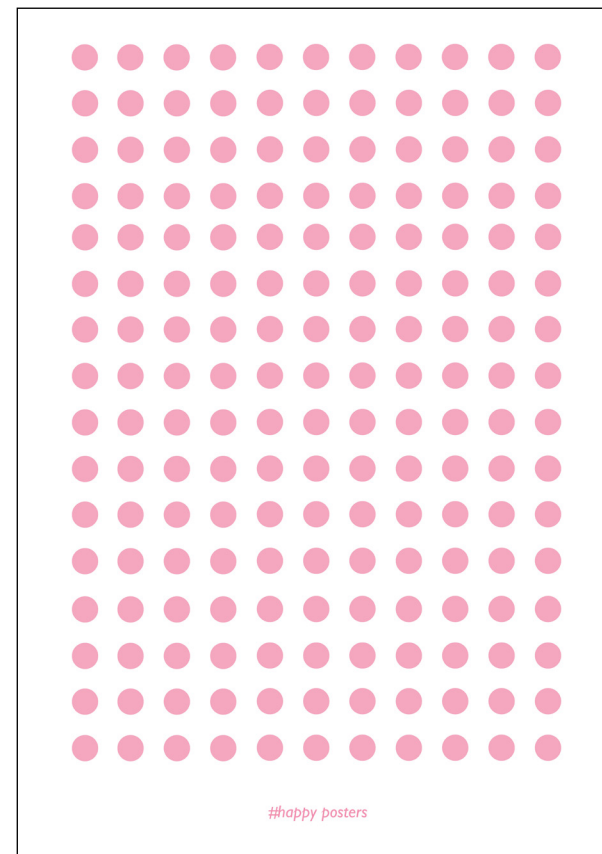
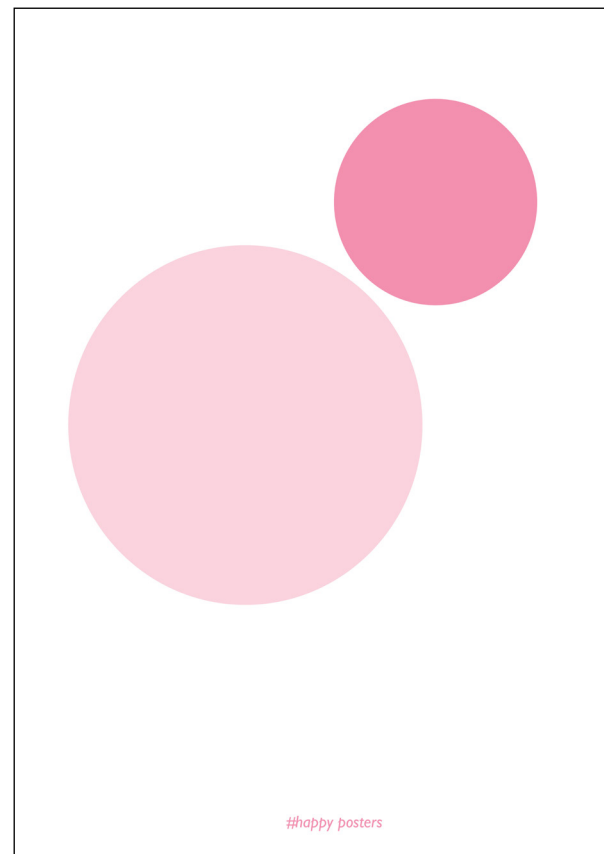
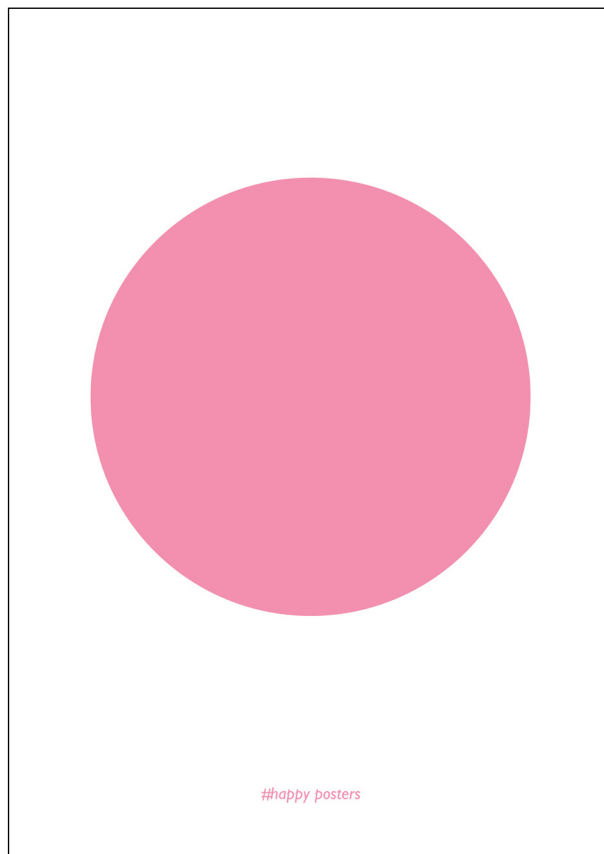
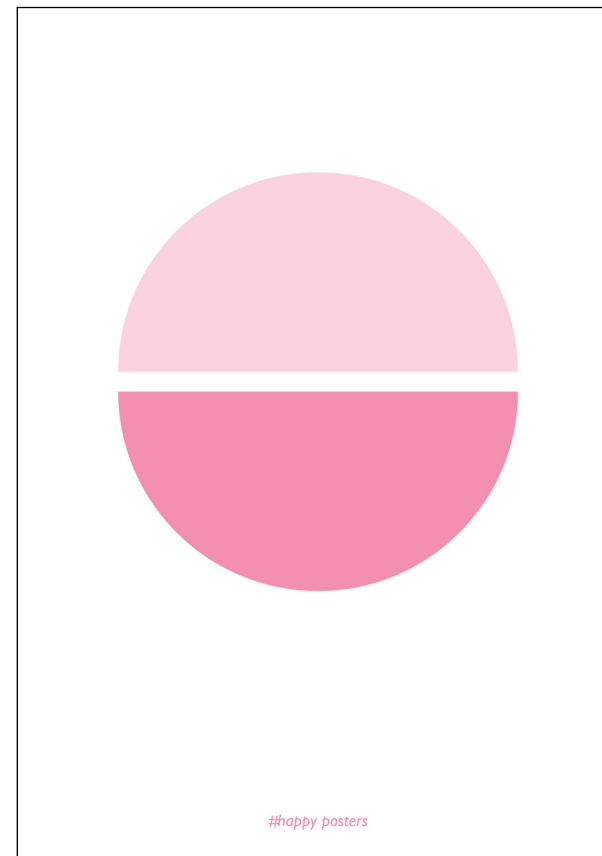
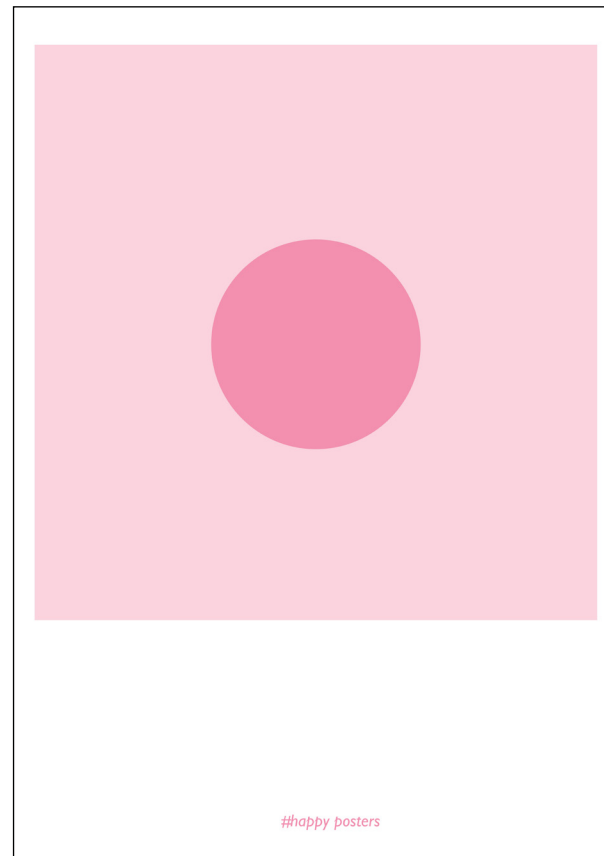
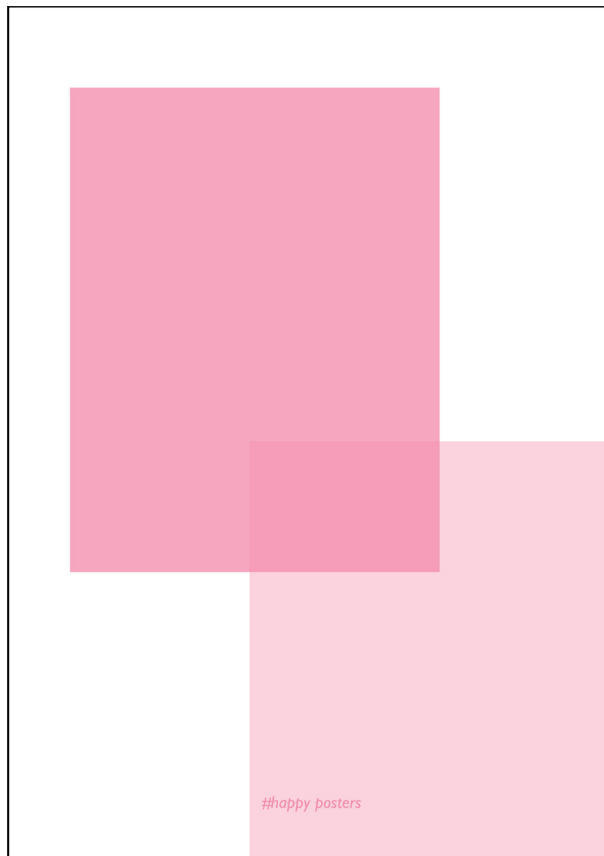
## #happy posters

selfrun project

August 2016 -

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The Pennsylvania State University, University Park, Pennsylvania
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## #happy posters

selfrun project

August 2016 -

Selected comments on selected designs (from left to right)

1.

"It gives me feeling of warmth with glimpse of comfortness."

"There is this overwhelming sense of security."

"Graceful peace."

2.

"I feel as though if I am in the poster I can breathe properly."

"Like a bubble bath."

"I cannot but to think about polaroid cameras. And traveling."

3.

"It makes me think of pokemon, which is stupid - but pokemon are funny little creatures."

"An overall feeling of less troubled times."

"Tranquillity, it reminds me of sunset."

Sea sunset."

4.

"Just calming and peaceful."

"I feel rather calm as I ponder freedom and all men/women created equal."

5.

"From romance, to space exploration."

"This makes me feel as though I will never be alone."

"Playfulness and youthfulness"

6.

"Calming and hysterical, all at once."

"Endless little balls of happiness."

"For some reason this makes me feel like partying."

## Politica magazine

3rd semester of Typography  
course

The task was to present a specimen of choice in the best way we consider it to be. The Politica font is a modern, straight-to-the point font, very bold and graphic, designed by Alejandro Paul. Having the same name, the Politica magazine seemed the right way to present the nature and the aesthetic of the font.

The intention was to show that not only the content of the magazine, but the font itself and through it's composition the message can be conveyed. Therefore, even leafing through the magazine or having a glance at the headlines, colors as well as the composition would suffice to put you in the picture. At the same time, the headlines and the paragraphs were designed in such a way that they can stand as a graphic in their own right.

The issue covers the refugee crisis and the texts are taken from the Guardian paper.

The front page and the back cover are used to present the visual contrast to the contents of the magazine. The front page represents a symbolic game – the lower part symbolizes the refugees sinking on their way to Western Europe, whilst the upper part symbolizes their way to Heaven. At the back page the font family is represented in sizes used in the magazine and combined with the biography of the author as the code to the creation of the entire magazine.









## Z chair

5th semester,  
design of a chair

The goal was to design an emotional product – a product which, by its existence in space as well as during its usage, will provoke emotions and provide a different experience for the user apart from its purpose of serving as a chair; and therefore, bring a trace of art into our everyday life.

In the process of production, all the aspects of the product were analyzed, focusing especially on the emotions it would provoke among users: the lines and the shape of the chair, the materials we would use and how we would treat them, individual parts of the chair (i.e. do we see it as a single unit or a sum of individual parts, or both at the same time...), and what is the character of the

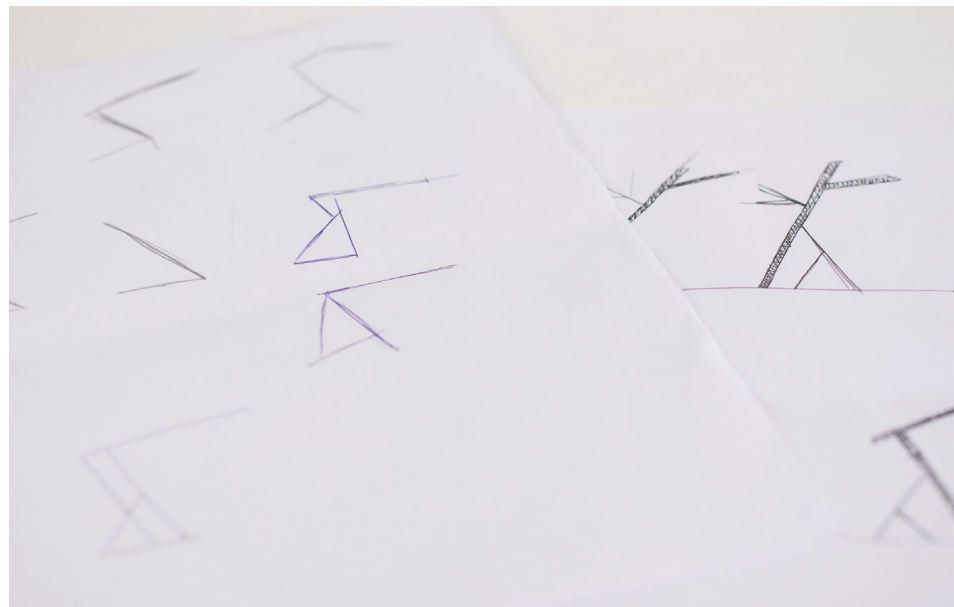
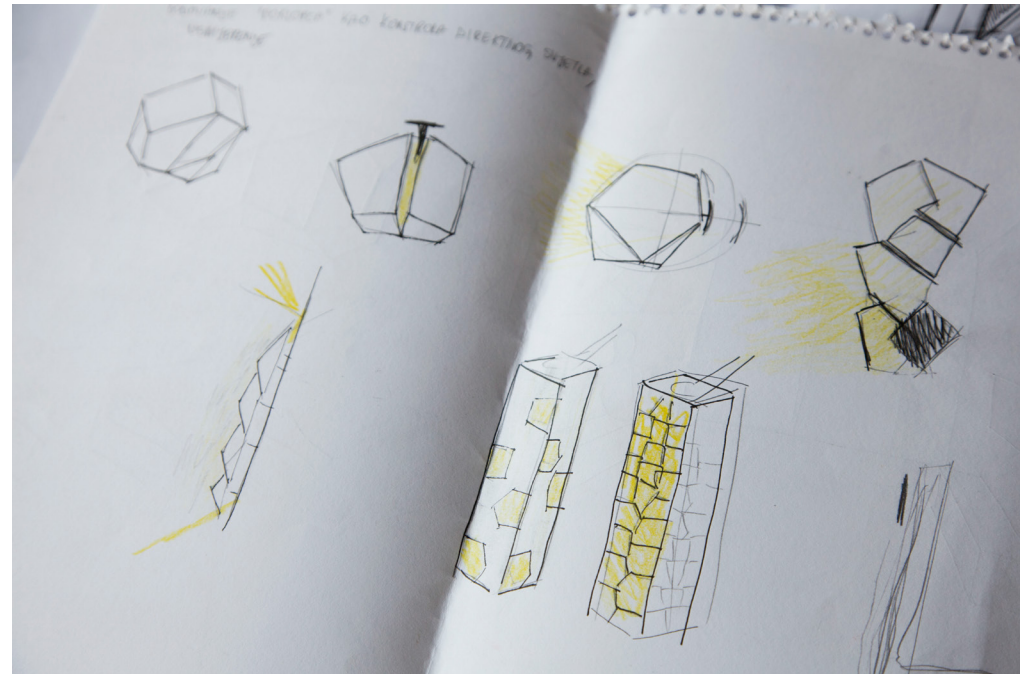
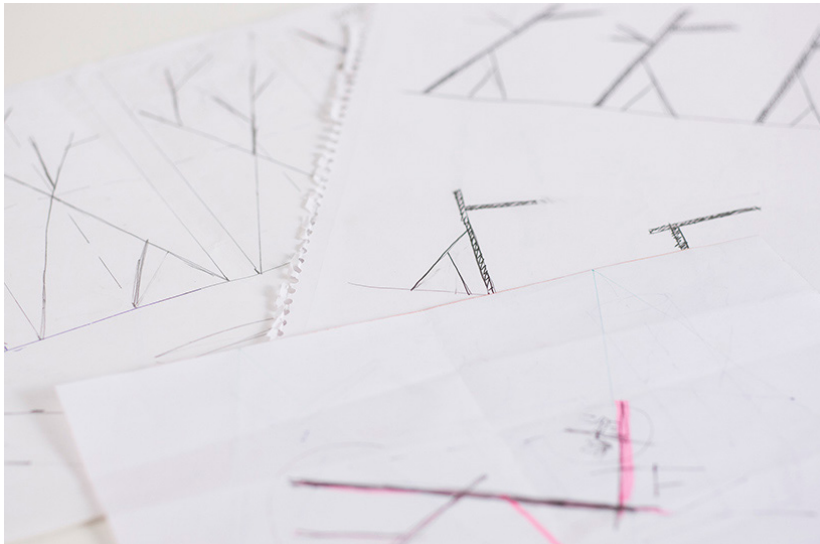
chair in total given the characteristics mentioned above.

A special focus was put on graphics and visual contrasts. Therefore, the chair can be looked at as a sketch or a line in space.

The chair was made of ash tree because of its lightness as well as because it is white and makes a stronger contrast to the painted black parts of the chair.

## W light

6th semestre of Industrial design



The goal was to produce a lighting system which was not obtrusive in its appearance as well as its lighting production; the design to be minimal in detail and to bring a spirit of nature to space, through form and material.

Inspiration stems from nature, to be specific – from the branching in trees. The goal was to take the organic form and minimalism in details and put it together in the relation of elements of lighting. The link between lamps is the width of the components – we find one main line on which are attached thinner lines, just as in nature.

The advantage of LED light which has been used here is space – no other light could be used in such small proportion. As well, no light can be put into wood, only LED light which doesn't heat up as much for it to burn. And that is how LED made it possible to use wood as a material in lighting design, which hasn't been used as much before. The entire product is designed not only ecologically, but economically – the design of entire product, in single production costs less than 30 dollars.





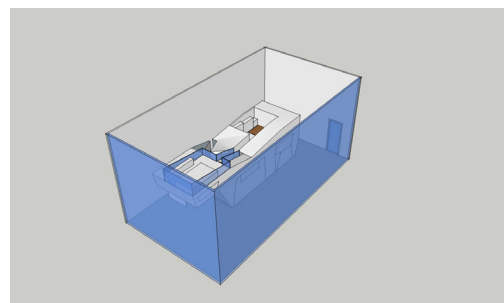
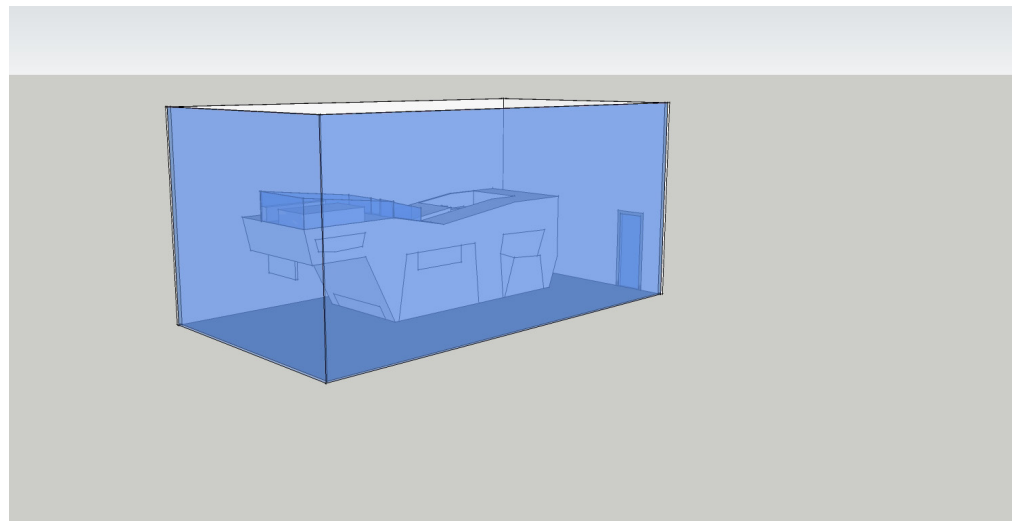
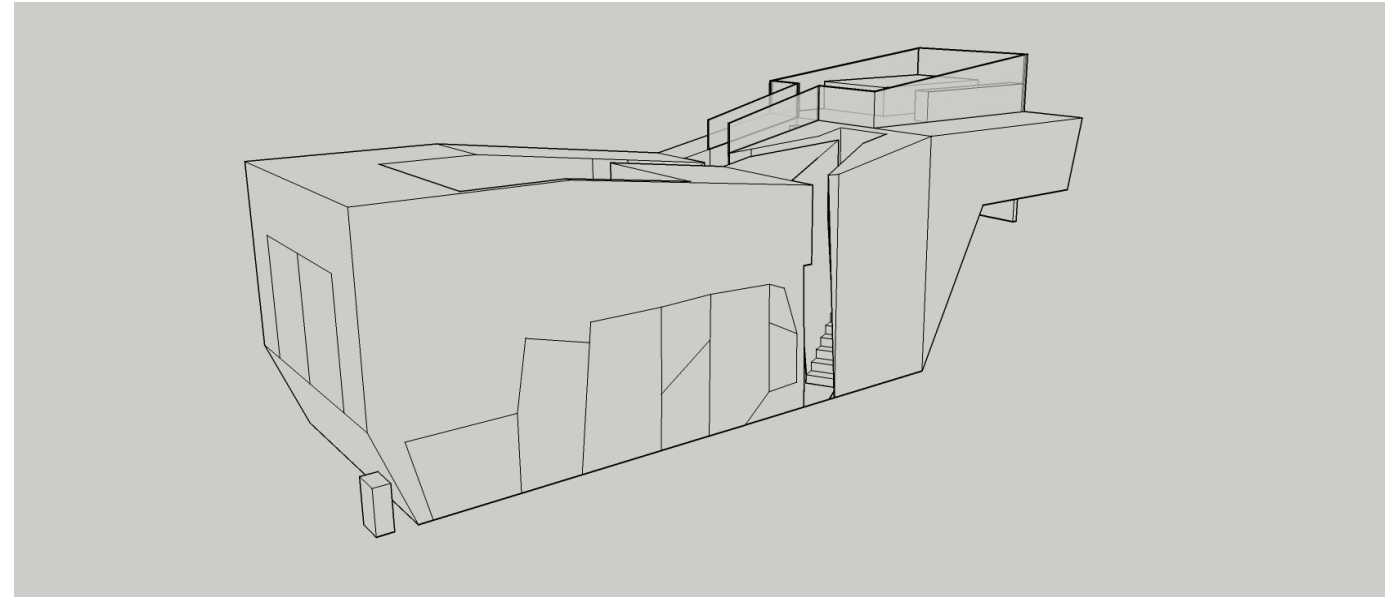
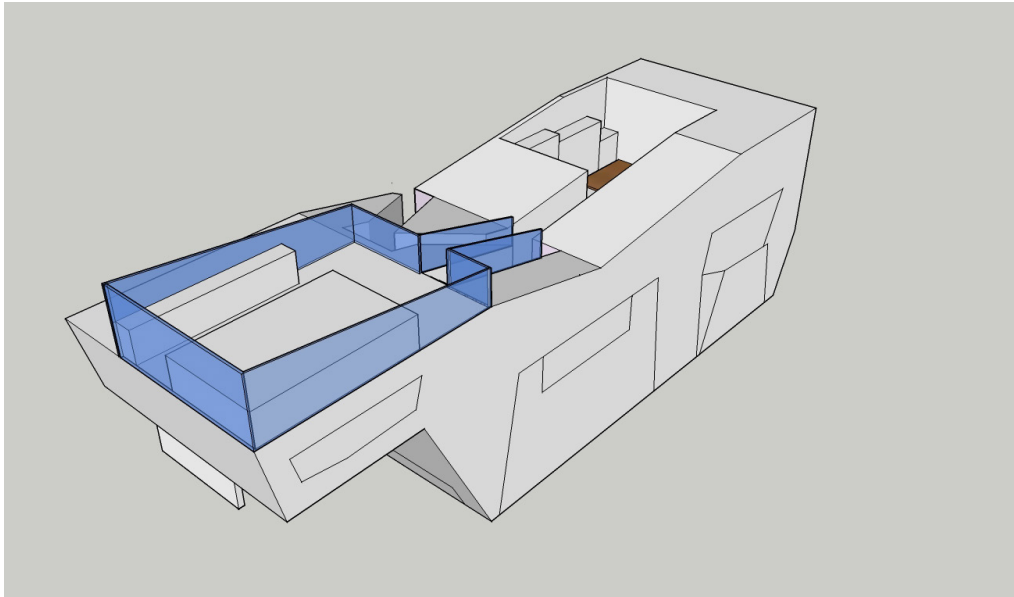
## **W light**

6th semestre of Industrial  
design



**W light**  
6th semestre of Industrial  
design





## The multifunctional wall

5th semester,  
Architectural design course

The task was to create one piece of furniture in a micro apartment which would contain all the necessary equipment and actions in the living space. The idea was to divide the whole space into certain areas, such as social areas, kitchen area, resting area and by doing so divide the wall into functioning closets and storage space.

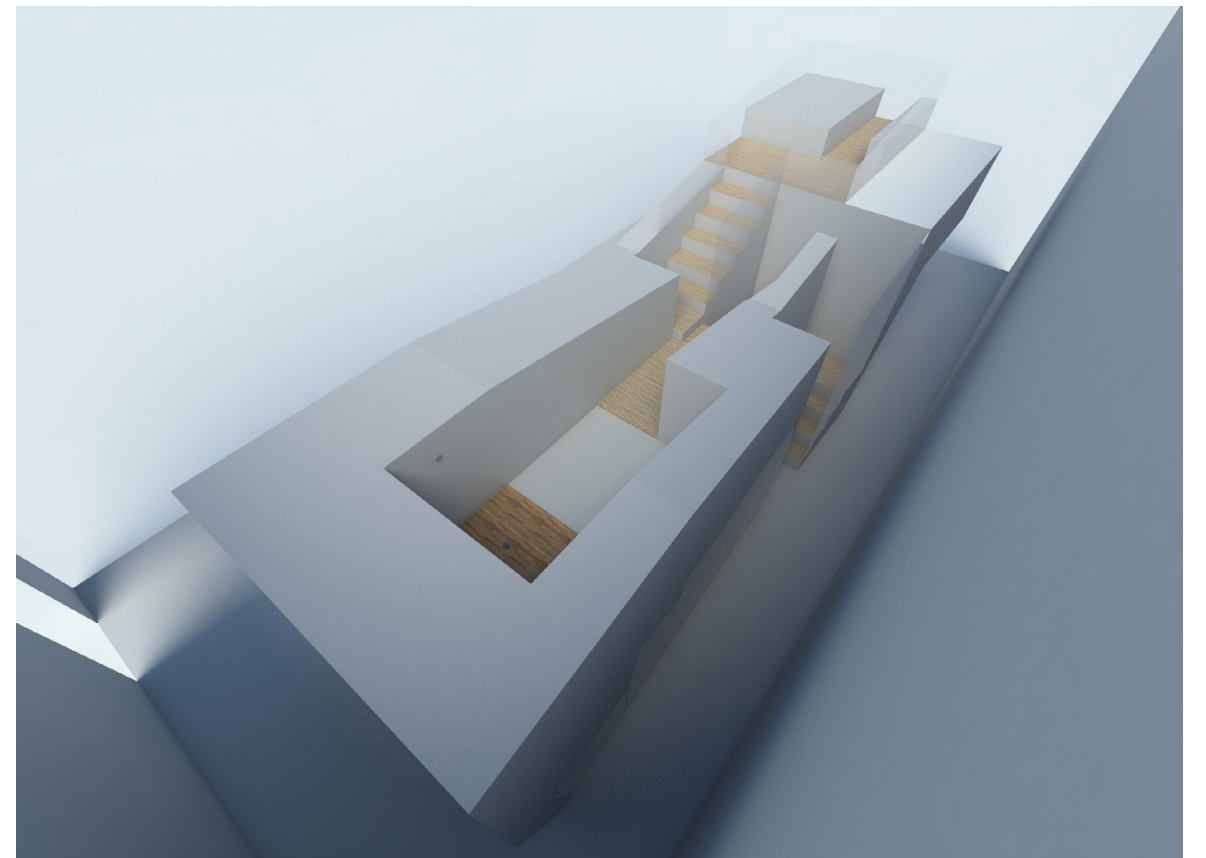
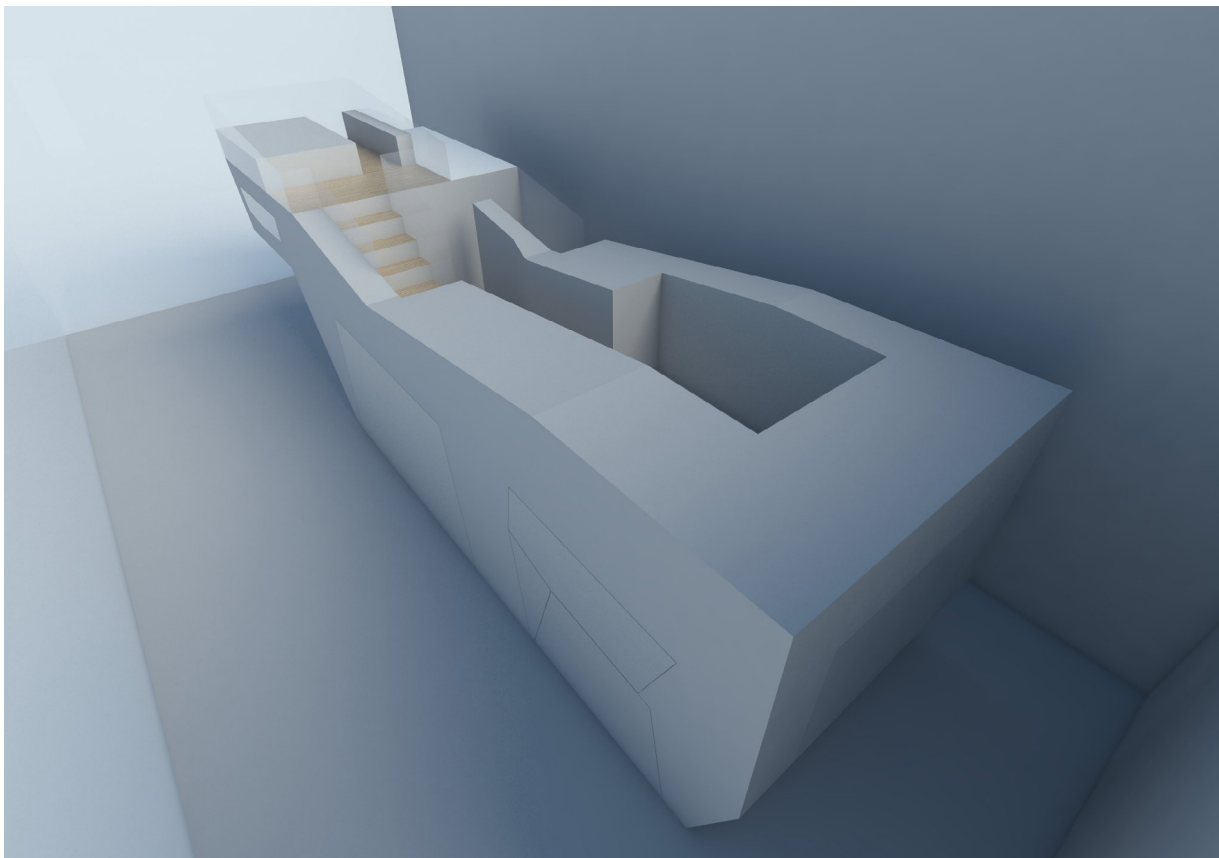
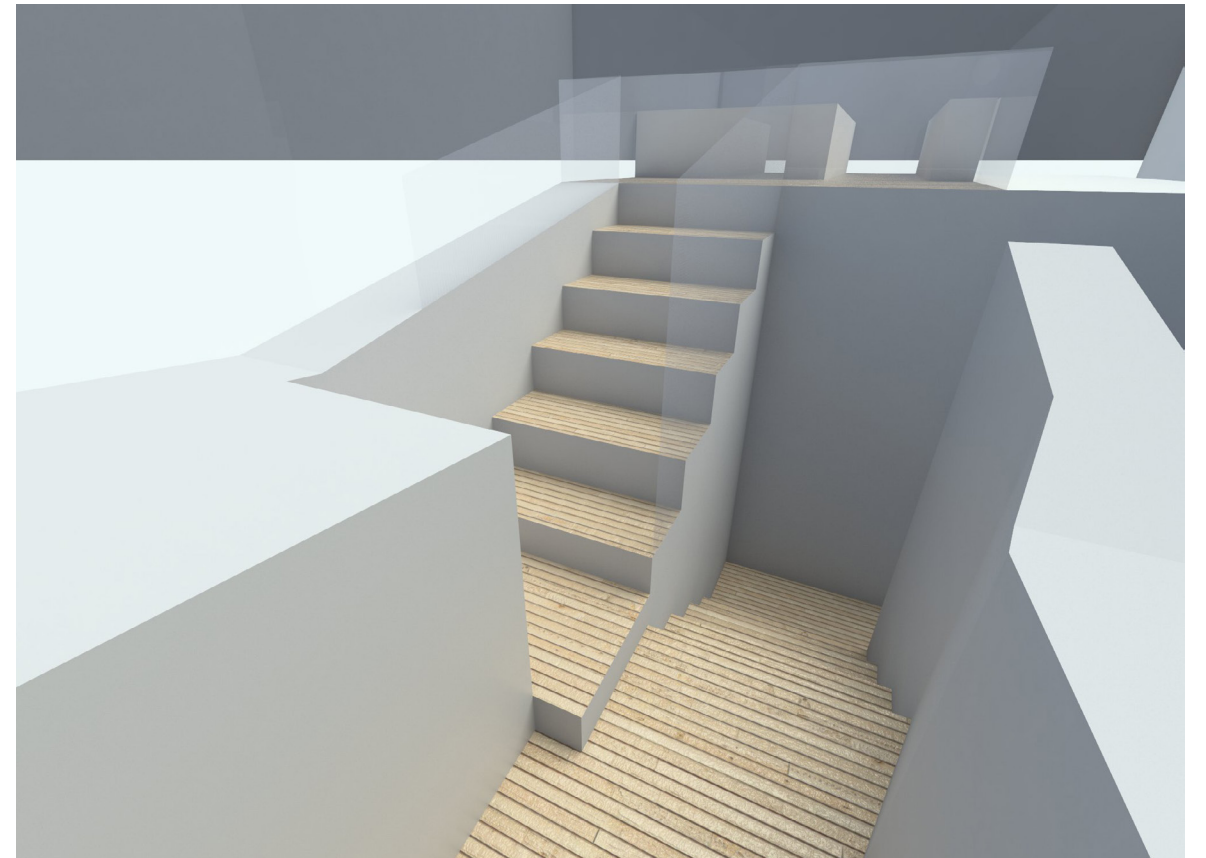
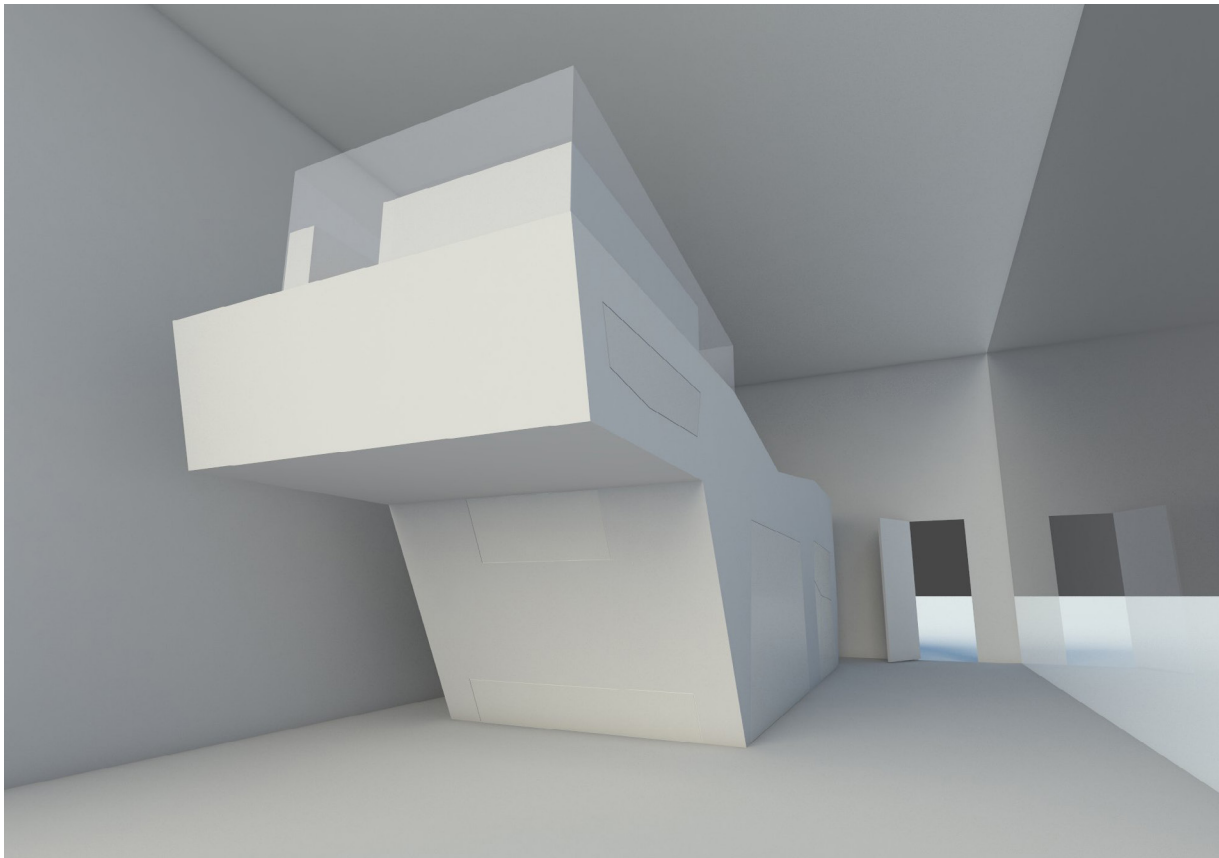
Just as we enter the space through the door we find ourselves in the social area. Firstly we see a set of closets which were designed for storage, and secondly we see a sliding door where we find the pull out table and folding chairs to create sitting space. Passing the sliding door we get to the more quiet and personal social area right under the part of the wall, facing the window where we can pull out the bed and watch TV( which is slided down (on the picture it is in the down position)). These areas were designed with the whole wall windows to provide the feeling of openness.

On the other side, which is shown in the picture in the right corner, is the kitchen designed with a built-in refrigerator, oven and storage. The work space is designed as an open closet where the shelves can be used as working boards; the door of the closet is used for hanging the most used tools and therefore being closest to the person when preparing food.

The wall is designed on 3 floors, the base floor where we have a social area, cooking area; going up the stairs from the kitchen we proceed into the the middle floor, which is built into the wall, and serves us as a bathroom. Here we have built in closets, toilet, sink and shower with only the wood floor seen by entering the room. The height of the wall on the middle floor was taken from measurements of an average male so the person is covered whilst taking a shower. From the middle floor we get to the top floor where there is the bedroom and a glass fence (used to protect the person from falling down).







# Photography



**Studio**  
6th semester

Theme - nude and portrait  
Analog camera





## Photography

6th semester

Theme - colours  
Analog camera





## Photography

6th semester

Theme - colours  
Analog camera





## **Shooting for AbaArt Lab**

Catalogue of the exhibition “Thinking water” by Joan Costa  
The picture was used in El Mundo for an interview with Joan Costa



Thank you