

Press Release

“An artist take” by Sergei Sviatchenko for Magasin du Nord, Copenhagen
Private Viewing the 6th of April 6 2018 at 4pm.

In connection with Magasin du Nord's 150th anniversary, we are proud to invite the Danish-Ukrainian artist Sergei Sviatchenko to interpret Magasin's historical image archive.

The internationally recognized artist has, for the last 25 years, had several solo and group exhibitions in Denmark, the USA, Canada and most of Europe. Sviatchenko is educated in Art and Architecture at the Kharkov Academy of Fine Arts in Ukraine and is in possession of a Ph.D. from the architectural school in Kiev, Ukraine. In 1990, he moved to Denmark and has since lived and worked in Viborg.

In 2002, he established the Senko Studio, where he curated changing international exhibitions of young artists, photographers and video artists until 2009. He then founded the art project Close Up and Private, an ongoing photo project that provides a contemporary view of style, fashion and classical details. The project has gained international attention, including some of the world's largest fashion magazines and fashion houses. The choice of Sviatchenko is no coincidence. He is today one of the most distinctive characters on the international collage scene. He has with his LESS collage series established himself with his own distinctive expression. Sviatchenko's special oeuvre spans the known and unknown. It penetrates the boundaries of the traditional and contemporary expression and creates a connection between pop culture and politics, personal memory and collective histories, and architecture, science and language of the dream. The individual work consists typically of just two or three elements that reinforce the feel of the collage on a distinctly clear and pure color background.

Sviatchenko's interpretation of Magasin's historical image archive is a "cut out sculpture" of a classic LESS-collage made with a 3D effect, which sends your memory back in time. In this way, the historical substance is resurrected in a contemporary expression. Sviatchenko finds his inspiration in Constructivism in Russian avant-garde from the 1920s. With its wide-ranging genre and popular democratic ambition it wanted to break down the barrier between the intellectual and the popular. The art should be practical and spatial, absorbing and engaging. The process of interpreting Magasin's historical archive and transforming it into a new expression in the form of collages has given him an opportunity to work on these aspects.

“An artist take” by Sergei Sviatchenko for Magasin Du Nord, Copenhagen

Private Viewing, Friday the 6th of April 6 at 4pm.

Come by and get a glass of bubbly, meet the artist, and get one of the 5 exclusive art posters signed by him.

The exhibition runs until 30th of April 2018

Artist take. Sergei Sviatchenko for Magasin du Nord. Q & A

What is your vision with the windows? What should they do, create, make people feel, and communicate?

They are like frozen, dazzling particles from our dreams, not the dreams of our future, but the dreams we forget about in the morning. The windows are in different colours that appear if you close your eyes completely. My windows are mimics of something we can all have, but only a few have. People will be "awakened" from their daily lives and remember what they have dreamed about.

Why is a collaboration with Magasin about their 150-year anniversary exciting for you as an artist?

The journey back in time is exciting.

The recollection of joy that appears in our memories is charged with positive energy. Experiences that were successful. The opportunity to work three-dimensionally and in conjunction with others is interesting and nice.

How do fashion and art connect?

They both are an expression. They are both part of our culture and they both arouse interest in people who depend on the ever-changing fashion or art. Everyone, almost everyone, has an opinion about it.

If you were to describe your solution to the five windows, how would you do it?

I am trying to recreate more layers of an experience. At a distance, colours, gleams of light and reflections will lead the viewer's attention to something moving. At a closer inspection, smaller details will appear and trigger the imagination.

What do you think is exciting about fashion?

I see fashion as part of our culture. Something that connects generations and something that everyone can participate in, in his or her own way.

Why should people look forward to seeing your windows?

Because people must be reminded of the joy that we all have in our dreams.