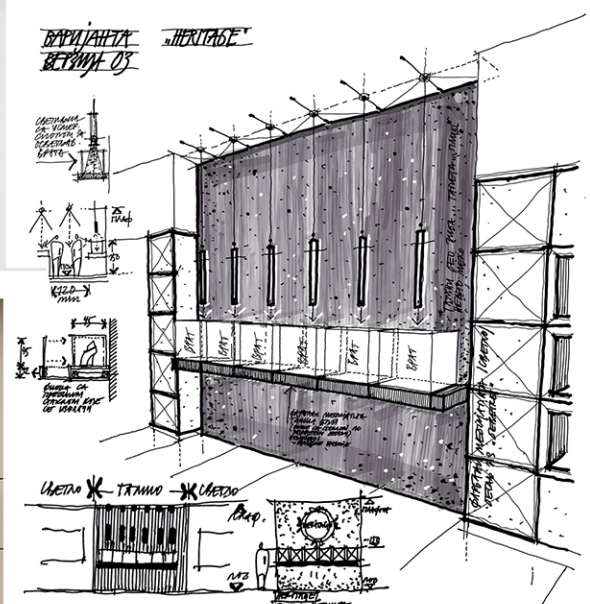
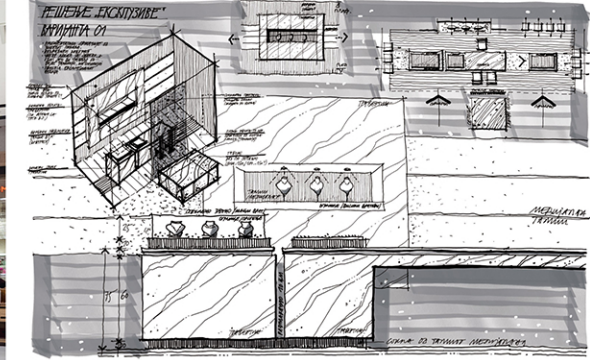


ZAKS JEWELRY SHOP_SPLIT_CROATIA

authors: *Nebojša Fotirić, dipl. inž. arh., Igor Rajković, dipl. inž. arh., Dragana Dobrisavljević, mast.inž.arh.*

Long-term cooperation with the client ZAKS Jewelry Company, began with research of current market through projects which remodeled traditional presentation approach and find a recognizable look of the store. That process led us to the creation of a branded interior that provides the best experience of exhibited jewelry. The design challenge can be seen in the attempt to introduce glamor and splendor into the story of modern reduced design.



On Architecture 2021 EXHIBITION BOOK



On Architecture
Ninth International Multimedia Event

strand

Sustainable Urban Society Association

On Architecture
Facing the Future – New Challenges



ON ARCHITECTURE
FACING THE FUTURE – NEW CHALLENGES

EXHIBITION BOOK

Belgrade, Serbia
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PREFACE

In questionability on relation between the exhibited works and the moment in which they are created, the catalogue sums up the impressions tending to find answer and meaning visually explaining relations between artworks and main subject of the conference.

The catalogue, as a moderator between audience and authors, gives us an overview of the artworks and offers a new reading of the established themes. Each of the themes is taking its place in well-structured chapters affirming a good opportunity for discussion and new revision.

Focus on the future, often as the only guide, motive and meaning for artists, becomes a boundless position from which we can research and consider new challenges in the sphere of phenomenology, architecture, technology and art.

Thus exhibited, the works are not visually presented in forefront, but rather by the way illustrated they significantly affirm seemingly invisible relation between artists (authors) and topics they are focused on.

The exhibition of this year's conference is presenting 46 selected works structured within five chapters under main theme **FACING THE FUTURE – NEW CHALLENGES**.

The exhibition, with selected works and setting provokes and initiates the question of limitless future in which it could be possible to perceive the reality from a perspective of new challenges as one type of methodological approach in the process of creating an artwork.

The catalogue in its form can also be perceived as an instruction or guide for reading individual interpretations of the authors demonstrated in context of the theme and elements of future as they experience it at this moment.

Zoran Abadić

CHAPTER 4.1

ARCHITECTURE AND ART

INTERIOR DESIGN

- Design: Interior, Architecture and Urban Design
- Architecture and Art: Spatial Installations
- Art as Inspiration

Nebojša Fotirić, Igor Rajković, Dragana Dobrisavljević (Serbia)

ZAKS JEWELRY STORE

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