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Juvenioia

“We are all lies that tell the truth.”



In Collaboration with MIX Magazine, who gave us this incredible opportunity to create a teamwork project, exploring an upcoming trend. Together with some Photography students from our university and students from KASK University of Arts in Belgium, we succeed in creating “Juvenioia” Magazine.

Editor and writer: Mila Valova

Photography Students : Luke Brotherwood & Georgina Jeremiah

KASK Students: Ospina Christina, Francesco Plazzotta

Special Thanks to: Doroteja Liaukeviciute and Jacob Tiley

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Each generation grows in the cradle of the previous one and builds on its accomplishments. As a result, “every new age group imagines itself to be much more intelligent than the previous one” And to finish George Orwell’s saying - “and wiser than the next one”. Simply said in one word - Juvenioia. A relatively new, unfamiliar term which points out the different ways of thinking and moral behavior of the people based on their different memories and experiences.

When we are born, we are raised in an environment which is somewhat different from that of our parents. Some of the old habits are being forgotten and replaced by modern ones, thus creating a conflict between the cohorts. The prior generations have developed fear about everything new that influences adolescents recently and it creates disappointment among them concerning all those small pieces of life that are unknown, have not been experienced or simply have been erased from their memories. This could take the form of TV, music and in particular-art. Therefore, inconsistent art is not as appealing as it was before and resistance to its perception has been created.

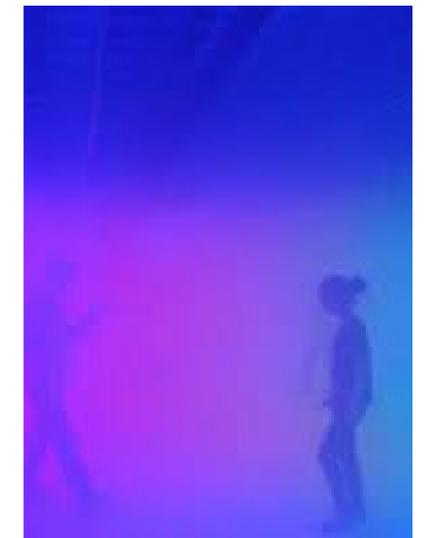
One knows that art itself is a form of expressing our emotions and showing the world through our imagination. No matter how we create it, whether it’s through photography or design or poetry, it allows us to revive these specific moments from our everyday life that make us smile or sadden us. As time passed by, art acquired more and more individualistic and abstract forms, people started focusing more on the idea than its final form of presentation as a complete product. Art culture and the perception of art have been modified. Consequently, many intergenerational conflicts have arisen. The unconventional vision of contemporary art is not sufficiently understandable by the older generations, and they tend to criticize it instead of making an effort to explore further the conceptions of the presented new artworks.

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IMAGINES ITSELF TO BE MORE
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One great example which can illustrate the characteristics of Juvenioia is the installation “Feelings are facts” created by the Danish artist Olafur Eliasson. The design has been set in a completely white room full of artificial fog illuminated by differently coloured fluorescent lamps placed on the ceiling. A specific atmosphere has been conceived. According to the inventor, the installation was brought into existence to make people consider their roles in the community and how easy it is to be blindly led by government lies and hidden facts about everything that is significantly important to their lives without questioning in which direction they are going. On the other hand, this contemporary art depicts very well the fear of the older generation accepting the different perspectives of young people. The unreal fog embodies these memories from the past that are blurry and overexaggerated, therefore - false. The color spectrum of lights, which is the only key feature that can direct them to the exit, creates a great sense of disorientation and invisibility of the style of the young people. However, if we study it further, we can find that this room embodies the presence of different age groups, even within their physical absence, as they are all there because of the mystical atmosphere and their curiosity. Picasso said once: “they are all lies that tell the truth”. Being in different stages of age and maturity, if we bring an awareness to this fact, won’t it be easier to see the other person’s point of view much more clearly?

Juvenioia intrigues me more as a social issue. It reminds me of myself. Being more of an abstract artist, beside the interior design, sometimes I also face a lack of understanding from the elderly. Becoming acquainted with new people and different cultures makes me stay positive as I have found that more and more people are willing to go beyond their own beliefs and be more open-minded when viewing and discussing new works of art. What matters most is the communication. Within those art debates, one can clarify, modify, accept, or deny his/her perception of a specific new art trend.





In relation to the interior design and my position as an interior designer, working on the project for MIX magazine, makes me realize that I really need experience in the professional world to further form my personal art philosophy. Having the opportunity to perform in a very creative and challenging atmosphere, I learnt the value of a real teamwork. Working with people who are as passionate as I am, who love designing as much as I do, is real treasure. And one may be wondering how contemporary art is being created recently? The answer is – through a series of installations. Installations with objects, structures, using different media, works that are built in specific locations, creating a dialogue with their surroundings and their viewers. I have observed that interior designers have created a variety of dramatic installations like the artworks of Olafur Eliasson and that is exactly what makes me so excited about making art. I believe I found the symbiotic coexistence of both art and interior architecture. Today, my answer to a possible question of “how do you feel as an interior designer in training”, would be: “Learn the rules like a pro, so you can break them like an artist” (Picasso). Nothing is impossible, you just need to be able to look in different directions and you will notice how Juvenovia tells you goodbye.