

Extravaganca.com

Jelena Rokanovic - Fragments of imagination and a story of a woman

Posted by alexandras on Friday, December 22nd, 2006 in

Career, Fashion, Beauty, Entertainment, Lifestyle

Text: Igor Vidović

Fashion designer Jelena Rokanovic, after completing her education in Italy, has been successfully building her career as both fashion and interior designer. She enjoys all aspects of art, likes both music and photography and is particularly proud of her singular collages which have been recently exhibited in the gallery Torre Branca in Milan, Italy where she lives and works.

She had two additional, individual exhibitions in the same city and also, last October, she exhibited in Los Angeles. In addition, the fashion house, Roberto Cavalli has recently made an offer to Jelena to create collages for their entire company: their restaurant, coffee bar, offices and boutiques.

Jelena says that she uses collages as her mode of expression because through them she can unite her many, diverse interests. Visually attractive and thematically, symbolically or even as a mere decoration in space, these collages are telling their stories illustrating the world we live in.

The picturesque, vivid and colourful dreams that Jelena is dreaming may have, after all, found their way, probably unconsciously, to her collages even though she rejects the idea that her dreams are her inspiration. Probably this is why these fragments of reality – mostly photographs from women's fashion magazines, put together in her collages, sometimes appear as some abstract scenes from imagination.

Some of the collages are designed as playing cards which can be looked at from both ends and, the spaces left blank intentionally, give them a particular symbolism. These visual stories are dominated by the feminine principle, telling the story of a male/female relationship but always from a woman's point of view. Jelena is questioning this male/female relationship which, in our world of consumption, has begun to change and is becoming more of a simple form of barter thus leading to the loss of emotions. Even though it may be only partially true, these collages are in a way suggesting that male/female harmony is and may have always been just a reverie which appears to us rarely and only as a wonderful possibility.

Fashion is also present (beautiful female faces and naked bodies, details dealing with the aesthetics of a woman as well as the spaces she occupies) as a powerful means of deception and a huge sale of dreams of perfection which we long for incessantly. In the atmosphere of these collages one feels sort of a pleasant suggestiveness which, in spite of all its richness, leaves many questions open ended.

Jelena's particular view of the world is present not only in her collages but also in her fashion design creations which, she hopes, will become fashion line as well as in her interior designs which are enjoyed by her clients in Italy, Spain and Belgrade, Serbia.