



**O**ne day I got a phone call from the magazine DRVO, asking me if I could write a few lines about some of my work experience. Having always been a freelance designer, I have had many different experiences and it was not easy to pick one that could summarize all of them. So I decided to choose one that shows the advantages of being a freelance designer and of working in different disciplines instead of sticking to only one.

#### Starting out:

I was interested in a lot of things and eager to learn about everything. The only way I could think of to get a taste of all the things that interested me was to be a freelance designer. But I had to start somewhere so I began with the companies I knew about: Luxury Houses.

#### Luxury Companies:

While being a student at my design school, I had been put in charge of collecting all the documents, names, contacts and information about the luxury companies that are in the Comité Colbert. The Comité Colbert is an association that has a membership of 68 houses of luxury whose object is to collectively promote their shared values

in France and internationally. Their aim is to combine tradition and modernity, craftsmanship and creativity, history and innovation. They organize every two years the Young Designers Competition (YDC) for design students (in french schools) that leads in promoting new ideas and new talented designers or even developing products. This taught me a lot about luxury houses (their specific way of functioning) and got me in touch with many people working for them.

#### The trend-setting agencies:

One of them was a woman who, soon after, contacted me because she was looking for a product/fashion designer who could be able to imagine new products for the near future (real or fictional). That woman turned out to be working for one of the top 5 trend agencies in the world: Nelly Rodi. This agency collects information, observes the population, the industries, world finances, etc. to set future trends. Basically, they decide what kind of clothes will be worn, what colors are going to be used, and much more. When I got there, they gave me 4 main directions. For each one of them I had a list of words and a panel of colors. With these elements I had to create technological products and fashion accessories, that would later go in a trend book destined to

a big Japanese company that is "feeding" ideas to multinational corporations like Nike, Sony, etc.

#### The three-step process:

The agency would give me the necessary elements, I would then work by myself for 2 to 3 weeks and come back with a pile of ideas. They would then decide what to keep, what not to keep and what should be taken further.

The second time, I would give them finalized drawings and present some more ideas.

The third time, I would bring all the drawings finalized, all of which were put in a huge trend book filled with photos, textile, colors, texts and drawings. This type of trend book is what companies around the world are buying from agencies like Nelly Rodi to get directions and creative ideas.

#### The need for diversity:

I have chosen to recount this specific story because this is one of the cases where a freelance designer whose skills and knowledge range over many different fields (product, luxury product, graphic, web, fashion, etc.) has his place more than a specialized designer. For this kind of job, Nelly Rodi was looking for a person who had a global view of the product and design world, someone who could mix and match different elements to create a new one and a designer with good drawing abilities (good rendering, fast and clear).

# HOW I BECAME A FREELANCE DESIGNER

Mikula Radman wrote

**"We are in an Era of Globalisation and I think that when looking at the broader design market, new designers should see as many opportunities as there are companies in the world"**

Mikula Radman,  
designer

## A broader view

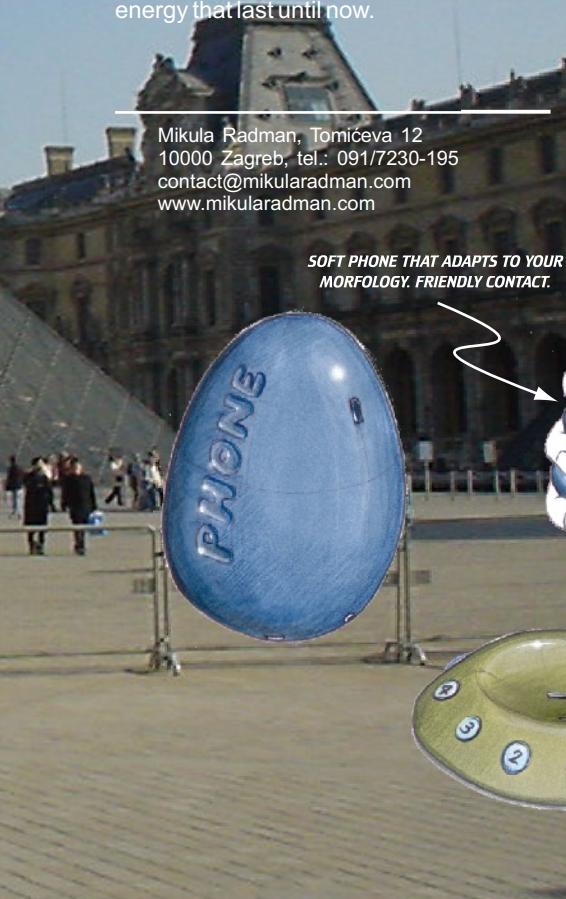
What seems to be a weakness in some cases (i.e. not being specialized in one specific area) can be a great advantage in other cases. In many companies there are a lot of specialists only, which can be a problem because they fail to have a broader, global or different view of their product. Hiring a designer who will bring in new ideas and work in collaboration with the various specialists on associating elements that no one in the company would have thought of can definitely, more often than not, increase sales or even save a brand.

## Conclusion

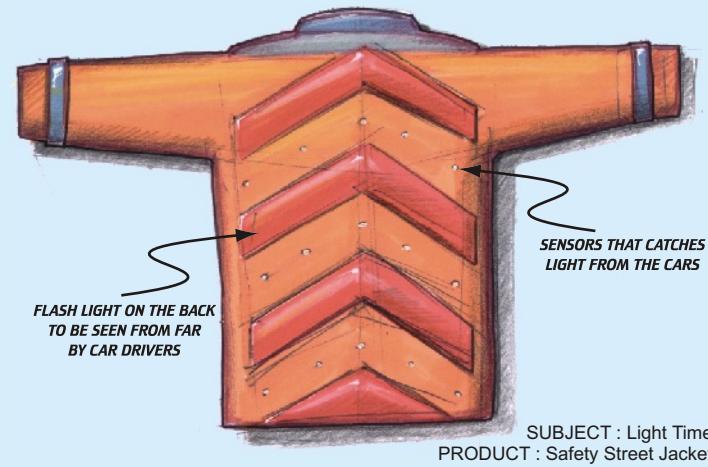
If I had one advice to give to design students, it would be to try to be interested in as many things as they can and to keep an open mind. In every discipline, they should seek a new work method, a different point of view that they will be able to adapt to their work and to the way they function.

We are in an Era of Globalisation and I think that when looking at the broader design market, new designers should see as many opportunities as there are companies in the world. That very thought struck me the day I finished my studies and it filled me with hope and energy that last until now.

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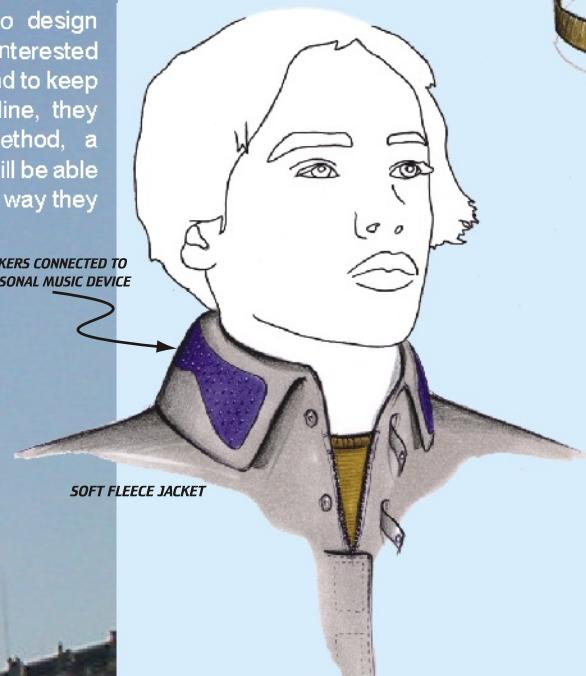


*SOFT PHONE THAT ADAPTS TO YOUR MORFOLOGY. FRIENDLY CONTACT.*

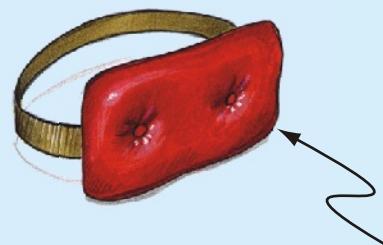


*SENSORS THAT CATCHES LIGHT FROM THE CARS*

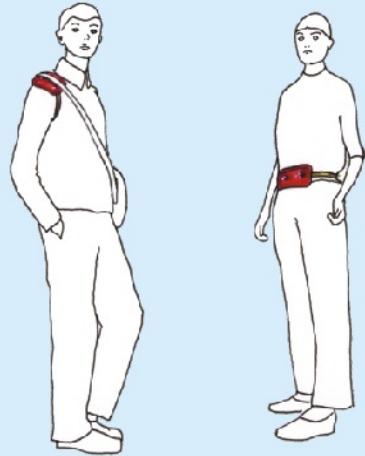
*SUBJECT : Light Time*  
*PRODUCT : Safety Street Jacket*



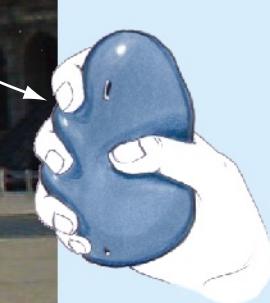
*SUBJECT : Feel At Home*  
*PRODUCT : Collar Speakers*



*SOFT PILLOW THAT GETS BETWEEN US AND THE OBJECTS*



*SUBJECT : Feel Protected*  
*PRODUCT : Buffer*



*SUBJECT : Slow Time*  
*PRODUCT : Soft Phone*



*SUBJECT : Feel Protected*  
*PRODUCT : Summer Glove*