



Top luxury products are the specialty of Mikula Radman. His work for Chanel includes this Icon Bag (2003).

## A VIEW INTO THE FUTURE

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**E**very project is a new challenge for me, says Mikula Radman, 31 year-old German-Croatian product designer, who is known from world brands like Chanel, Christofle, Moët & Chandon, Hennessy to name a few, and his enthusiasm, creativity and rich multicultural background shows in each of his projects. Mikula Radman grew up in Brussels but he studied design in the prestigious designer school Creapole-ESDI (Ecole Supérieure de Design Industriel) in Paris where well known designers started such as Ora-Ito and Philippe Starck.

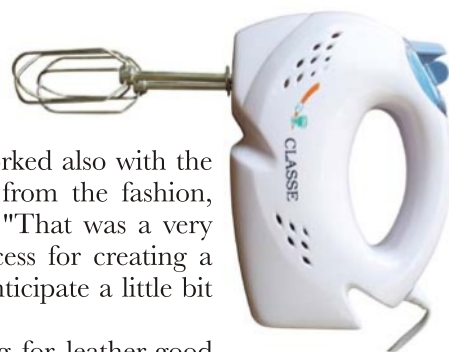
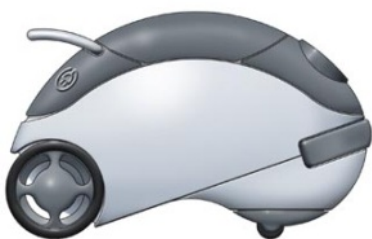
Although he graduated in product design, he works in graphic design, web design and product. "I was always interested in associating graphic design with product design, as well as presenting a product in a graphical way and the graphical application on a product", says Mikula. "I like it when one and the other merges", says the designer who worked for Chanel, designing the bag, jewelry, but also patterns, as well as for Moët & Chandon, well known for their luxury products, or Christofle, famous for their silverware. >





The silverware Galea that Radman designed for Christoffe is available in City Center Müller in Zareb.

The vacuum cleaner and the mixer were designed for Triangle Partners (Isabelle Paris), specialized for home appliances, produced in China for the European and American market. The orange and grey vanity case was designed for Heng&Feliciano in 2003. Mikula designed the letter opener Bolide for Christoffe when he was still a student.



During his 7 year professional experience in Paris he worked also with the famous agency Nelly Rodi who gathers together people from the fashion, beauty and artistic world to sets the trends of tomorrow. "That was a very useful experience for me" says Mikula, "because the process for creating a product is long and expensive so it is good to be able to anticipate a little bit the future".

After Paris, he went to Florence where he was working for leather-good companies (Brioni, Aqua di Parma), and after that, although the difficult situation in product design in Croatia, he decided to settle in Zagreb. When he arrived in 2004 he was working in an architecture office Produkcija 004, and finally opened his own design studio working for French, Austrian, Slovenian and Croatian companies. "This is only a try. You can't be sure, nowhere, that you are going to succeed", says Mikula. "I made it Florence and in Paris so I want to try it in Croatia now. I have the feeling many things can be done here differently and for me to do them is a new challenge. For example, in Paris the team work is much more valued and you are getting specialists from different fields in order to achieve a competitive quality product. I intend to work like that here, always hiring the best people for the job that needs to be done, wherever they are from, the only thing that matters to me is quality! I need to be competitive on the world market, not only in Croatia".

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An important figure in the studio is the energetic manager Barbara Bendekovic, not only is she managing and organizing the work but also analyzes the market and is the contact person.

"One example of the situation in product design in Croatia is the wood industry", says Barbara, "in which Croatia competes more because of the raw material rather than the finalized product, which would give to Croatian designers the chance to show their knowledge and develop ideas, by extent the products would gain in market value and competitiveness".

"Companies in Croatia didn't have too much interest in Croatian designers which doesn't give the opportunity to young designers to get some experience. With time the situation will have to change because of the pressure of competition. Product design is an important factor to the competitiveness, the market value and in the end the profit. Product design is often misinterpreted as an aesthetic job, but it is much more complex than that. It includes market research, detailed analyze of the production and their costs and the different phases of creation: creating the concept, defining the design, implementation and finalization. This helps the companies to emerge from the masses and get a market value, sometimes even to become a brand", concludes Barbara.

That's exactly what companies see in Mikula, because he has this multicultural background and acquired his professional experience in world metropolis. □

The fruit squeezer was designed for Triangle Partners (Isabelle Paris). 2003

