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## Artist Interview - Tsaruk & Ahmadova

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# TSARUK & AHMADOVA

Brest, Belarus

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**Belarusian designers Igor Tsaruk and Marina Ahmadova are not married, not a couple in love, not relatives, but they have been working together for more than five years. They have similar views on beauty and design in the broad sense and complement each other as professionals, which they think gives them an advantage over other designers.**

**They commented: “We are both architects and we were classmates at university. During the last year of our study we created our own project, ‘Fajno Design’, which specialised in industrial and interior-design work. In the summer of 2017, ‘Fajno’ started producing items we had created.” This decided them on a future as collaborative creators. They are both members of the Belarusian Union of Designers.**



01

## 01. Marina's birds

Collection of ceiling and tabletop lamps in the form of birds from fajnodesign. Presented in the interior of a guest room in Provence Style. Playful, yet laconic design does not create an age or gender gradient. Such a lamp can decorate a cozy suburban home as well as a modern apartment, can become an accent in a children's room and a special touch to a formal office, can bring the life of nature into any interior with its smart design in the form of a bird.

## 02. Fern Interior

Fern Interior deals with the love to colour and life. Many objects were custom-made to create a unique space — complexity in good sense. None of the objects, details and colours are accidental. Fern is the workplace for a design studio, where you enjoy spending your working hours, invite clients proudly, where you want to give lectures and organise shootings.



02

02



**Do you regard your partner as a reliable sounding-board for your ideas or does he/she know you too well to be objective?**

We have been working together for about six years and different things have happened to us. Now we totally trust each other and have great respect for each other's opinions. We are aware that any correction in a project is for the better; it is only the desire to make the project better, not the wish to offend anybody or display your selfish interest. We believe in each other's objectivity and know that it makes us keep our eye on the ball, be in tune with the trends and move on.

**Have you heard of Design Thinking and if so do you regard it as a technique worth adopting by enterprises that have nothing to do with the world of design?**

Sure, we have heard of Design Thinking and think that it is quite applicable to any sphere of life. As for us, we don't follow any specific methods deliberately and consciously. We have worked out our own schemes of creation. We believe that any method is good if it is applicable and works in a particular situation. When we were deeply interested in various methods of work organisation, we came to the conclusion that any team has to work out their own thing and that this can lead to incredible results at that moment.

**Do you agree that “two heads are better than one”? Would even more heads be even better?**

We totally agree and believe that it is our tremendous power. Of course, we always cooperate with our colleagues, customers, manufacturers and designers. It could happen that we will realise that we need a third or a fourth partner, and hopefully this will be a harmonious continuation. We exclude nothing, but right now we feel comfortable with each other.

**Do you have frequent disagreements and if so how are they resolved? Do you just press on regardless of criticism or do you normally end up with a compromise?**

When we started working together, we were young and hot-headed. We tended to place personal selfish aims above the actual result; what is more, we were short-tempered. Now it is great to understand that we have grown out of such infantilism and we only focus on our jointly achieved result. We are deeply interested in each other's thoughts and our attitudes to things are quite similar. We enjoy implementing each other's ideas. We adore accepting challenges from the outside world. If misunderstandings arise, we talk them out. Criticism is never an end in itself.



03

03.  
Arrival

Dedicated to researchers and dreamers, those people who are passionate about the past, history and mythology, who are not afraid of unexplored things, believe in incredible future and love all the living — Arrival is an expression of love to the unknown, the future and the boundless. Neil Armstrong: "That's one small step for man, one giant leap for mankind".



03



04

04.  
Wilds Chair

For a dining room or living room done in the minimalist style, you always want to add an interesting accent. This desire can be accomplished by properly choosing a breathtaking or unusual chair. Not devoid of irony, the Wilds chairs were conceived as a universal piece of furniture. These chairs can be closed or open back, which allows you to fit them into any interior.



04