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Br./No. 22 Cijena/Price 2.00 €

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Kristina Ivanović

Predstavljamo Kristinu Ivanović - DIVNA DESIGN

## KREIRAM STIL KOJI NEMA STRAH OD PROLAZNOSTI

Kristina Ivanović, mlada i ambiciozna dizajnerka enterijera, primijenjena umjetnica, osnivačica i direktorka firme DIVNA DESIGN predstavlja sofisticiranu poslovnu ženu čiji rad odlikuje izuzetan nivo nježne estetike. Autentičnost svakog DIVNA DESIGN projekta zasniva se na postizanju balansa između jednostavnosti i sofisticiranosti, simetrije i asimetrije, prostorne čistote, svjetlosti i ispunjenosti. O kojem god projektom zadatku da se radi, Kristina ima svoj „odgovor“ - kaže da gradi sopstveni stil na temeljima novih iskustava. Njen dizajnerski „rukopis“ odlikuje prozačnost, prijatne boje, miks starog i novog – unikatnost ambijenta koji odiše srećom

Tekst: Sanja Golubović

Kristina Ivanović rođena je u Podgorici, odrasla u Kotoru, a svoj stil i umjetnički senzibilitet počela je razvijati tokom studija u Beogradu na **Fakultetu za umetnost i dizajn**, a potom u Milanu, na univerzitetu **Politecnico di Milano**. Nakon školovanja, svoje znanje usavršavala je u nekima od vodećih firmi u Podgorici, Beogradu i Njujorku. Izuzetna znanja i iskustva stečena na početku karijere u centrima koji diktiraju svjetske trendove u dizajnu, Kristina je odlučila da primijeni u sopstvenom studiju DIVNA DESIGN koji je osnovala 2019. godine. Sa 27 godina, započinje samostalnu dizajn karijeru bazirajući se na kreiranje luksuznih stambenih, poslovnih i ugostiteljskih objekata. **Zbog velike ljubavi prema umjetnosti, enterijere nerijetko ukrašava umjetninama i unikatnim dizajnerskim komadima.** Voli se igrati sa kontrastima, pa se u njenim projektima mogu naći savršeno ukombinovani moderni sa klasičnim detaljima, sve to skladno uklopljeno u zavodljivu harmoniju i poziv na uzbuđljivo dizajn putovanje.

Kristinina dizajnerska evolucija je izuzetna. DIVNA DESIGN studio već sada se može pohvaliti opremanjem mnogih luksuznih stambenih objekata. **U novembru 2021. godine, Kristina je imala čast da bude učesnik NYC&DESIGN festivala, na kojem je prezentovala jedan od njenih novijih projekata. U pitanju je projekat enterijera luksuznog butika u Podgorici.**

“Pronaći ime **DIVNA DESIGN** među onima koji su vam oduvijek bili uzori, za nekog mladog iz Crne Gore veliki je uspjeh.

Znam da sam na dobrom putu kada sam **DIVNA DESIGN** vidjela među imenima svjetski poznatih dizajnera” – kazala nam je Kristina povodom događaja koji je zaista reprezentativan u već bogatoj biografiji mlade dizajnerke pred kojom je, po svemu sudeći, ozbiljna karijera. Takav je i njen odnos prema poslu – ozbiljan.

Kristina kroz svoj rad definiše modernost kao koncept koji se ne udaljava od prošlosti, već se kroz istu prožima. Ponekad dizajnira mirno, ponekad egzotično, uvijek sa istim ciljem, kako ona voli da kaže: “stvoriti enterijere sa dušom, probuditi čula i kreirati priču koja nema strah od prolaznosti”

**Kao krunu kvalitetnog rada, DIVNA DESIGN otvara vrata svog novog radnog prostora u Podgorici.**

Radni prostor DIVNA DESIGN osmišljen je kao izložbeni prostor gdje se mogu vidjeti komadi namještaja poput mini-bara, fotelja, tepiha, radnog stola, biblioteka sa potpisom DIVNA DESIGN.

**Kako ste i zašto zavoljeli svoj poziv?**

Zavoljela sam ga mnogo prije nego li sam se počela baviti istim. Dizajn enterijera kao da mi je bio suđen i logičan odabir. **Odmalena sam voljela crtati. Često sam na svojim crtežima lijepila objekte i time pravila treću dimenziju. U kući smo imali časopise poput Art&Decoration.** Sjećam se da sam ih voljela listati i zamišljati svoje klijente kojima pokazujem kuće iz časopisa i govorim iz

kojeg razloga su lijepe i zašto bi baš njih trebalo da kupe. Pohađala sam likovnu sekciju, svirala klavir. Sa majkom sam na putovanjima odlazila u muzeje i obilazila kulturno-istorijske znamenitosti. Zavoljela sam umjetnost i dizajn a da toga nisam ni bila svjesna. Dopada mi se što ste pravu riječ odabrali – poziv! Kada se bavite bilo kojim vidom kreativnog posla, njega i živite bez radnog vremena. I baš tada ono postaje kako ste i sami rekli, “poziv” a ne posao.

**Kako je došlo do odluke da osnujete sopstvenu firmu - studio DIVNA DESIGN i hrabro, tako mladi, brendirate svoj rad?**

Oduvijek sam maštala o samostalnoj karijeri i firmi čiji ću osnivač biti baš ja. Nakon pet godina tokom kojih sam se usavršavala u nekima od vodećih biroa koji se bave dizajnom enterijera, osjetila sam dovoljno samopouzdanja da stečenim znanjem i iskustvom doprinesem dizajnerskoj sceni osnivanjem firme DIVNA DESIGN i time zadovoljnim rastuću potražnju za opremanjem high-end enterijera.

**Po čemu se razlikuje dobar dizajn od sjajnog dizajna?**

Dobar dizajn je onaj u kojem se osjećate dobro, ali na kraju, niste ga ni upamtili niti je izazvao kod vas emociju. Loš dizajn odmah primijetite. Sjajan dizajn je onaj dizajn koji vas inspiriše, čini srećnim. To je onaj dizajn u kojem konstantno pronalazite nešto novo. U njemu neprestano uživate bilo da se radi o proizvodu ili prostoru. Tjera vas da mu se iznova vraćate.



**Šta Vam je najveća inspiracija a šta najveći izazov u poslu?**

O svojim projektima razmišljam konstantno. Ako nemam svoju knjižicu, tu je telefon u koji "preselim" iznenadne ideje i eksplozije kreativnosti. **Inspiriše me svaki novi projekat i klijent, kao i zadaci koji zahtijevaju odgovor. Svaki projekat je i novo učenje. Učim od svojih klijenata, a na kraju svakog projekta bogatija sam za novo iskustvo.** Inspirativno je to što uvijek postoji nešto novo, te je dostizanje konačnosti u ovom poslu nemoguće.

Volim što je svaki dan u mom poslu drugačiji. Da su stvari statične, ne bih bila ovako srećna. **Volim svoje slobodno vrijeme iskoristiti informišući se o novim događajima u svijetu umjetnosti, kulture i globalnog poslovanja. To radim putujući i čitajući. Sve me to inspiriše i čini istinski srećnom.** Vjerujem da je to ključ mog rada i da je baš to razlog zašto ljudi odaberu DIVNA DESIGN, kojem se uvijek i vrate. **Najveći izazov jeste upravljanje vremenom koje zahtijeva jako dobru organizaciju jer je moje vrijeme podijeljeno na više područja fokusa i različite zadate rokove.**

Naučila sam da je ključ dobre organizacije okružiti se talentovanim ljudima sa kojima dijelite istu viziju poslovanja. Osim toga, veliki sam kreator popisa i lista. Svake nedjelje sastavljam popis ciljeva koje želim ostvariti u narednoj sedmici i istu mijenjam, ako je potrebno. Uglavnom dodajem nove obaveze.

**Kad osjećate najveće zadovoljstvo u poslu? U kojoj prilici, fazi rada?**

Stvoriti nešto ne samo lijepo već funkcionalno i udobno je proces. U tom procesu uživam od početka do kraja. **Pretvaranje nečega što je bila misao i ideja u opipljivu materiju satkanu od nečijih želja a vaše mašte, svakog dana mi prčinjava veliko zadovoljstvo.** Neopisiv je to osjećaj. Vaša ideja i misao prerastaju u sprovedeno djelo na čijem vrhu imate zadovoljnog klijenta. Oni i jesu moja najveća radost - klijenti koji do kraja projekta postanu i moji bliski prijatelji. To je još jedna prednost ovoga posla. Tokom rada imate priliku upoznati divne ljude.

**Danas svaki segment enterijera mora biti funkcionalan, a da pritom ne izgubi na estetiци. Da li je nekad teško uskladiti estetiku i funkcionalnost?**

Kao dizajner, moram stvoriti nešto što funkcioniše. Razmišljam o tome kako bi to nešto živjelo sa svojom okolinom. Dok za umjetnika postoji sloboda stvaranja nečega što jednostavno postoji samo za sebe, dobar dizajn mora imati prije svega svoju svrhu, a onda i ljepotu. **Dizajn enterijera je kao umjetnička instalacija, ali funkcionalna. Sjediniti lijepo i funkcionalno proces je koji često nije lak, ali je uvijek inspirativan.**

**Kako bi opisali sopstveni enterijerski „rukopis“?**

Moj stil se (sticanjem novih znanja i iskustva) konstantno razvija, pa ga je nemoguće tačno odrediti. Na kraju, uvijek ga oblikuje lični stil mog klijenta. Međutim ono što je zajedničko svakom projektu jeste prozračnost, prijatne boje, miks starog i novog. U mojim projektima često možete naići na obradu zidova dekorativnim lajsnama, tapete, pastelne boje, kao i neobične obrte poput savremenih slika u klasičnom enterijeru ili klasičnim lusterima u sasvim modernom okruženju. **Volim klasiku interpretirati kroz**



**Elementi koji nisu trend već stil**  
**DIVNA DESIGN** pruža usluge personalizovanog dizajna i kreiranja enterijera zasnovanog na detaljima koji savršeno odgovaraju njihovom kontekstu, potrebama klijenata i koji će, što je važno naglasiti, izdržati test vremena.

“Upravo to je moja poslovna vodilja. Baza svakog projekta su elementi koji nisu trend već stil. Trudim se da pomirim zavađene stilove, sačuvam tradicionalno od zaborava tako što ga podržavam savremenim tj. tradicionalno interpretiram na savremeni način” – objašnjava nam Kristina

**savremene materijale. Volim i logičan slijed događaja začiniti nekom interesantnom materijalizacijom i neočekivanim odabirom boja.** Svaki moj projekat ima nešto unikatno, što kasnije ne ponavljam. Osim toga, trudim se da svaki enterijer oplemenim nekim od dizajnerskih komada, ali i umjetninama koje će ga učiniti jedinstvenim.

**Od klijenata-investitora dobijete idejni zadatak, budžet, mjesto i rok. Kada je vrijeme da lični pečat stupi na scenu?**

Ne svrstavam svoj rad u okvire jednog stila, već u okvire želja i stila življenja svakog pojedinačnog klijenta. Kroz svaki projekat tumačim svoju dizajn priču i kreativnost. Iz tog razloga, svaki enterijer postaje originalan i jedinstven.

**Na koji ste profesionalni poduhvat do sada najponosniji?**

Zvučaće kao kliše, ali, zaista sam ponosna na svaki svoj projekat. Bez obzira da li je u pitanju projekat enterijera ili dizajn komadnog namještaja, pristupam im sa istim načinom istraživanja i entuzijazma. Svaki od njih ponaosob za mene ima značaj jer svaki od njih nosi važan dio



moje dizajnerske evolucije i priče koju želim ispričati. Želja i strast koje gajim prema dizajnu čine da brend DIVNA DESIGN neprestano raste.

**Koji je Vaš poslovni moto i radna filozofija? Šta sve studio nudi klijentu?**

Tajna dobro osmišljenog enterijera krije se u pažljivom osluškivanju stila življenja, navika i želja klijenata, ali i prilagođavanju prostora i funkciji koju treba da ima, kao i lokaciji na kojoj se nalazi. Svaki enterijer mora komunicirati sa senzibilitetom klijenta. Usluga izrade rješenja enterijera ili namještaja podrazumijeva razradu ideje, 3D modelovanje i vizuelizaciju, kao i detaljnu tehničku dokumentaciju. Krajnji segment usluge odnosi se na izvođenje i praćenje završnih radova na terenu. Ukratko, studio nudi dizajnerska rješenja po mjeri, a klijentove želje oblikuje i sprovodi u djela.

**Vaša pojava je, malo je reći - upečatljiva. Pratite li možda i modni dizajn?**

Bavim se estetikom, pa je negdje i očekivano da volim i modni dizajn. Pratim trendove, ali ne slijepo. Jednog dana volim da je to kombinacija živahnih boja i printova, dok drugog uživam u nekoj svedenoj i više elegantnoj kombinaciji. Više je stvar emocije i raspoloženja. Često se enterijeri koje dizajniram poklope koloritom sa nekom mojom odjevnom kombinacijom i to mi bude jako simpatično. **Kada imam vremena, volim dizajnirati i neke odjevne komade za sebe.**



# Kristina Ivanović

We're introducing you: Kristina Ivanović  
DIVNA DESIGN

## I CREATE A STYLE THAT IS EVERLASTING

Kristina Ivanović is a young and ambitious interior designer, applied artist, founder and director of the DIVNA DESIGN company. Even if you don't know her, when you see her work, you feel sophistication of an artist and a remarkable aesthetic level. The authenticity of the DIVNA DESIGN project is based on achieving balance between simplicity and sophistication, symmetry and asymmetry, spatial cleanliness, light and fulfillment. Whether it's about a tasked style or project assignment, Kristina's got her "answer" - she says she builds her style still with new experiences, but her designer "handwriting" is recognizable because common denominators for her project are transparency, soft colors, mix of the old and new, and unique settings filled with happiness

Text: Sanja Golubović

Kristina Ivanović was born in Podgorica, grew up in Kotor, and started developing her style and artistic sensibility during her studies in Belgrade at the *Faculty of Arts and Design*, and then in Milan, at the *University Politecnico di Milano*. After her graduation, she advanced her knowledge at some of the leading firms in Podgorica, Belgrade and New York. She decided to apply remarkable experiences and knowledge acquired right at the beginning of her career, in centers which dictate global trends in design, to her own studio **DIVNA DESIGN** which she founded in 2019. At 27, she started a solo design career based on luxurious residential, business, and catering facilities.

**Due to her great love for art, she often decorates interiors with unique designer pieces too.** She likes playing with contrasts, so in her projects one can find a modern detail perfectly combined with a classic one, and all of that is perfectly fit into a seducing harmony and calls for an exciting design travel.

Kristina's design evolution is remarkable. The **DIVNA DESIGN** studio can already boast furnishing many luxurious residential facilities.

Through her work, Kristina defines modernity as a concept which stays close to the past, and it pervades it. She sometimes designs something peaceful, something exotic, and always with the same goal, as she likes to put it – to create interiors with a soul, awakening the senses, and creating a story which is everlasting

**In November 2021, Kristina had the honor to participate in the NYC&DESIGN festival, where she presented one of her newer projects. It's about a luxurious interior boutique project in Podgorica.**

"Finding the name **DIVNA DESIGN** among those who've always been role models for you is a huge success for a young person from Montenegro. I know I'm on the right track when I saw **DIVNA DESIGN** among globally known designer names – said Kristina regarding this event, which is truly representative in this young designer's already rich resume. By all accounts, she has a serious career ahead of her, and her approach to work is – serious.

**As the crown jewel of my quality work, DIVNA DESIGN is opening the doors of its new work place in downtown Podgorica, the capital of Montenegro.**

Work space **DIVNA DESIGN** is designed as an exhibition space where pieces of furniture are on display, such as a mini bar, sofa, rug, desktop, and library with the **DIVNA DESIGN** signature.

**When and how did you fall in love with your career?**

I fell in love with it long before I started doing it. Interior design was destined and logical to me. **Since I was a kid, I've liked drawing. I'd often glue objects onto my drawings, and thus created a third dimension. At home, we had magazines such as Art&Decoration.** I remember I used to like going through them and imagining the clients from the magazine I would show houses to, and I would explain why they're beautiful and why they should be bought. I attended an art section, and played the piano. I went to museums with my mom and visited cultural and historical landmarks. I fell in love with art and design without even being aware of it.

**...Elements that aren't a trend, but style**

**DIVNA DESIGN** offers a service of customized design and creating interiors based on details which perfectly fit their context, clients' needs, and which will endure the test of time. "That's exactly what I go by in each of my projects. The foundation of all my projects are elements which aren't a trend, but a style. I try to reconcile opposite styles, preserve the tradition from oblivion by supporting it with the modern, that is, I interpret the tradition in a modern way"  
– Kristina explains to us



I like that you chose the right word – career. When you do any type of creative work, you also live it, without working hours. And it's then when it becomes, like you put it, a career, not work.

**How did you come to the decision to establish your firm DIVNA DESIGN and create your own brand, so young and courageous?**

I've always dreamed of a solo career and being the founder of a company. After five years of improving my knowledge at one of the leading bureaus dealing with interior design, I felt enough self-confidence to contribute to the design scene with acquired knowledge and experience and by establishing the firm DIVNA DESIGN, and therefore, satisfying an increasing demand for furnishing high-end interiors.

**According to you, what's the difference between a good and a great design?**

A good design is one that makes you feel alright, but in the end, you neither remember it nor does it trigger an emotion in you. You notice a bad design right away. And a great design is one that inspires you and makes you happy. It's the design where you keep finding something new. You constantly enjoy it whether it's about a product or space. It makes you keep coming back to it or staying with it.

**What's your biggest inspiration in work? And the challenge?**

I think about my projects most days, and I can be inspired at any moment.



If I don't have my notebook, I write down a sudden idea or explosion of creativity in my phone.

**I'm inspired by each new project and client, as well as by tasks I need to provide an answer to. Each project is also a new learning experience. I learn from my clients, and at the end of every project, I'm richer from a new experience.**

The fact that there's always something new is inspiring. Thus, reaching finality in this work is almost impossible.

I like that every day my job is different and very dynamic. If things were static,

I wouldn't be this happy. **I like to spend my free time by getting informed about new developments in the world of art, culture, and global business. I do that by traveling and reading. It all inspires me and makes me truly happy.** I believe it's key to my work and that's exactly the reason why people choose DIVNA DESIGN, which they always come back to. **The biggest challenge is time management, which requires good organization because my time is always split between several areas of focus and different deadlines.** I learned that the key to good

organization is to surround yourself with people you share the same vision of running a business with. Besides, I'm a big creator of inventories and lists. Every week I make a list of goals I want to achieve in the following week and I change it, if necessary. I mostly add new stuff to do.

**When do you feel most satisfied in your work? What occasion and at what stage of work?**

Creating something not just beautiful but functional and comfortable is a process. I enjoy that process from the start to finish. **Turning something what was a thought or idea into a tangible matter interwoven with someone's wishes, and your imagination gives me great pleasure every day.** It's an indescribable feeling to see something which was once your idea or thought turned into action, and at the end there's a satisfied client. My greatest happiness is a happy and satisfied client who, by the end of a project, often becomes my friend too. It's one more perk of this job. You get to meet many great people during work.

**Today, every interior segment has to be functional without losing aesthetics. Is it sometimes hard to harmonize aesthetics and functionality?**

As a designer, I need to create something which functions. I think of it as something which would fit the environment. While perhaps, for an artist, there's freedom of creating something that simply exists on its own, a good design has to have a purpose above all, and then beauty. **Interior design is like an art installation, but functional. Blending the pretty and functional is a process which often isn't easy, but always inspiring.**

**How would you describe your own interior "signature"?**

The more I acquire knowledge and experience, the more my style changes. Therefore, I acquire more self-confidence to take on bigger risks at my work. My style is always evolving, so it's impossible to define it precisely. In the end, it's always defined by my client's personal style. However, common denominators for my projects are transparency, soft colors, and mix of the old and new. In my projects, one can often find decorative beading, wallpapers, pastel colors, as



well as unusual twists and turns, such as modern paintings in a classic interior or classic chandeliers in a completely modern surrounding. **I love to interpret classic through modern materials. I also love to spice up a logical turn of events with an interesting materialization and unexpected selection of colors.** Every project of mine has something unique, which I don't repeat. Besides, I try to rekindle every interior with some designer pieces and artwork that will make an interior unique.

**You've been given a project design, budget, place and deadline by a client. How do you manage to give your personal signature to projects you work on?**

I don't put my work into frameworks of one style, but frameworks of wishes and lifestyles of each individual client. I interpret my design story and creativity through every project. For that reason, every interior becomes authentic and unique.

**What project of yours, a professional endeavor, are you most proud of (or which one was the most challenging project you've worked on and why)?**

It'll sound like a cliché, but I'm very proud of every project. Every project has its story. I approach every interior project or design of a piece of furniture with the same manner of research and enthusiasm. Each of them individually has a special meaning for me, because each of them has an important role in my design evolution and story I want to tell. The wish and passion I cherish in design keep rein-

spiring me and broadening the horizons of the DIVNA DESIGN brand.

**What can an investor, who's decided to work with you, that is DIVNA DESIGN studio, expect? What's your work motto and work philosophy?**

The secret of well-thought out interior is a careful listening to the lifestyles, habits, and wishes of clients, but also adjusting to the space and function it should have, as well as its' location. Every interior has to be special and unique and so does the client the design is being created for. Services of designing the interior or furniture mean elaboration of the idea, 3D modeling and visualization, as well detailed technical documentation of the project. The final segment of the service refers to executing and monitoring the final works on site. Shortly, the studio offers tailored design solutions, and it shapes client's wishes and puts them into practice.

**You've got such a great taste for clothes, too. Do you follow developments in the fashion world or do you think that your taste is inherited?**

I do aesthetics, so it's kind of expected to love fashion design, too. I follow trends, but not blindly. On a certain day I want to be a combination of vivid colors and prints, and on another day, I want to enjoy a more elegant combination. It's more a matter of emotion and mood. The interiors I design usually match the colors of my clothing combination and it's cute to me. **When I have time, I like to design some clothing items for myself too.**