



THERE IS ALWAYS A STORY



My name is Magda and my work is all about images which have a story to tell. Creating emotions, visions and desire through listening to a visual, storytelling language.

How powerful compelling images affect the recipient was one of the most interesting key topics I've learned at the University of Journalism in Berlin. Together with the knowledge about Art Direction for Fashion at the UAL in London, this is a combination of the psychological effectiveness of images to people as well as the love of styling and fashion. Both together result in a work that carry away, move, motivate and last in mind.

Our collaboration with UMAMI focuses on the *intuitive communication* – the medium: hand-picked outfits & workwear concepts in-line with the overall philosophy of the food & beverage or hospitality concept to round-up the guest experience and transmit emotions.