

strajnic.net

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I was born in a small industrial city somewhere in northern Serbia in the mid 1980's.

Birth

Childhood

Most of my childhood days I spent on a farm with my grandparents, reading tons of books and comics which eventually lead to my affection for illustration and my love for animals.

I traveled to New York, lived with my sister for a while, worked anywhere from McDonald's to Indian grocery stores ...until I decided to apply to an Art Academy.

Journey

Growth

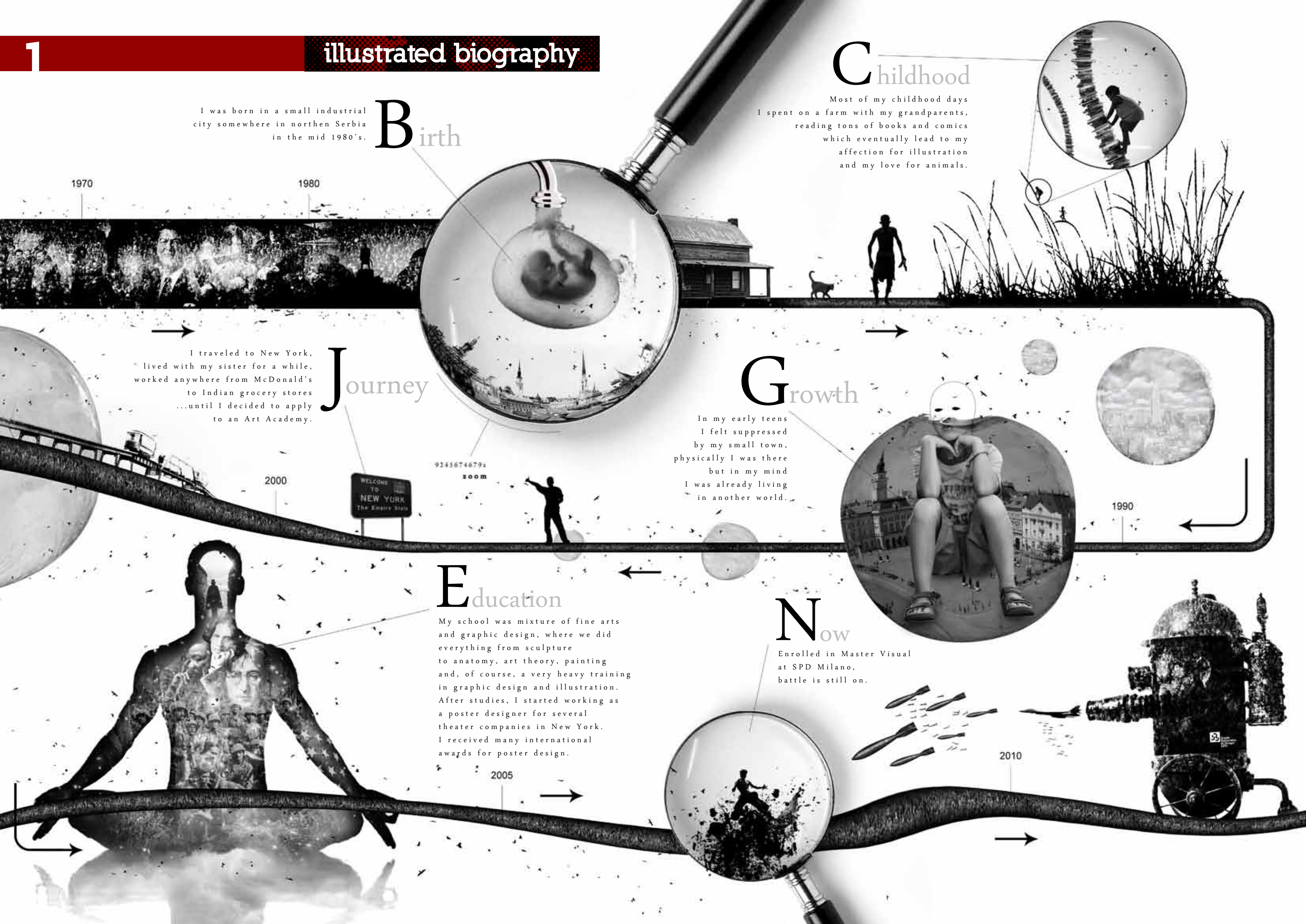
In my early teens I felt suppressed by my small town, physically I was there but in my mind I was already living in another world.

Education

My school was mixture of fine arts and graphic design, where we did everything from sculpture to anatomy, art theory, painting and, of course, a very heavy training in graphic design and illustration. After studies, I started working as a poster designer for several theater companies in New York. I received many international awards for poster design.

Now

Enrolled in Master Visual at SPD Milano, battle is still on.

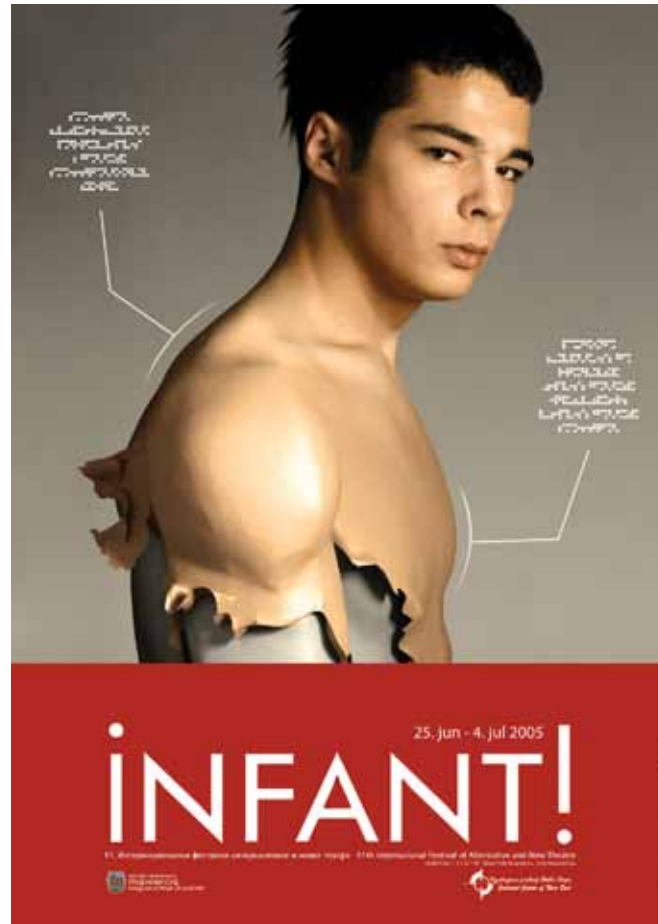




Generazione 10 promo posters

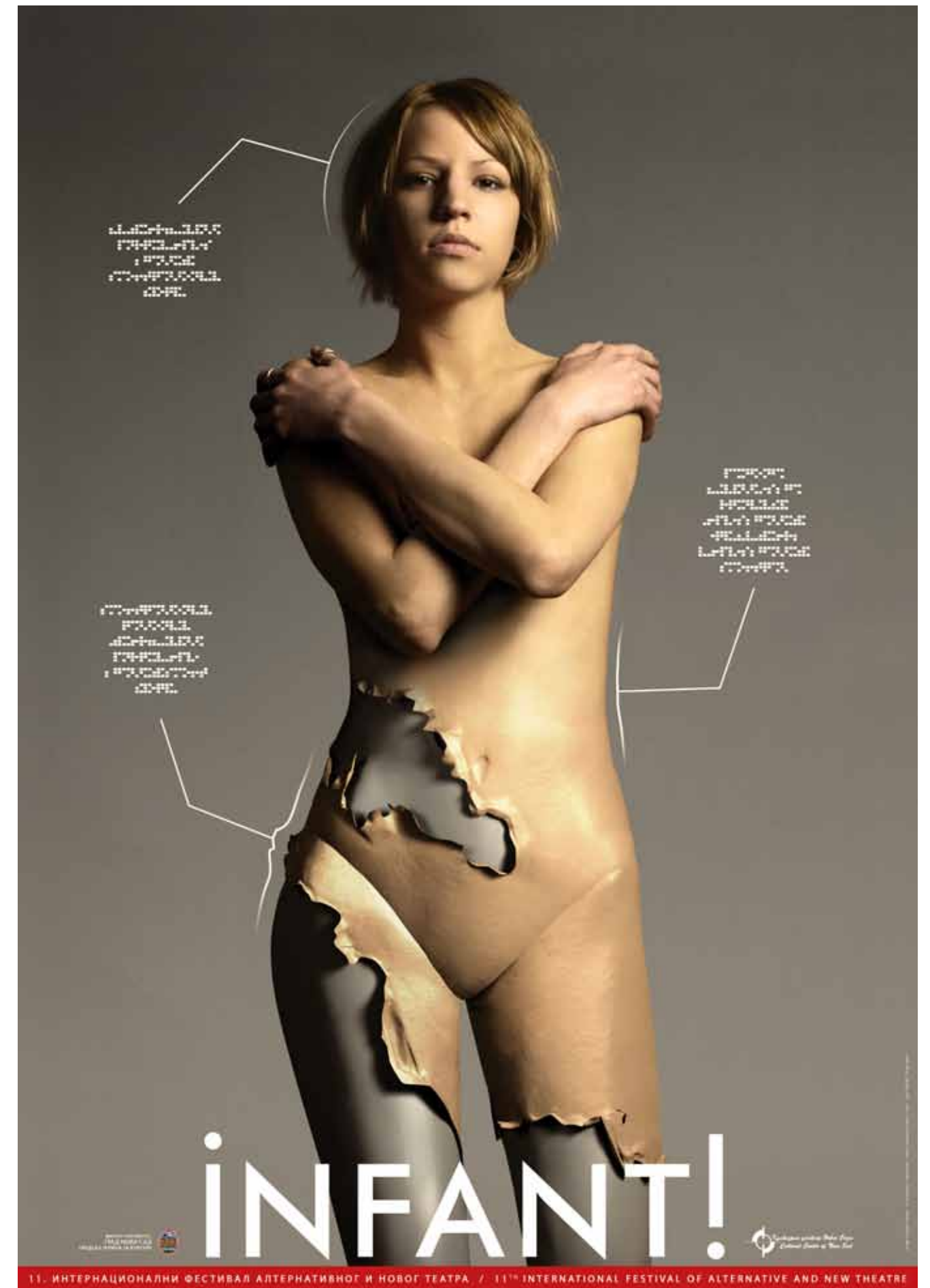
Set of four posters that promote the ideas of **Generazione 10**, a young alternative political party in Italy.

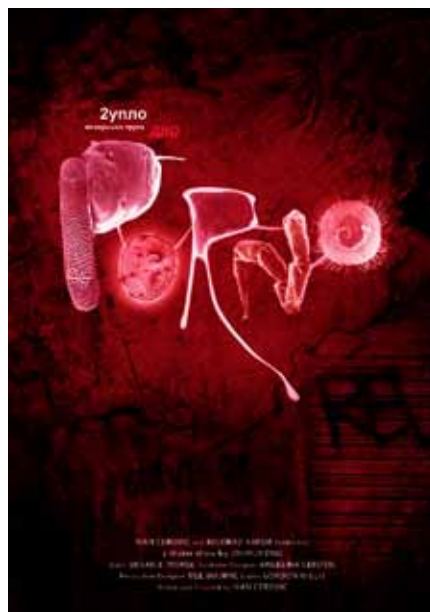
This particular poster promotes the idea of a **Green Belt** around major cities that would prevent further city growth and compensate for the pollution caused by large urban environments.



Infant 2005 promo posters

Promotional posters for the 2005
International Festival of Alternative and
New Theater.

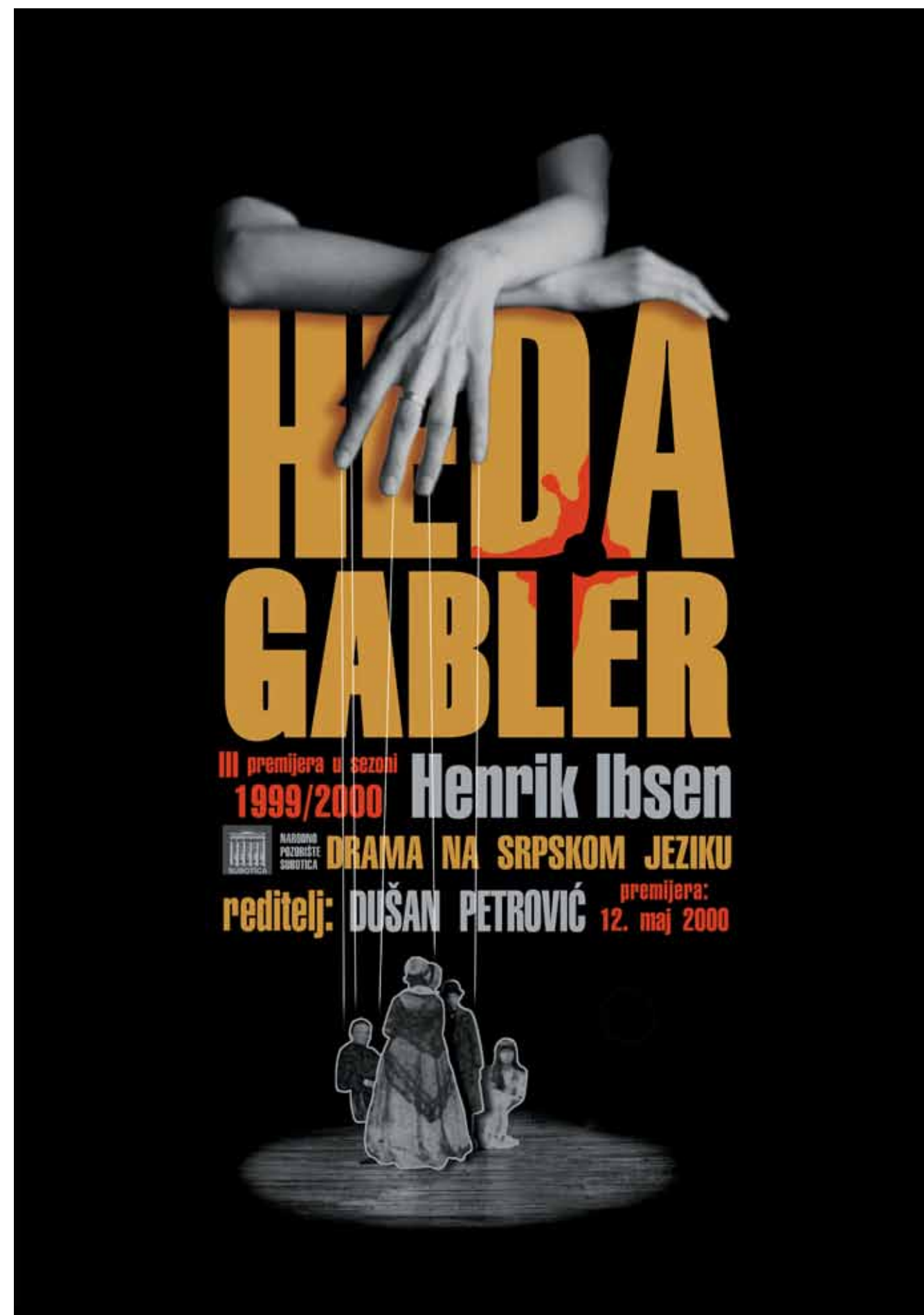


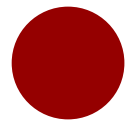


Hedda Gabler theater poster

As a graphic artist, I found a special interest in creating theater posters. Throughout my artistic practice I've created numerous posters for theater companies around the world.

Hedda Gabler is a play first published in 1890 by Norwegian playwright Henrik Ibsen. The character of Hedda is considered by some critics as one of the great dramatic roles in theatre, the "female Hamlet". Hedda may be portrayed as an idealistic heroine fighting society, a victim of circumstance, a prototypical feminist, or a manipulative villain.



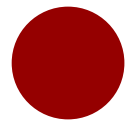


On the Origin of Darwin theater poster

As a graphic artist, I found a special interest in creating theater posters. Throughout my artistic practice I've created numerous posters for theater companies around the world.

On the Origin of Darwin is a play about the life and journey of Charles Darwin.

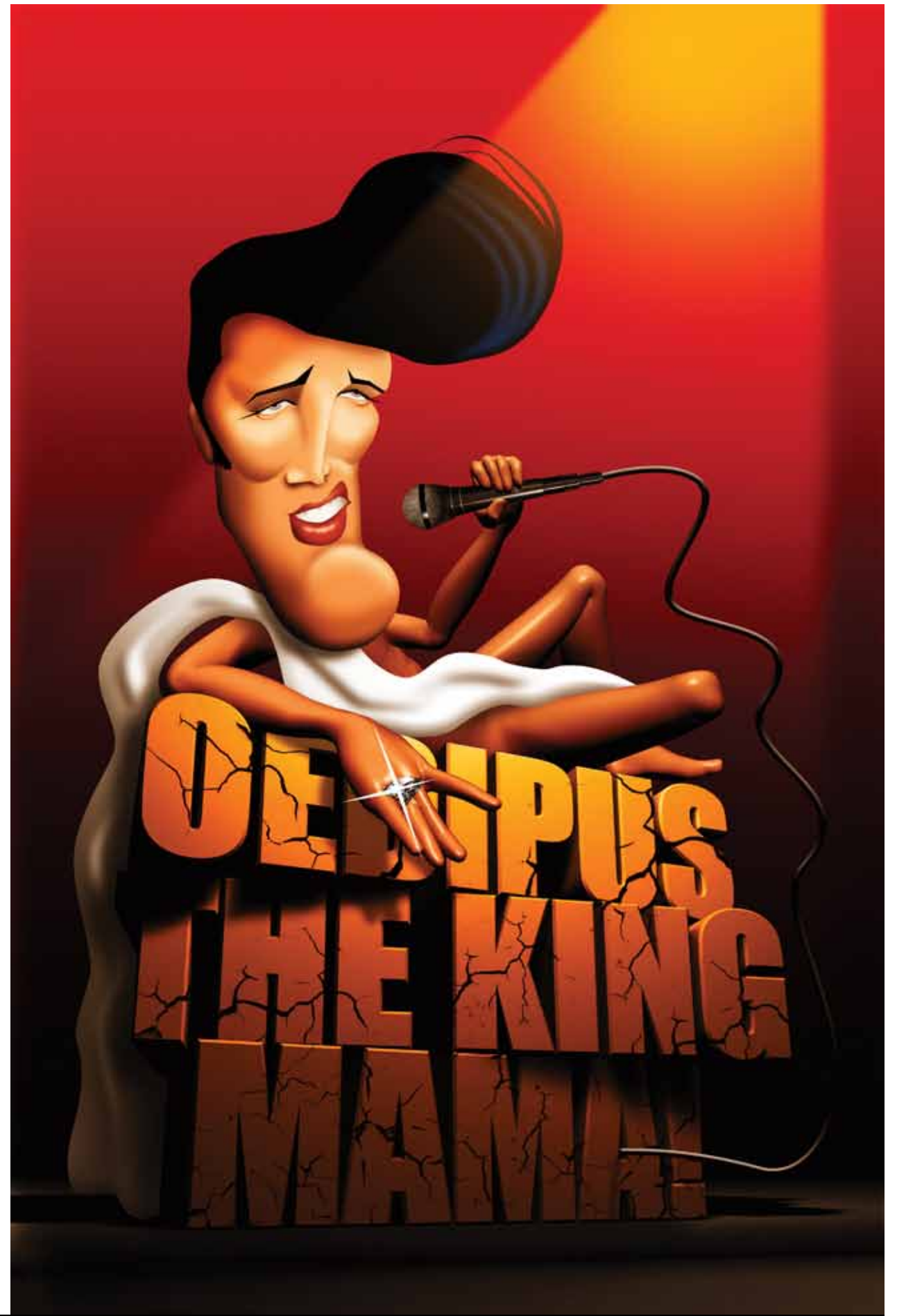




Oedipus the King, Mama! theater poster

As a graphic artist, I found a special interest in creating theater posters. Throughout my artistic practice I've created numerous posters for theater companies around the world.

Oedipus the King, Mama! is a musical parody of Sophocles' play, of musical shtick, of Elvis mania and of cheesy theatrical devices.



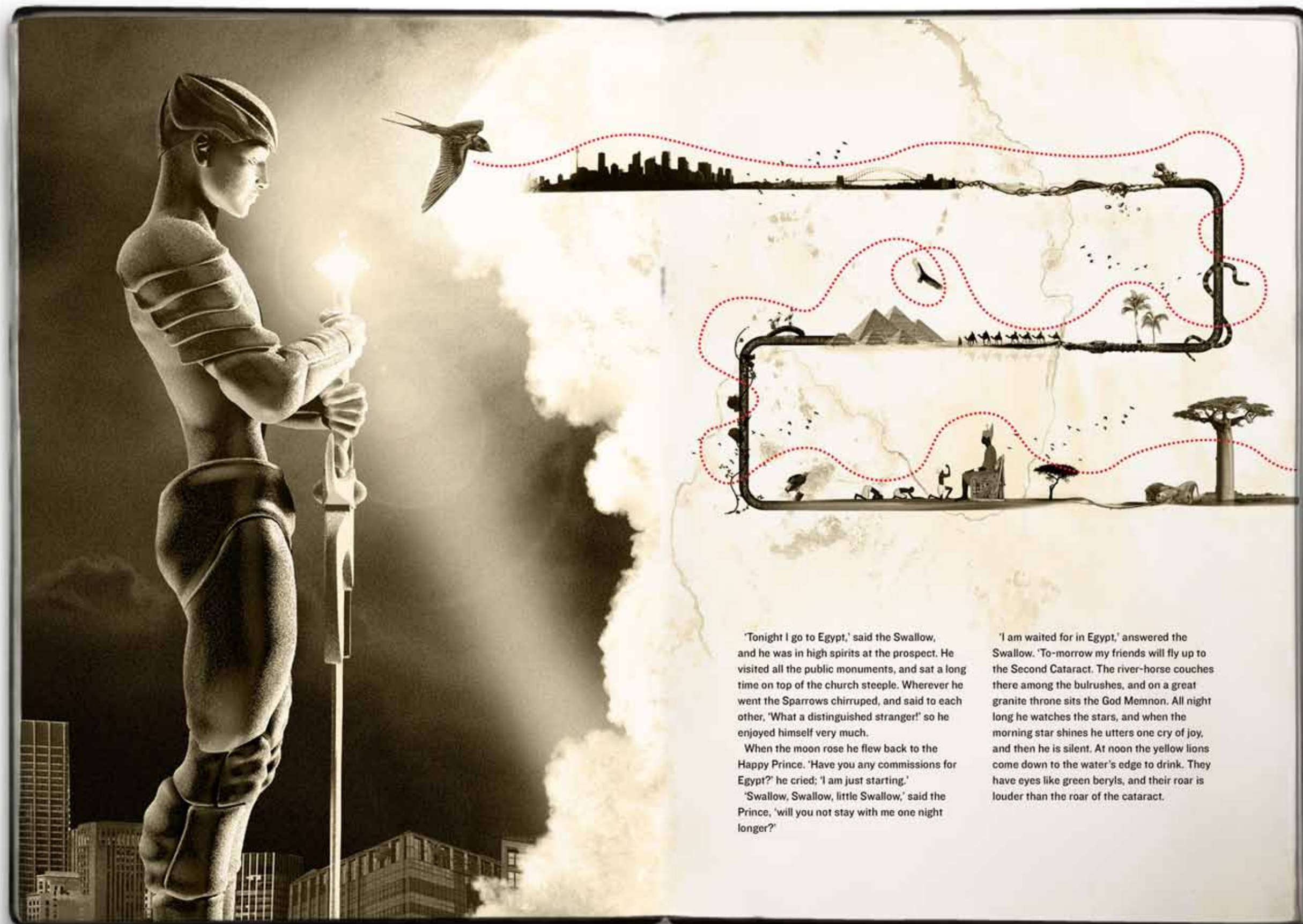


Focus Storia magazine cover

Illustration for the cover page of the Storia magazine. The theme for this issue is the influence of weather on the course of history.



Oscar Wilde's *The Happy Prince* is the project that I've wanted to create for years. Finally I got an opportunity/time to do it during my master course. I used visual language and symbols to guide the reader through a whole new dimension that is hidden between the lines of this amazing fairytale.



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'Swallow, Swallow, little Swallow,' said the Prince, 'far away across the city I see a young man in a garret. He is leaning over a desk covered with papers, and in a tumbler by his side there is a bunch of withered violets. His hair is brown and crisp, and his lips are red as a pomegranate, and he has large and dreamy eyes. He is trying to finish a play for the Director of the Theatre, but he is too cold to write any more. There is no fire in the grate, and hunger has made him faint.'

'I will wait with you one night longer,' said the Swallow, who really had a good heart. 'Shall I take him another ruby?'

'Alas! I have no ruby now,' said the Prince; 'my eyes are all that I have left. They are made of rare sapphires, which were brought out of India a thousand years ago. Pluck out one of them and take it to him. He will sell it to the jeweller, and buy food and firewood, and finish his play.'

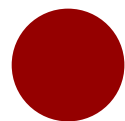
'Dear Prince,' said the Swallow, 'I cannot do that'; and he began to weep.

'Swallow, Swallow, little Swallow,' said the Prince, 'do as I command you.'

So the Swallow plucked out the Prince's eye, and flew away to the student's garret. It was easy enough to get in, as there was a hole in the roof. Through this he darted, and came

into the room. The young man had his head buried in his hands, so he did not hear the flutter of the bird's wings, and when he looked up he found the beautiful sapphire lying on the withered violets.

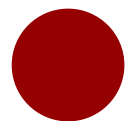
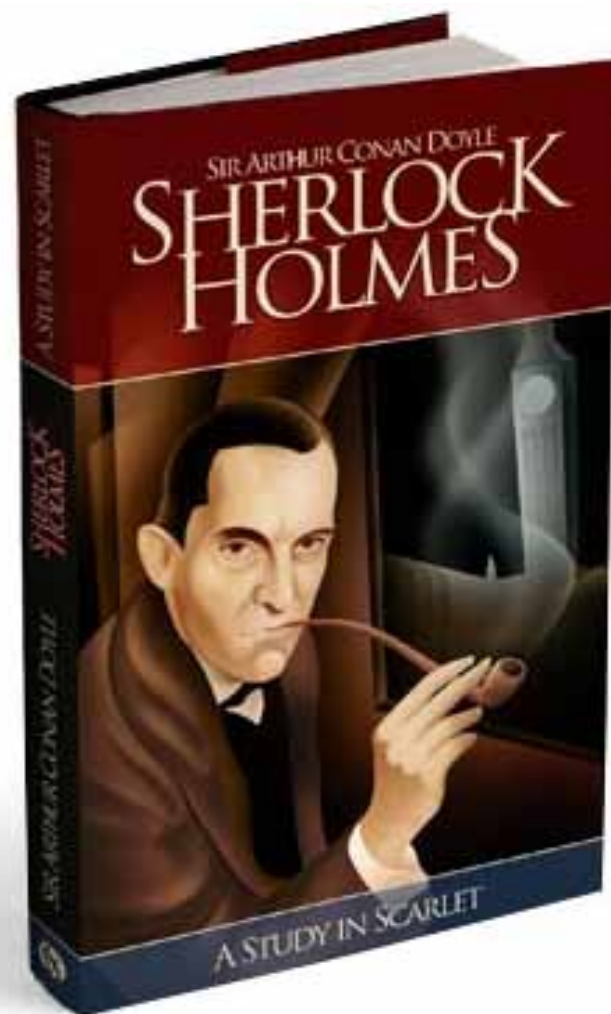
'I am beginning to be appreciated,' he cried; 'this is from some great admirer. Now I can finish my play,' and he looked quite happy.



City Market wall calendar

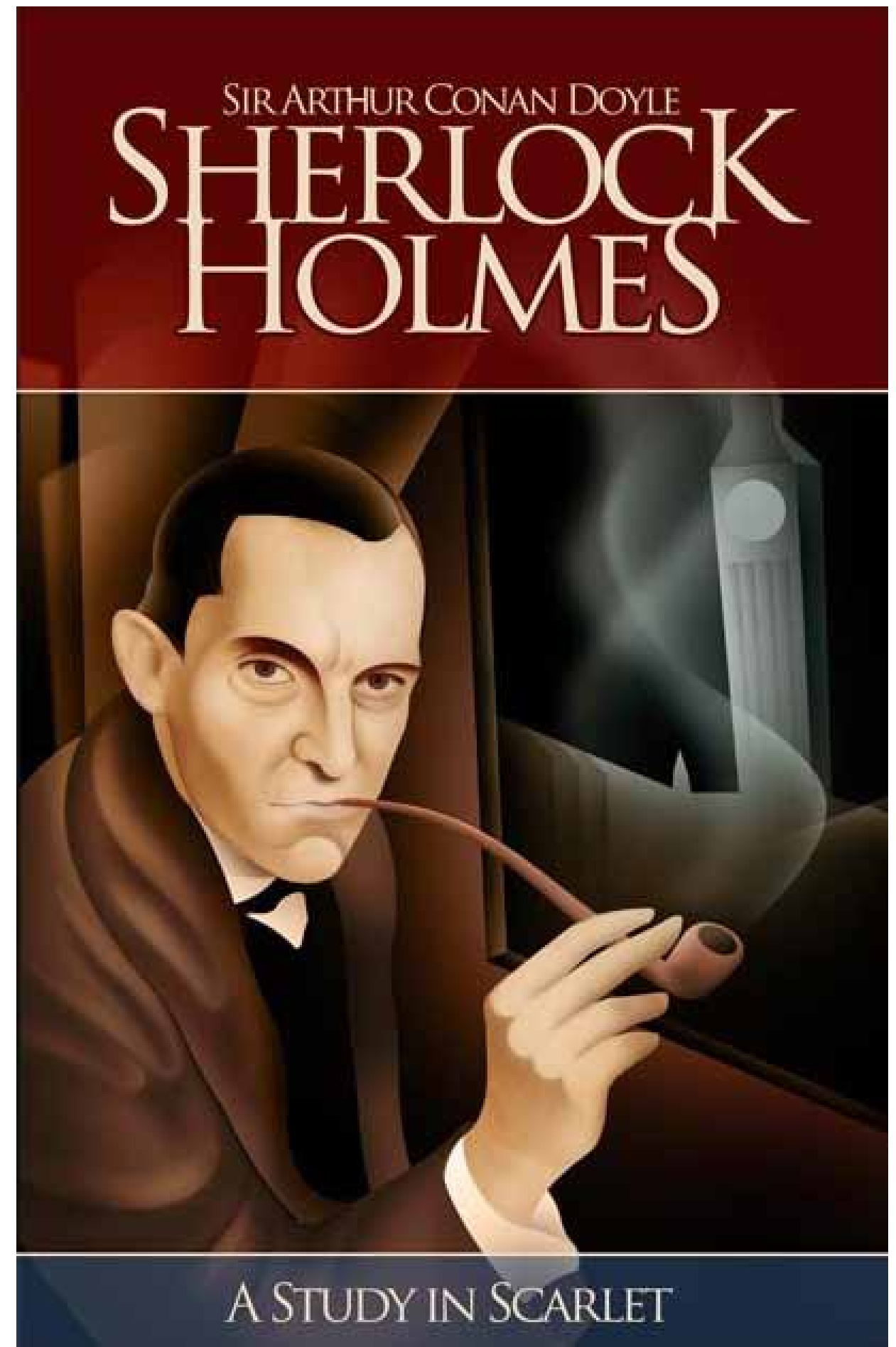
The calendar was created for the City Market Company of Novi Sad. For each month, the calendar brings a unique collage scene composed of the articles that can typically be found on city markets.

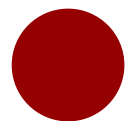




Sherlock Holmes book cover

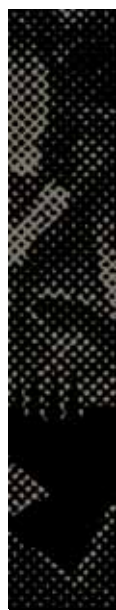
Illustration and cover design for
Sir Arthur Conan Doyle's
A Study in Scarlet.

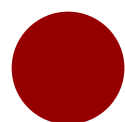




EMI Classics CD covers

Covers for the **Remastered Classics** CD edition. The idea was to have an illustration continuing and connecting all the CDs in the series.





EMI Classics CD covers

Cover illustrations for chamber music pieces. I have used the collage style similar to the one of the city market calendar, but in this case parts of a single instrument were used as elements of every landscape.



Nivea web site

Website created for Nivea's 100th anniversary containing fun applications and historical overview of the company. The site is fully animated in flash.





L'Altro Uomo Book branding & web site

I was thrilled when British fashion designer and entrepreneur, Jerry Osei-Tutu, approached me with an idea to create a complete visual identity and a website for his upcoming Men's Style and Culture Book, **L'Altro Uomo**.

I was given full creative liberty on this project. The guidelines I had to follow were "to make it stylish, intriguing and appealing for a contemporary viewer" and, of course, to stand out in the sea of publications that are already out there.

