

Before//Now: Four Ukrainian Creatives Document A Changed Life

3daysofdesign is a time to deepen connections within the design community—to support one another, to share creativity and to provide a platform for future work. This year, we place a special focus on the Ukrainian design community through the collaborative exhibition Before//Now.



PR Images

Download the press images for the exhibition here.

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Vernissage

June 15 from 16:00-18:00

Before//Now is on view at Marco Evaristti's Studio at Store Kongensgade 24, Copenhagen, during 3daysofdesign, from June 15-17, 2022.

Before//Now is supported by the Ukrainian Embassy, 3daysofdesign and ME Studio

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More Information

Are you looking for further information's about the festival, please visit us at 3daysofdesign.dk

If you have any questions, do not hesitate to contact us at press@3daysofdesign.dk

Curated by interior designer and journalist Iryna Belan and Jesper Kjærgaard Kring, Before//Now makes a powerful statement against war and oppression. The exhibition was sparked by a series of ongoing conversations between 3daysofdesign's founder Signe Byrdal Terenziani and Ukraine-based Iryna Belan, who together wished to use the 2022 festival as a platform to tell the important stories unfolding in Ukraine. To realize the concept, curators Iryna and Jesper have brought together four members of the Ukrainian design community who are all fleeing the war—interior designer Kseniya Latii, architectural and design bureau YOD Group, fashion designer Serge Smolin and artist Mariko Gelman.

Before//Now highlights four stories, told in photos documenting life before the war and now. The photos from the past are all taken by photographers and the photos from the present are captured on mobile phones.

The photos narrate two vastly different lives: one of freedom and joy and one of devastation and survival. In each case, the artists' daily lives have changed dramatically from creative pursuits to fighting the war, looking after lost children, producing anti-tank equipment, or supporting the Ukrainian army. Iryna explains: "They have been forced to participate in this unfair 'game' in Ukraine. Instead of charming us with the sparkling world of design and art, they are surviving and helping others to survive...You will see the sharp border between their 'before' life and their life 'now'." In addition to the photography, there will be a selection of ceramics and fashion on display that represent the artists' and designers' practices. Mariko Gelman will also produce a piece of textile art during the days, and finally Marco Evaristti—the exhibition host—will present his view on the conflict with three newly produced paintings.

The exhibition seeks to share the tragic stories of these creative individuals whilst representing the broader suffering of all those impacted by this war. Before//Now also hints at the hopeful aftermath of this era—when the Ukrainian's strength and defiance can give way to peace and freedom.

"War is horrible. War is heartbreaking. With this exhibition, we offered our Ukrainian friends and colleagues the possibility to express their frustration and, at the same time to work on their creativity. It emphasizes how important it is to remember that especially in uncertain times, creativity and play can re-connect people and help you to find some hope and joy in your everyday life, even in crucial times," says Managing Director Signe Byrdal Terenziani.