

Studio Mila 2010  
Issue Broj 01



MMMS-1  
COL-  
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TION



# STUDIO MILA

## Look different and you'll be different!

...is the fundamental principle that guides thinking of the Višnjić family – Mila, Ivan, Marko and Ana Čala

...glavna je misao vodilja obitelji Višnjić, koju čine Mila, Ivan, Marko i Ana Čala

In 1976, the Višnjić family set up their own business — the Mila Hairdressing Studio. Not burdened by the generally accepted trendy creations of fashionable hair stylists, quite free of any fear of failure, lack of acceptance or any non-commerciality in their creations, the artistic team of the Mila Studio produces new signature collections.

For the first time in Croatia, they brought in the best known styling teams of the creators Vidal Sassoon and Tony & Guy, organised seminars and show programmes for hairdressers.

In 1982, for the first time in Croatia (perhaps in Europe too) they started working without hood dryer and curlers, those hitherto indispensable tools in the hairdressing profession.

In year 2002, artistic team of Studio Mila invented a new approach to hairstyle creation NEW VISION, combination of relief "free hand" haircutting and graphic hair dyeing that influenced hair design in the past decade throughout the world.

2010. Join us in playing with MODULS and designing with MMS-1 collection.

Obitelj Višnjić 1976. godine osniva samostalnu radnju — Studio Mila. Neopterećeni općeprihvaćenim trendovskim kreacijama poznatih frizera — kreatora, oslobođeni straha od neuspjeha, neprihvaćanja i nekomercijalnosti svojih kreacija, umjetnički tim Studija Mila u svojoj kreativnoj radionici stvara vlastite prepoznatljive kolekcije.

Prvi u Hrvatskoj dovode najpoznatije frizerske ekipe kreatora: Vidal Sassoon i Tony & Guy, i organiziraju seminare, revije i show programe za frizere.

1982. godine prvi u Hrvatskoj (a možda i u Europi) rade bez hauba i viklera, do tada neizostavnog pribora u frizerskoj struci.

2002. godine kreativni tim osmišlja novi pristup dizajniranju kose nazvan NEW VISION. Riječ je o tehnici reljefnog šišanja slobodnom rukom i grafičkog bojanja koja je potom obilježila frizerske trendove prošlog desetljeća.

2010. godine kreirajmo dalje zajedno sa MODULIMA uz kolekciju MMS-1.

# MMS-1

The hairstyles from the MMS-1 collection are created by the combination of relief haircutting, graphic hair dying and new original hair pressing with **MODULES** which were designed especially for this purpose

Frizure iz kolekcije MMS-1 kreirane su kombinacijom tehnika reljefnog šišanja, grafičkog bojanja i novog originalnog oblikovanja prešanja kose pomoću posebno osmišljenih MODULA

For more than three decades Studio Mila has been exploring and designing hairstyles by setting new trends in hairdressing profession. By perceiving hair as alive sculptural material and inspired by the beauty of the Croatian coastline and the play of sea waves, Ana Čala, as the art director of Studio Mila, and a team of young creative hairstylists designed a whole new collection called the MMS-1 collection (Mila Module System 1).

The hairstyles from the MMS-1 collection are created by the combination of relief haircutting, graphic hair dying and new original hair pressing with **MODULES** which were designed especially for this purpose.

Having been registered and patented modules are brand new innovative products in hairdressing profession. They are simple in shape and use (system of waves matching and overlapping one over another or one next to another). Ivan Višnjić is the innovator of **MODULES** for Studio Mila.

Inspired hairstylists playing with modules can create waves in your hair, a single wave or throughout whole hair, which provides infinite possibilities of diverse creative expressions.

**MODULES**, as the technological innovation and technical aid in hair styling, will certainly mark the upcoming decade in hairdressing profession and fashion in general.

In the MMS-1 each hairstyle, being in retro romantic or avant-garde sculptural manner, is special and unique.

Studio Mila već više od tri desetljeća istražuje i oblikuje kosu stvarajući nove trendove u frizerskoj struci. Promišljanjem o kosi kao živom skulpturalnom materijalu, a inspirirani ljepotom hrvatske obale i igrom morskih valova, Ana Čala, umjetnička direktorica studija Mila i mladi tim kreativnih frizera osmislili su novu kolekciju MMS-1 (Mila modul sistem 1).

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MODULI su inovativni proizvod u frizerskoj struci, koji je kao takav registriran i patentiran. Jednostavnog su oblika i primjene — sistem slaganja i preklapanja jedan na i do drugog. Inovator modula je Ivan Višnjić za Studio Mila.

Kreativnošću frizera i igrom MODULIMA, valovima u detalju ili cjelini kose pružaju se neograničene mogućnosti različitog kreativnog izričaja.

MODULI kao tehnološka inovacija i tehničko pomagalo u izradi frizura zasigurno će obilježiti sljedeće desetljeće u frizerskoj struci i modi.

U kolekciji MMS-1 svaka frizura je posebna i jedinstvena bila retroromantična ili avangardno skulpturalna.











# ANA ČALA

**In Studio Mila haircutting and coloring techniques merge with the design based on artistic, cultural and technological stimuli, not forgetting all the traditional values of the craft with long history**

U Studiju Mila tehnike šišanja i bojenja stapaju se s oblikovanjem koje se neizostavno oslanja na umjetničke, kulturološke i tehnološke poticaje, ne zaboravljajući tradicijske vrijednosti zanata koji ima svoju povijest umjetničkog oblikovanja

**Text by Piše Ana Lendvaj**

**W**hat the media called “an unusual hair design of Studio Mila” is actually a notorious example of an outstanding domestic art-design which has not been adequately recognized by our critical elites. More than a decade Studio Mila from Zagreb is proving the fact that hair design is equally important as any other type of design.

Mila and Ivan Višnjić together with their daughter Ana Čala, who is expanding her knowledge studying the history of art, form a firm basis of a hair dressing laboratory in which cutting and coloring techniques merge with the design based on artistic, cultural and technological stimuli, not forgetting all the traditional values of the craft with long history.

The Višnjićs became famous in Croatia and abroad after a series of exhibitions and shows, not only in the environment from which their initial stimulus came from and that is the golden age of Vidal Sassoon and Tony & Guy.

Today they are well-known in a number of countries with powerful hair dressing art design mostly due to the fact that family Višnjić is far more advanced regarding technological and design ideas. They have become famous with their layered haircuts where the surface of artistically colored hair is highlighted with geometrical signs, shapes and signals. Ivan Višnjić has recently invited a new module for undulating hair surface in a perfectly symmetrical way. With new and special undulation technique he has advanced the traditional technique that was very complicated and hard to perform on the one hand and damaging for hair on the other. Ana Čala said:

— The module is composed of two cast components. With adding or multiplying patterns in between which hair is put and warmed with a hair dryer it is possible to make wavy hair on hair’s full length, on one spot on the head or simply on just one forelock. >>



ono što mediji nazivaju „neobičnim frizurama Studija Mila” notorni je primjer vrsnog domaćega art-dizajna u području oblikovanja kojeg još nedovoljno uvažava kritički elitizam u nas. Da je oblikovanje kose ravnopravno dizajnerskom oblikovanju bilo koje poštovane vrste, već više od tri desetljeća dokazuje zagrebački Studio Mila.

Mila i Ivan Višnjić, a sada i njihova kći Ana Čala, koja svoje znanje podupire studijem povijesti umjetnosti, čvrsta su jezgra frizerskog laboratorija u kojem se tehnike šišanja i bojenja stapaju s oblikovanjem koje se neizostavno oslanja na umjetničke, kulturološke i tehnološke poticaje, ne zaboravljajući tradicijske vrijednosti zanata koji ima svoju povijest umjetničkog oblikovanja.

Višnjići su nizom izložbi i scenskih programa postali poznati u nas i u svijetu, gdje se štuje njihov rad. I to ne samo tamo odakle su došli njihovi prvi poticaji, a to je okružje i zlatno doba Vidal Sasoon i Tonyja Guya. Danas se o njima zna u nizu zemalja s jakim frizerskim art-dizajnom, počesto i zato što su Višnjići napredniji od njih i tehnološki i oblikovnim idejama. Proslavili su se stepenastim šišanjem koje teksturira površinu artistički obojene kose gometrijskim oblicima, znakovima i signalima. Sada je pak Ivan Višnjić izumio modul koji na novi način valovito oblikuje površinu kose, tj. velna kosu na savršeno pravilan način. Posebnom tehnologijom unaprijedio je tradicionalnu, nekad teško izvedivu i za kosu prilično štetnu tehniku velnanja. O tome nam govori Ana Čala:

— Riječ je modulu izrađenom od dvokomponentne lijevane mase. Umnožavanjem, odnosno nizananjem šablona između kojih dolazi ploha kose da bi pod utjecajem toplog zraka postala valovita, moguće je velnati kosu po dužini, samo na dijelu glave, na cijeloj glavi, ili pak samo na jednom pramenu.

Moj otac Ivan smislilo je to ljetos u Šparadićima: more ga je inspiriralo. Sada je sve u procesu patentiranja, nakon čega idemo u proizvodnju modula za šire tržište. Sa starim načinom velnanja uz pomoć kvačica, s prstima, viklerima ili aparatom zvanim figaro, ne može se postići tako ravnomjeran kontinuitet valova, niti čistoća oblika kao s MMS modulom.

Kolekcija frizura koju smo oblikovali za ovu izložbu s fotografijama Mare Milin nadograđuje tom inovacijom našu tehniku šišanja koju smo nazvali „new vision” kod koje se kosa oblikuje rukom >>



— My father Ivan came up with the idea last summer in Šparadići: he was inspired with the sea. His idea is now in the patent process after which we will start producing the module for the market. The old way of making wavy hair styles with clips, fingers, hair curlers or a device called flat iron simply cannot achieve equally continuous waves or firm shape whereas MMS Module can.

Collection of haircuts we have created for this exhibition with photos by Mare Milin further improves our haircutting technique. The new technique now has a name - new vision – and haircut can be arranged simply by using hands. Haircuts are now formed in multiple layers but, of course, all the parts form a single visual unity.

Thus, a single haircut can, for example, combine several different styles. One area can be wavy, one cut straight and one with dispersed forelocks. Or, a part created with the module can merge with sharp cuts and then both parts can be harmoniously joined with natural small curls.

We have also experimented with artificial hair. Thus, we have created pyramid-shaped haircuts with silver and purple shades. After applying finishing laque complete look becomes very avant-garde. But, if forelocks are let loose, the haircut and look become natural or retro-romantic!

We are always setting new designer challenges before us in order to express our artistic intentions, Ana adds.

Frizure su sada oblikovane višedjelno, ali, dakako, tako da daju vizualnu cjelinu.

U jednoj frizuri kombiniraju se na primjer dio vel-nan modulom, ravno šišani dio i zona magličasto raspršenih pramenova. Ili: dio rađen modulom, spaja se s oštrim rezovima dijela frizure, a oba dijela skladno sa sitnim prirodnim kovrčicama modela.

Eksperimentirali smo i s umjetnom kosom, pa tu imamo i jednu piramidalno oblikovanu frizuru srebrnobijelih i lila tonova. Takvo skulpturalno oblikovanje kose lakiranjem dobiva avangardni izgled. No kad se pustimo pramenove padati, kosa i frizura djeluju prirodno, ili – retroromantično!

Uvijek sami sebi postavljamo dizajnerske izazove koji su ujedno i umjetničkih težnji — kaže Ana.





# MARE MILIN

This extraordinary cooperation between photographer and Studio Mila, which started as soon as Mare bought her first camera 10 years before

Sjajna suradnja fotografkinje i Studija Mila traje otkako je Mare kupila prvi fotoaparat srednjeg formata, a tome je 10 godina

Text by Piše Ana Lendvaj

I have discovered photography while studying industrial design in Zagreb. I have also discovered hairdressers' salon Mila during the fourth year of my studies and soon enough they have discovered me as a photographer. We are working together ever since. They have an idea about hair style, I have an idea about photographs and we always meet somewhere in the middle. This exhibition is the freshest and, maybe, the ripest product of our cooperation, Mare Milin, the most productive photographer from Zadar working in Zagreb says. This extraordinary cooperation, which started as soon as Mare bought her first camera 10 years before, has developed into a joint exhibition!

This exhibition is presenting something new - the innovation of a hair styling module. At the same time I am elaborating their intellectual and technological property on photographs, Mare explained. Their understanding of hair is simply fascinating. I have seen some prototypes on artificial hair and the way a wave made with the module esthetically functions differently from what was being done in hair salons during 30's and 40's, still remaining inspired exactly with that sense of antiquity.

The craft was passed from generation to generation and today we can still hear "oh, how on earth will I do that?" With Višnjić's invention one can get an instant effect by means of the module which can be applied whenever we want it every time getting a new design. That is something I particularly like because it corresponds with my personal taste and my love for all polymorph things.

I have to say that my studies of industrial design have taught me about importance and power of modular design. However, this was the first time I saw how a module can be used on a human head, or rather on hair! I have decided to photograph everything without any extra effects, simply in the studio because everything that needed to be photographed was visually very rich and intense, both hair and make-up.

Otkrila sam fotografiju za vrijeme studija industrijskog dizajna u Zagrebu, otkrila sam salon Mila na četvrtoj godini studija i malo zatim oni su otkrili mene kao fotografa. Od tada radimo zajedno. Oni imaju ideju o frizuri, ja imam ideju o fotografiji, uvijek se „nađemo“. Ova izložba je najsvježiji, a možda i najzreliji produkt naše suradnje — kaže među fotografima najproduktivnija Zadranka u Zagrebu, Mare Milin. Sjajna suradnja koja traje otkako je Mare kupila prvi fotoaparatus srednjeg formata, a tome je 10 godina, prvi put je, međutim, prerasla u zajedničku izložbu!

— Na izložbi oni pokazuju nešto novo, izum modula za oblikovanje kose, a ja fotografski elaboriram to njihovo intelektualno, tehničko i tehnološko vlasništvo — govori Mare.

— Fascinantno je njihovo razmišljanje o kosi. Vidjela sam prototipove na umjetnoj kosi, i kako val načinjen modulom estetski funkcionira različito od onog što su šefice frizerskih salona radile 30-ih ili 40-ih godina, a nadahnuto je upravo tom starinom.

S koljena na koljeno se prenosila vještina velnanja, a opet se danas čuje „uh“ i „oh, kako ću to napraviti?“ S Višnjićevim izumom dobivamo instant velnanje modulom kojega možemo aplicirati kako god želimo i dobiti svaki put dobiti drugačiji dizajn. To volim, to odgovara mojem ukusu i sklonosti polimorfnim stvarima.

Upravo mi je studij industrijskog dizajna ukazao na važnost i snagu modularnog dizajna. Prvi put sam, međutim, sada vidjela primjenu modula na ljudskoj glavi, na frizuri! Odlučila sam sve snimiti

„bez kerefeka“, čisto studijski, jer je vizualno bogato sve što je trebalo snimati. I odjeća i šminka koje podržavaju frizuru.

Držala sam se tri principa snimanja — nastavlja Mare — Prvi sam nazvala grafičkim, jer se fotografije tekstura kose ili dijelova kose čine kao zanimljiva grafika. Taj se grafički pristup, odnosno princip, proširio potom na kadrove u kojima imamo širi pogled na ljudsko tijelo. Kosa se tu stapa s tijelom. Lišeno je to seksualnosti, ističe se stapanje kose s kosturom, s onim što je ispod kože. Na mršavoju se djevojci to najupečatljivije dokazuje. No i na putenoj, gotovo rubensovskoj staturi također se grafički podudara! Ne snimam dojku ili rame koji bi pobudili erotizam. Snimam grafiku. Najočitiije to postaje kad promatrate te fotografije poluzatvorenih očiju.

Treći sam pristup nazvala historijanskim, a odnosi se na velasquezovske prizore. Ponekad, naime, prizori s frizurama podsjećuju na nobl ljude s dvorova koji poziraju za Velasquezova platna. A opet, tu je rembrandtovo svjetlo, svjetlotamni ugođaj.

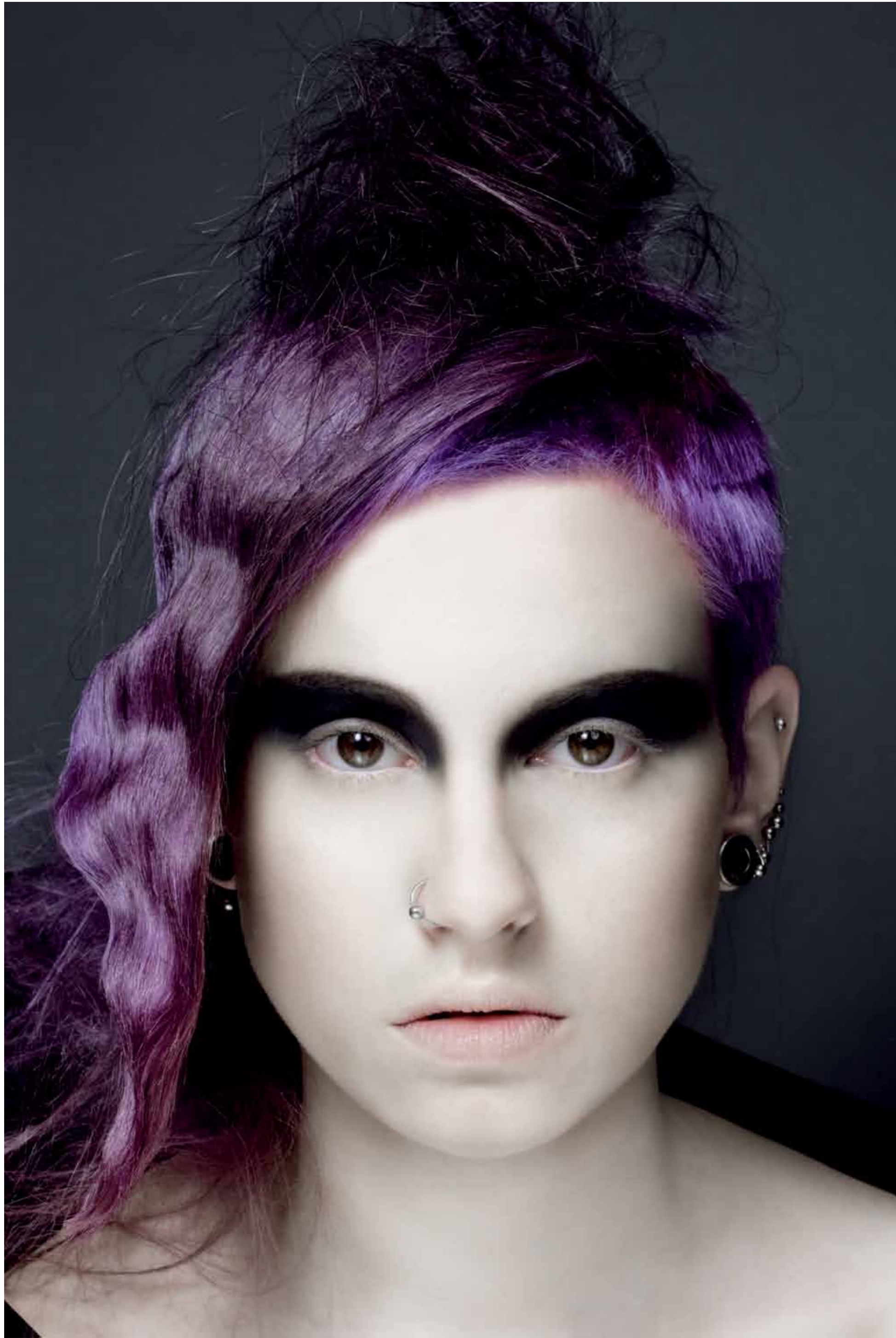
Naposlijetku valja upozoriti i na činjenicu da su fotografije i izrazito modne. Vrlo čiste modne fotografije. Ozračje cijele fotografije je modno. Onakvo kakvo vidimo i u stranim časopisima. Ali i u povijesnim slikama kad kažemo „gle, ona nosi Galliana...“!

Fotografije su digitalno snimane i retuširane. Golemog su formata 140 x 90 centimetara. Sjajno će se uklopiti u divan ambijent od betona, željeza i drva, kakva je Galerija Kranjčar - zaključuje fotografkinja.

— I was following the three principles of photographing, Mare continues, I have decided to label the first one as “graphic” because photographs of hair textures or hair parts seem very interesting as graphics. This graphical principle was then broadened to frames through which one gets a better perception of a human body. Hair merges with the body. There is no sexuality; the accent is put on hair merging with skeleton, with what is hidden underneath the skin. It is most obvious on a skinny girl. A graphical match is also achieved on a sensuous, almost rubensian stature! I am not taking photo of a shoulder or a breast in order to evoke eroticism. I am taking photo of graphics. It becomes obvious if you look at those photos with your eyes half shut. The third principle is a “historian” principle related to Velasquez like scenes. Sometimes scenes with different hair styles remind me of noble people posing for Velasquez’s paintings. On the other hand, we have the rembrandtian light, light and dark atmosphere. Finally, it should be noted that these photographs have many elements of fashion expression. They are purified fashion photos. The way we see it in foreign magazines. Even in historical photos when we comment and say, ‘oh, she is wearing Galliano...’ Photographs were taken by a digital camera and then retouched. They are large, 140 x 90 centimetres. They will blend perfectly with ambience in Kranjčar Gallery full of concrete, iron and wood, Mare Milin concludes.









# NEW VISION

Circles, triangles and lines, together with waves and steps, provide limitless possibilities for the creative expression

Krugovi, trokuti i linije, zajedno s valovima i stepenicama, pružaju neograničene mogućnosti različitog kreativnog izražavanja

NEW VISION — an original technique, combination of relief “free hand” haircutting and graphic hair dying is a playful creation of basic geometrical figures: circles, triangles and lines.

Together with waves and steps, as an inspirational base, they provide limitless possibilities for the creative expression.



NEW VISION — jedinstveni pristup i originalna tehnika dizajniranja kose metodom reljefnog šišanja “slobodnom rukom” i grafičkog bojanja koja je obilježila frizerske trendove prošloga desetljeća.

Igra je to geometrijskih likova, krugova, trokuta, linija. Valovi i stepenice, kao inspirativna osnova, pružaju neograničene mogućnosti različitog izražaja.



A high-contrast, black and white close-up photograph of a person's hair. The hair is dark, straight, and has a central parting. The lighting creates a strong highlight down the center of the hair, contrasting with the deep shadows on either side. The texture of the individual strands is clearly visible.

MMS-1

MILA -1  
MODUL  
SYSTEM