

# On The Road



The magazine that you are now holding in your hands is not strictly fashion one. It contains a story of exploration, comparison of the aesthetics of different parts of the US. Of course every designer represented here has his or her own personal style and it won't be fair to equate New Orleans to Immured series and San Francisco to the Bamboo story. But I believe that every artist becomes product of his or her environment at least to some extent and I also tried to involve the best artists I could find. Beside the pictures I added some words about artist's inspiration and approach as well as my travel notes about the project.

## *My bio:*

My name is Aliona Kuznetsova and I am a photographer. I believe that my art is a mashup of everything I saw, felt, thought and experienced. More than this: through all my life – four countries I lived in, dozens of cities I travelled to, a mood disorder I am battling, meeting and losing my closest friends – my art has been a silver lining that helped me day by day to refine the understanding of who I really am.

I was born in Kiev on Nov 25th 1985, in a family of geologists. As a proper soviet kid, I was taught

to use science, reason and common sense and try to be good and useful – only to see how all these things did not work out for my parents later in the 90th. At 17 years old, I went to Moscow Institute of Physics and Technology to start my own life.

As the time passed, I started to discover things within me that were not useful for a young engineer I was becoming: deep overwhelming emotions, mood swings and the need to engage with people on a deeper, empathic level. All of this, plus the profound understanding of the properties of light, formed my new hobby – photography. Before long my new hobby became a full time job. For a year I polished my skills in a studio working as a portrait photographer. This work brought me a good understanding of faces and experience working with people outside the fashion industry. It also gave me an understanding of how to express strong emotions in a subtle way. But I felt that portrait photography still lacked the tools for me to express myself, so I started to work in fashion.

After my studies I moved to Switzerland. Six years there brought me my first serious success: publications in Forbes, Marie Claire, Elle Swiss and many other magazines, collaboration with the leading model agencies and designers, but also few rough patches, like being diagnosed with a mood disorder and losing my

dream job over the stigma of it. All in all, it formed my vision of the art as a tool for direct empathy, which does not require words. Too often, people who are going through strong complicated emotions find themselves estranged from those around them. But discovering an art piece – a song, a painting or a photograph – they can feel connection to someone else who felt the same way.

My American journey is at the very beginning – I came to Boston a year ago, but I already found a good response to my art, which can be seen at Liquid Art House, Raw Artists Showcase, and as my personal exhibitions in the Trident, Trade and La Voile. On The Road was the biggest project of mine yet and it became possible only due to hard work of the teams and editors I worked with, as well as constant support of my family, friends and fans.





# Mistress Of The Forest

Model - Maya Tihtiyas  
MUAH - Reeve Baker  
Jewelry Designer - Tiffany Rowe

*Creation* demands energy. So inspiration comes from everything that I find energising - this might be a holiday, a visit to a museum, reading a magazine, observing people in the street, seeing a friend, meeting new people... Very often I work on demand in collaboration with a team. The person who initiates the project (this might be a photographer, stylist or model) asks me to create accessories inspired by a specific theme (a place, an atmosphere etc). I find this kind of work interesting as I feel that I not working alone - that my creations will be enjoyed and appreciated by the group of people who aim to produce something beautiful and ephemeral - usually the end result is a photo.

Mostly I *create for myself* - as a way of expressing my individuality. I like to create jewellery that I can wear comfortably and that will attract attention - my pieces are conversation starters. I really enjoy meeting people through my creations. I'm always so grateful when clients tell be that they receive compliments whilst wearing crea-tiff bijoux. Jewellery should be unique and make you stand out in crowd.

Occasionally I create out of anger or sadness - these pieces usually tell a personal story and help me "digest" the events around me. These creations are strong and are admired by artists. They are more art pieces rather than

"wearable" jewellery - such as my necklaces made from oysters and tripes.

I find it very important to avoid creating commercial work and to remain true to what I enjoy making and sharing with others.

by Tiffany Rowe

After 6 years spent in Switzerland I was looking forward to seeing real north. Of course Maine is much warmer than Moscow, but still I didn't see such old dark forest in years! There was something primal about it, something raw, so my main inspiration for the photoshoot was a concept of folklore ritual.

Tiffany is the best person I know for art jewelry so I decided to make a tiny exception from only involving local designers. I knew her works would bring a photoshoot to the next level. We decided to concentrate on crowns, as they are pieces that people only wear for performance or ritual, but not in their everyday lives. Maya with her pale skin, dark long hair and feminine features was the perfect model for the mysterious forest theme.

by Aliona Kuznetsova









## People Who Made “On The Road” Happen:

### Our Talented Team:

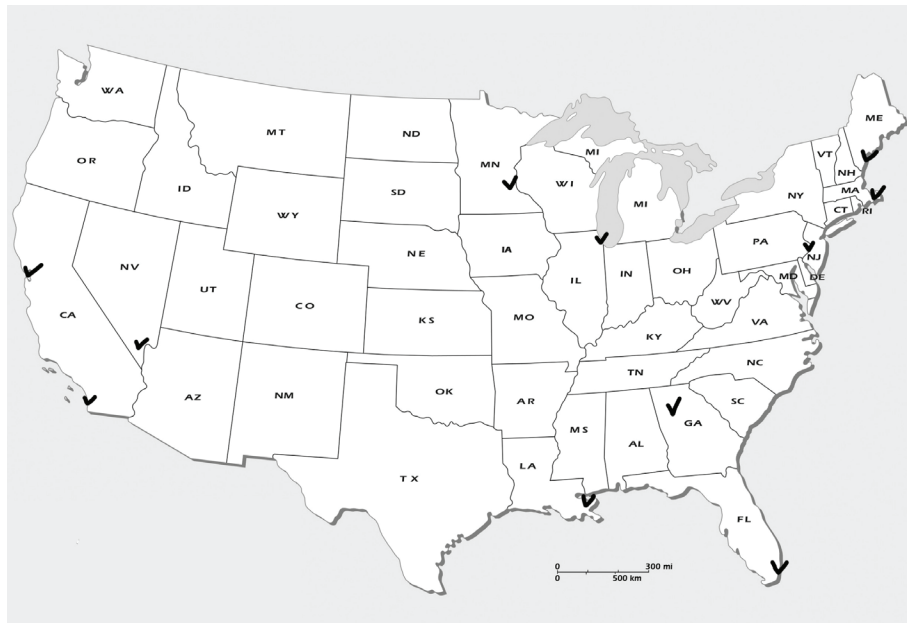
*Michelle O'Reagan* - designer and stylist  
Instagram: @michelle\_oreagan  
*Amanda Mullen* - makeup artist  
Instagram: @smokeshow\_mua  
*Ingrid Victoria* - hair stylist  
Instagram: @ingridvictoria\_mua  
*Shelby Griggs* - model  
Instagram: @shelbygriggs  
*C'era* - model @ FiftyTwo45  
*Kevin McDunn* - Assistant  
Thanks for all the tips about swimming  
with aleigators and the best lemonade



*Krystell Barraza* - designer  
Instagram: @krystellbarraza  
*Anastasia Kontchaeva* - stylist  
Instagram: @blue\_bardot  
*Oksana Tselynko* - makeup artist  
Instagram: @faceinatingpro  
*Anastasiia Lemeshko* - model  
Instagram: @lanastasiiaa  
Thanks for looking gorgeous and  
mysterious even with all the moskitos



*Pavilion by Angie* - designer and stylist  
Instagram: @charmingly\_uncommon  
*Jessica d'Amore* - makeup artist and hair  
stylist.  
Instagram: @jessicadamoremua  
*Jordan Heafitz* - model  
Instagram: jordanheafitzofficial  
*Volodymyr Kuznetsov* - assistant  
*Andrea Heafitz* - assistant  
Thanks for animating my super DIY  
crane and caring it so proudly



*Michelle Price* - stylist  
Instagram: @ladyfied\_style  
*Glam By Daliah* - makeup artist and hair  
stylist  
Instagram: @glambydaliah  
*Jamie Spear* - model  
*Michelle Mamedes* - model  
Instagram: @michellemamedes11  
Thanks for super fast through-the-traffic-  
jam driving so I could catch my plane



*Maya Tihtiyas* - model  
Instagram: @mayatihtiyas  
*Reeve Baker* - makeup artist  
Instagram: @reevebaker.makeup  
*Tiffany Rowe* - jewelry designer  
Instagram: @creatiffbijoux  
Thanks for the nicest and biggest cina-  
mon roll I ever tried

*Brenda Moreno* - stylist  
Instagram: @b\_bmoreno  
*Hayley Minkin* - makeup artist  
Instagram: @makeupbymink  
*Katelyn Hess* - hair stylist  
Instagram: @katelizabeth.hair  
*Devon Ariel* - model  
Instagram: @devonariel\_  
*Diana Martin* - model  
Instagram: @azaleajejanette  
Thanks for showing me the hidden pearl  
of old good San Francisco



*Luis Rivas* - designer  
Instagram: @luisrivasofficial  
*Kimberly Benson* - makeup artist  
*Anna Ryabich* - hair stylist  
*Tiina Treima* - model  
Instagram: @soliketiina  
Thanks to my friend Anna, who not only  
led our small expedition



*Jenny Lee Maas* - designer  
Instagram: @jenny\_lee\_maas  
*Fox Flowers* - makeup artist and hair srylist  
Instagram: @foxflowers  
*Layna Karlek* - model  
*Michelle Kalinkina* - model  
Instagram: @teaandchaos  
Thanks for coursge to shoot most glam-  
ourous dresses in not so glamour district



*Raul Nunes* - designer  
Instagram: @litanunez83  
*Visnja Hara* - makeup artist and hair  
stylist  
Instagram: @visnjahara  
*Melissa Carby* - model  
*Veronika Skibo* - model  
Instagram: @nikaskie  
Thanks for the pre-sunrise race through  
Miami downtown



*Porsche Virgil* - stylist  
Instagram: @ipulllooks  
*Stephanie Meza* - makeup artist and hair  
stylist  
*Ashley Liberty* - model  
Instagram: @ashleylibertyy  
*Lesta Isley* - model  
Instagram: @lesta.isley  
Thanks for the guide about what kind of  
water is best to drink when it's 100F



*Lauren Kacher* - designer  
Instagram: @formoverfunctiondesign  
*Diane Pham* - makeup artist and hair  
stylist  
Instagram: @nomad\_beauty  
*Dani Lems* - model  
Instagram: @dani.lems  
*Brian Portersan* - model  
Instagram: @brianpostersan  
Thanks for super organized work plan  
even though many atrist don't dig that :)



### Our Dedicated Editors:

*Immured* - Dark Beauty Magazine, Solis  
@darkbeautymag, @solismagazine  
*Midwest* - Volant Magazine  
@volant\_magazine  
*Crane* - Salyse Magazine, Vogue Italia  
Online  
@salysemagazine  
*Atlanta* - ICON Magazine  
@icon\_mag  
*Bamboo* - ICON Magazine  
@icon\_mag  
*Desert Flower* - Style Equation Magazine  
@styleequationmag  
*Roadside Picnick* - 7Roar Magazine, ICON  
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*Miami Pearl* - Salyse  
@salysemagazine  
*Form Over Function* - Feroce Magazine  
@ferocemagazine



### On The Road Supporters:

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Kravchuk Olga  
Sodgerel Yadamtsoo  
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Andrea Heafitz  
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Phiphi Liang  
Sarah Croughwell  
Hiroshi  
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Elisabeth Péclard  
Kendra Wilkinson  
Halyna Shumlianska  
Shumlianskiy Oleksii  
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Chase Pashkovich  
Brian R. Boisvert  
Rus El

