



Magical Encounter with Fashion



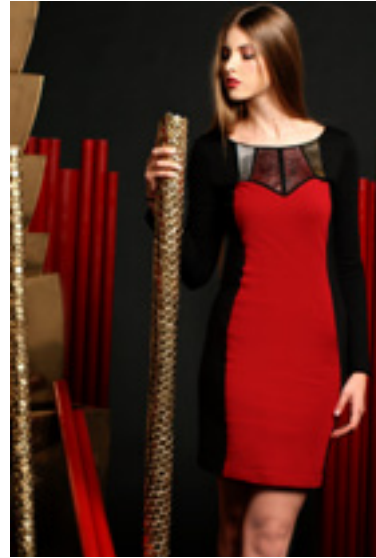
Strong emotions for the magical encounter with Fashion, trends, innovations, ideas, in favor of balanced and practical choices for a shopping with the quality, comfort and the chic newspaper, in an environment where everything is very familiar, captivating and seductive ...



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Ludmilla Radchenko

FROM SIBERIA WITH POP

An explosion of energy and color characterise Ludmilla Radchenko, born in Siberia, proud Italian citizen, the Pop Artist with the irresistible personality. She was born in Omsk, after her graduation in Fashion Design she arrived to Italy in 1999, where she worked as a showgirl and actress until 2008. In 2009, after a degree at the New York Film Academy, Ludmilla decided to devote herself to her passion: painting. Instinctive and vital, her loud voice art, compositions made by visual messages and real life drives her toward PopRealism.

Here artworks obtained immediately enthusiastic feedback in Italy and abroad; Ludmilla created works on commission for VIP's such as the MotoGP's Champion Jorge Lorenzo, the F1 champion Sebastian Vettel and the singer Jamiroquai.



Following the principles of POP ART Ludmilla combines different styles and forms of expression, extending its creativity to the world of design and fashion. In 2014 was born "Siberian Soup FullART" eclectic brand, whose name is explicative of Ludmilla's project: create a great "artistic soup" in which art get off from its pedestal to mix up with various ingredients, such as fashion and design, innovative collaborations and avant-garde experimentations.

The best-known project, born from the union between art and fashion, is represented by the famous "FullArt": based on the concept of ART TO WEAR, the digital prints of her artworks are transposed on fine fabrics like silk and cashmere. In this way, art meets fashion, and the foulard evolves in FullArt.



Art breaks into daily life, it meets fashion and becomes accessible, allowing everyone to wear a piece of PopArt of high quality, Made in Italy.

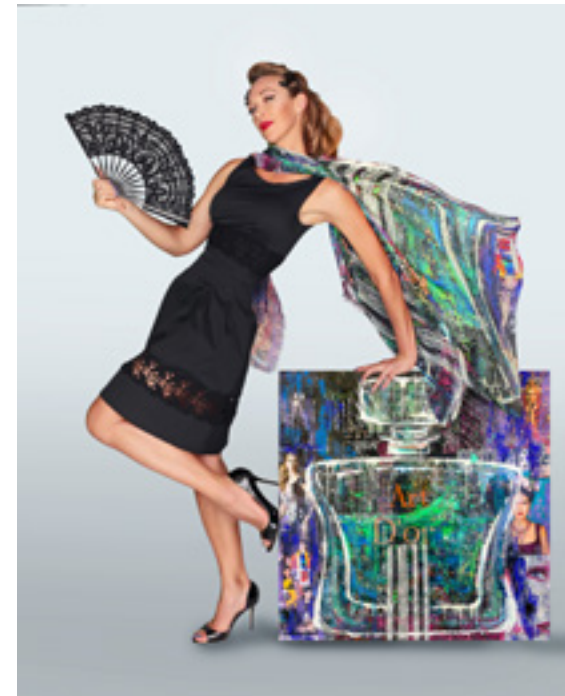
The creativity of Ludmilla Radchenko is constantly at work, she launches different collaborations with famous Italian brands, by creating Capsule Collections signed by the artist.

Some examples are the children's clothes collections made with Monnalisa, the colorful sneakers designed for the Capsule Collection Rucoline and the bags produced in Limited Edition with Ynot brand.

The latest project, which was born from the creativity of Ludmilla, is "POP VISION" where art meets design, creating innovative resin panels made of D-Bond, a material with high performance.

The decorative panels represent the artistic response of Ludmilla to interior design: they reproduce the images of Ludmilla Radchenko's artworks. Panels are also released in limited series and can be made in any format.

Ludmilla Radchenko, with her extraordinary energy, is one of the most transversal and innovative artists of the Italian scene; in September 2016 during the Venice Biennale, she has been awarded with the Mazzoleni Foundation Award as best emergent artist.



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