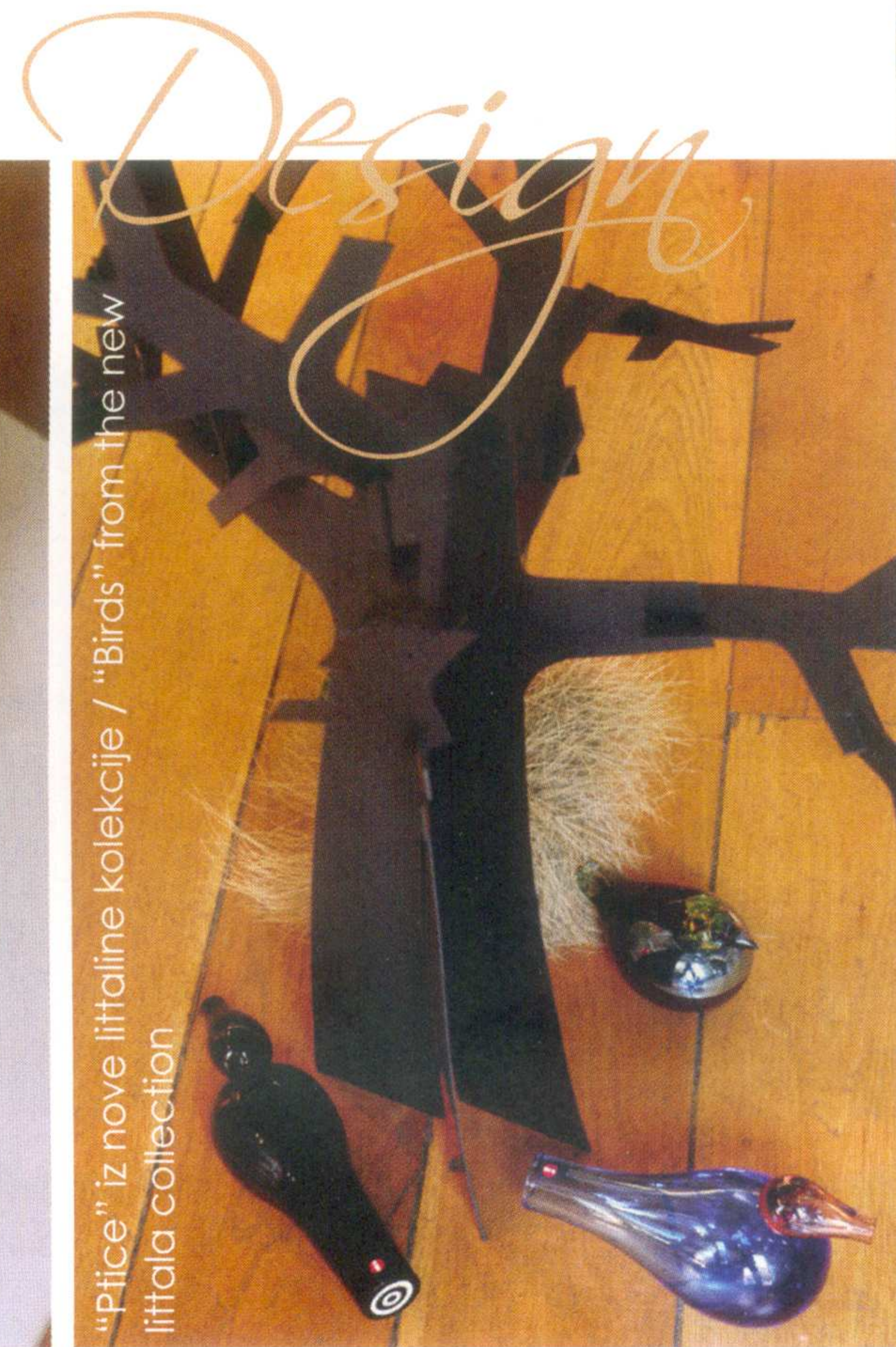
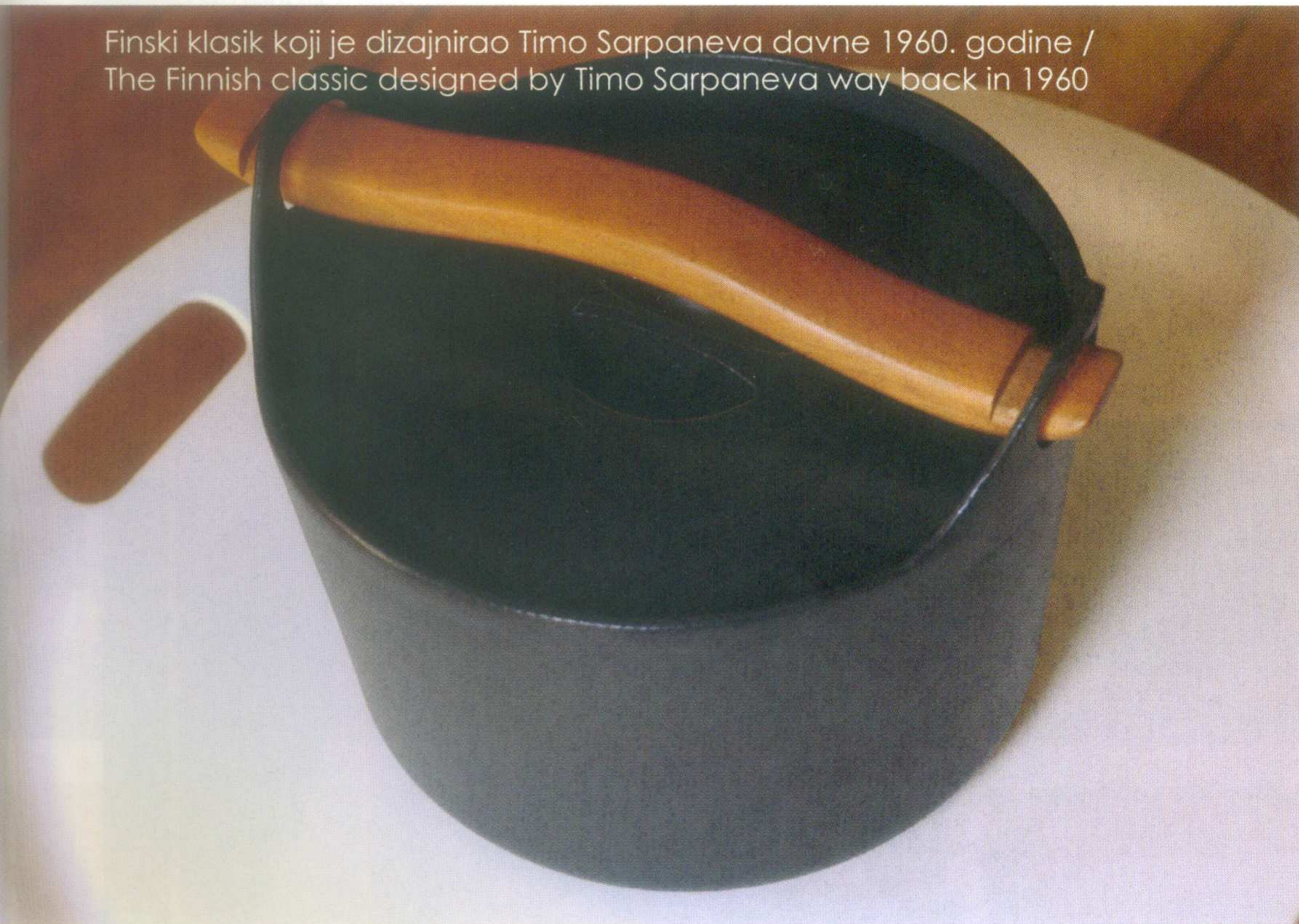


Finski klasik koji je dizajnirao Timo Sarpaneva davne 1960. godine /  
The Finnish classic designed by Timo Sarpaneva way back in 1960



"Pitice" iz nove litaline kolekcije / "Birds" from the new  
littala collection

wedding present, old clients who always come by for a cup of coffee... are some of the usual, welcomed appearances in this charismatic store of merry and "kooky" atmosphere.

Opened in the mid-nineties, Modus immediately defined itself as "a conceptual store", a place where education in good taste provided a special flavour in relationships towards clients. Founders Nina Fiolić and Goran Lelas wanted to create a completely new ambience, where the feeling of being involved in the process of creating special artefacts, as well as the very beauty of their forms, turn this otherwise banal process of shopping into a celebration of supreme industrial design's aesthetics. Let's take, for example, the manufacturing programme of the famous Italian firm Alessi, which has been ascended to gallery-like level in Modus. The special attention given to stories that hide behind the origins of all products is not surprising, being that almost every Alessi product carries a signature of some great contemporary architect or designer. It's precisely Alessi that produces the celebrated Juicy Salif, a brilliant lemon squeezer designed by Philippe Starck, which appears to have found its way to every intellectual's wish list for their kitchen, or even better, living room.

Legendary teapots by Michael Graves with a little bird that whistles when the water starts boiling, the elegant mirroring of warped surfaces on the Crevasse vase by architect Zaha Hadid, Ron Arad's eccentric forms... are true visual delicacies that will leave no one feeling indifferent.

Now that we mentioned Ron Arad, that designer is extremely appreciated and represented in Modus due to his tendency towards experimenting, as well as his innovative spirit – which are the exact characteristics that served as the guiding line when this store was created. Lots of things in Modus were based on the process of combining the opposites, which means that visiting

Modus is always a very special experience. According to Nina Fiolić:

"These games we play with extremes, combining serious and amusing, important and trivial, established and questionable – that is what makes us really happy in Modus. The support and encouragement of our clients, as well as exchanging positive energy and new discoveries, are what truly makes the difference on that road, along with our own enthusiasm..."

The first rule is that there are no rules, and there is a new surprise around every corner. "Serious" pieces are followed by cheerful, daft creations like those Droog designs, while you can also find unusual rarities like the super-exclusive Diptyque perfume in this sea of unbelievable, enchanting artefacts. That sort of kaleidoscope wonderfully complements items like a cast-iron teapot, which is the ambassador of Japanese design and the culture of sipping tea. Over the last several years, Modus has also started to turn towards Scandinavian design. Iittala, Stelton, Authentics – these are just several of the represented Scandinavian manufacturers, which offer products that are constantly on display in many museums of contemporary design around the world. Famous "TEEMA" lines of dishes by Kaj Franck from the 50s, as well as "ORIGO" by Alfred Haberli from 1999 and "EGO" cups by Stefan Lindfors, are true classics of industrial design and that qualifies them as worthy of a place on the Modus shelves.

At the upcoming exhibit of Scandinavian design, which opens at the end of September in Museum for Arts and Crafts in Zagreb, many of those objects will be on display for a larger audience. Within that exhibit, Modus will also show a selection from its assortment that is largely represented at the exhibit itself. It is an extraordinary opportunity to introduce a large audience not only to Scandinavian design, which has been making a big comeback over the last few years, but also to the miraculous wealth and diversity of this unique store.