

# Ewa Borin

by  
ASA ÖSTERLUND

*An entrepreneur with strong sense of artistic expression as well  
as for the more technical aspects of nutrition.*

**E**wa is a creative person with a confident and colourful style. Recently she decided to focus on art without excluding other exciting projects. With a background that has included being a project manager, CEO and sales manager, she is now a successful and experienced multi-tasker.

A couple of years ago Ewa launched 10-Minute Baby à la Carte, an app with easy-to-prepare and nutritious recipes for infants. The app has now gone global. She expresses the importance of bringing young children into the culinary experience as early as possible and of avoiding unnecessary additives. "Babies and infants should also be able to enjoy flavours, aromas and different textures without it taking up too much time for their parents," she said. Most of the recipes take no more than 10 minutes to prepare and are grouped into categories such as poultry, fish and vegetarian.



### Focusing on art

Art has been part of Ewa's life for a long time, but recently it has become an increasingly important aspect of her working life as well. As a child she drew pictures and painted with watercolours. The artistic vein has always been in her family. But last autumn Ewa started to focus on her artistic talents in earnest and received a lot of attention for it. There are many dimensions to her artistry – everything from oil painting and photography to digital art. She says herself that her oil paintings are her *pièces de résistance*.

Ewa's oil paintings are large and have lots of colour and emotion. She favours a layer-on-layer technique using palette knives, brushes, fabric, her hands or whatever tool works best for the idea and the emotion she is trying to portray. Experimenting and mixing techniques is an important part of her creative process to achieve a 3D effect and a depth in her paintings. She gets inspiration from love, nature, the city, encounters, music, fashion and her frame of mind.

"I paint to take a stance," she says, and continues: "I want to convey positive energy and radiate confidence through my art."

Ewa thinks it is important for art to convey an emotion and to touch people. "One painting on a wall should be enough," she explains.

On showing her art she says: "It's fantastic to get feedback on what I've created and to see how the observer reacts to my work. It helps me develop!"

Ewa is happy to discuss the thought processes and techniques behind her art with visitors. She is fascinated by how we, with our different experiences and backgrounds, can unite and, for example, appreciate the same techniques and colours. ▶

*"It's fantastic to get feedback on what I've created and to see how the observer reacts to my work. It helps me develop!"*



### **"I like showing my art"**

The theme for the exhibit around Valentine's Day was love. Ewa mixed graffiti with oil paintings and fantastic photographs from a series called "Cherry Blossoms." The photo series was a big success and made the visitors long for spring and the exquisite blossoms in Kungsträdgården Park, where the exhibit was fittingly held.

The next big art project will take place from the beginning of May until the beginning of June and is a collaboration with Elite Grand Hotel in Gävle. The exhibit, which will open on the 8th of May, will continue for a month and will be a fantastic opportunity to view Ewa's art. Her work is also displayed in a gallery on her website, [www.ewaborin.com](http://www.ewaborin.com), and includes paintings, photographs and digital works. It is well worth a visit. Ewa organises private showings for anyone interested in her art – both large and small groups are welcome. Anyone interested is invited to contact her by email to book an appointment. Don't miss it! ♡

*Ewa Borin*

[www.ewaborin.com](http://www.ewaborin.com)  
[ewaborin@gmail.com](mailto:ewaborin@gmail.com)  
[www.facebook.com/EwaBorinArtist](https://www.facebook.com/EwaBorinArtist)  
 Instagram: @ewaborin

EXHIBIT AT  
 ELITE GRAND HOTEL IN GÄVLE

The Grand Opening of the exhibit will be on 8 May at Grand Hotel in Gävle and it will run from 9 May until 5 June. The hotel has created an art package in connection with the exhibit including an overnight stay and dinner.

Please contact the hotel for more information.