



DIGITAL OIL

Meet Östermalm resident and artist Ewa Borin and enjoy her fascinating and beautiful art on exhibit at Strandvägen 7A for the month of November.

By Jhan Möller Photo Jan Dahlqvist

Talk a bit about your background. Have you always worked with art and painting?

"My background is as a CEO and in project management and sales in the corporate world. I've always loved to paint but never focused on it full-time. I grew up in a family where creativity was always encouraged. I consider myself both an entrepreneur and an artist. These days I spend more of my time working as an artist, but I have some other projects as well, such as an app called 10-Minute Baby à la Carte which gives parents a simple tool to make nutritious food for their babies and toddlers."

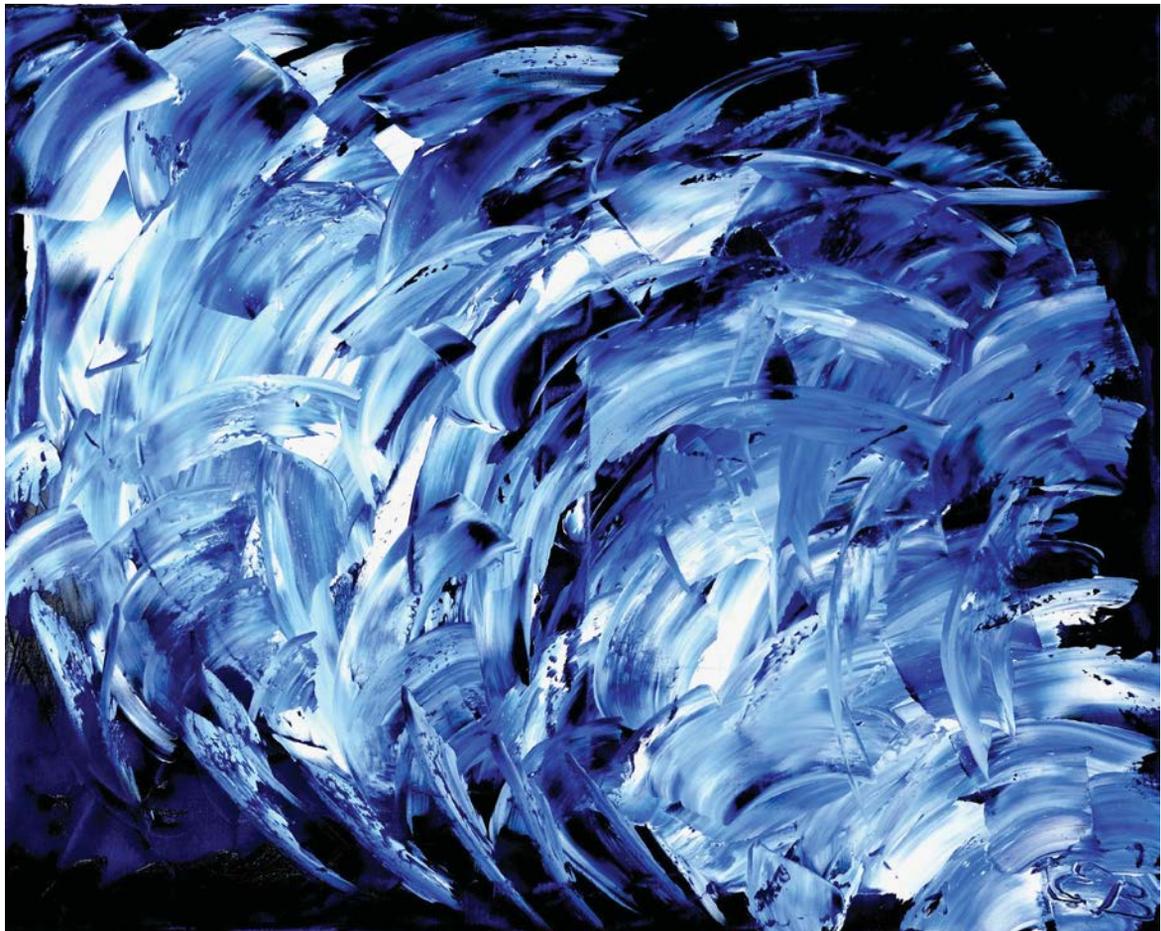
Oil painting, photo art, digital art and graffiti may at first all seem to be quite different art forms. Which is closest to your heart and which do you spend the most time on today?

"My strength definitely lies in oil painting and digital creation and these are the two areas I'm focusing on. The difference between creating in oil and digitally is appealing to me. Working with such significantly different techniques really stretches me in my execution. I sometimes do graffiti – never on walls but on canvas, and my dream is to spray paint a car – an Aston Martin. My artistry could perhaps be described as a sort of crossover – a term that's popular in many areas these days."

My oil painting process is filled with big storms of emotion...

You currently have an exhibit at Strandvägen 7A. What will we find there?

"Right now I'm showing oil paintings called Space Flower, Purple Day and The Forest as well as my limited digital series called SMOKE. When I create digitally I always try to make sure the finished work will have the same illuminated feel as the image has on a screen. It's a time-consuming creative process in which I experiment with different software. In the SMOKE series I chose to 'lock' the works in plexiglas because this heightens their luminosity."



True Blue av Ewa Borin.

You've also shown your works internationally. Is Sweden your home market or are you mainly in other countries?

"Working and showing my work globally is a natural path for me – both in terms of my art and my entrepreneurship. I show my paintings and collaborate when I feel that the circumstances are right. At the moment I'm considering an exciting offer I've received from Cannes in connection with the Film Festival there. Another place I would like to show my work is Abu Dhabi. A lot is happening there in the sphere of art and culture. I love exhibiting my art in beautiful structures, like old turn of the century buildings or stripped down modern milieus, as this adds to the overall visual experience."

How would you describe your artistry and where do you find your creativity?

"My oil painting process is consumed with big storms of emotion that are filled with self-confidence, colour and energy. The paintings have a depth to them and I'm attracted by jewel tones and strong colour saturation. I apply a layer on layer technique using palette knives, brushes, fabric and my hands when I'm creating. My artistry has developed over time so that now I work professionally and my paintings



Blue Amazing.

are sold online, at exhibits and art shows.

I get inspiration from those close to me, people who are making or have made a difference, things that make the world a better place, architecture, travel and fashion – it's a long list. My inspiration and emotions follow me into the creative process. I find it difficult to work to order. It has to feel right if what I create is going to be good."

Finally Ewa, tell us a little about your involvement in charitable causes.

"I get involved often and gladly in charitable causes that are important to me. For me it's mostly about safety and security for children. If we can intervene early on to prevent children from suffering, I want to be part of that. I donated an oil painting to Project Playground in 2016. It was a great success and raised SEK 60,000 at auction. Right now I'm working on a series of paintings in joyful, bold colours and designs aimed specifically at children. I'm going to donate them as soon as they're finished." 💎