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**Elle Arabia**

Marina Fedorova: Digital Technology Connects Classical Art with A Contemporary Audience

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In the world of art, tradition intertwines with modernity to form a new vision that transcends the boundaries of time and space. For her part, Marina Fedorova opens a window into her inner world that blends traditional arts and digital technology. After the Ethereal Echoes exhibition, in which she collaborated with Saudi fashion designer Yousef Akbar and which was hosted by the Saudi capital, Riyadh, between November 25 and December 9, 2023, the creative artist is re-presenting an exceptional experience that touches the mind and soul together through the COSMODREAMS: ELEMENTA Solo Exhibition, at Fann A Porter Gallery in Jumeirah - Dubai, which will continue until January 20, 2025.

In this interview, we walk with Marina into the corridors of her creative world to learn more about her inspiration, artistic vision, and future ambitions that combine man and nature in harmonious harmony, in addition to details about her new exhibition.

**ELLE:** What is the inspiration behind your fusion of traditional art with digital technology in COSMODREAMS?

**MF:** Paintings and sculptures are the primary means of artistic expression at COSMODREAMS, while digital objects serve as a medium that connects classical art to a broader contemporary audience. By combining traditional works with interactive experiences such as augmented reality (AR), virtual reality (VR), and video art, I can explore new ways of telling stories and create richer narratives. Critics often refer to my paintings as cinematic scenes, as they embody snapshots from the inner film of my imagination, which I can now share with others thanks to digital technology.

For us, new technologies are an opportunity, not a threat. Just as cinema has not replaced theatre, nor has film replaced books, these new tools coexist with traditional techniques, expanding the artist's palette, allowing for exciting ways to express creativity.

**ELLE:** How do natural elements such as water, air and earth influence your artwork?

**MF:** The exhibition takes its name from elements of nature, with environmental and natural themes at the core of the COSMODREAMS project. The artist's mission is to highlight pressing issues in the world, and environmental issues are perhaps the most pressing of our time. For me, nature is an essential part of life, and I believe it is our shared responsibility to protect it rather than destroy it. My work explores the harmony and coexistence between humans and nature, inspiring the public to see themselves as part of nature, rather than just consumers of its resources. Ultimately, we all need to think about the legacy we will leave behind.

**ELLE:** Your work incorporates different mediums such as drawing and augmented reality. How do you combine these techniques?

**MF:** I see augmented reality as a way to invite the audience into my inner world and discover the secrets behind my artwork. It is a medium that complements traditional means, enhances the narrative, and creates a more immersive experience.

**ELLE:** How has the COSMODREAMS project evolved since its launch in 2017, both in your art and in your character?

**MF:** For many years, I have worked within the framework of a single project. COSMODREAMS encompasses a variety of themes, such as life on Earth and other planets, nature, dystopian futures, cosmic cities, and legacy. These groups provide me with endless inspiration, allowing me to constantly create new works while remaining true to the project's vision.

From the beginning, we conceived of COSMODREAMS as a traveling exhibition. It has already been shown in countries such as Russia, Saudi Arabia, the UAE, and China. We make slight adjustments for each location to keep up with visitor expectations, but the essence of the exhibition remains constant.

**ELLE:** What do you want the audience to feel or think after experiencing ELEMENTA?

**MF:** Every artist has a unique world to share, and my goal is to invite the audience into my own. In the COSMODREAMS project, we created a visceral experience where visitors can immerse themselves in a fantasy world. I want them to feel like they've lived a beautiful dream where they've traveled to another planet. At the same time, I hope they leave with a deeper appreciation for environmental issues and a need for greater harmony with nature.

**ELLE:** What's next for COSMODREAMS? Do you plan to explore new technologies or artistic directions in the future?

**MF:** As a traveling exhibition, COSMODREAMS will continue to be exhibited in new cities and countries. We aim to introduce additional themes under the umbrella of the project, ensuring that it continues to evolve and expand. I also plan to explore new areas such as fashion and design, which I believe complement the artistic vision of the project. Exciting collaborations and innovative technologies are always on the horizon, ensuring that COSMODREAMS continues to grow and inspire.