

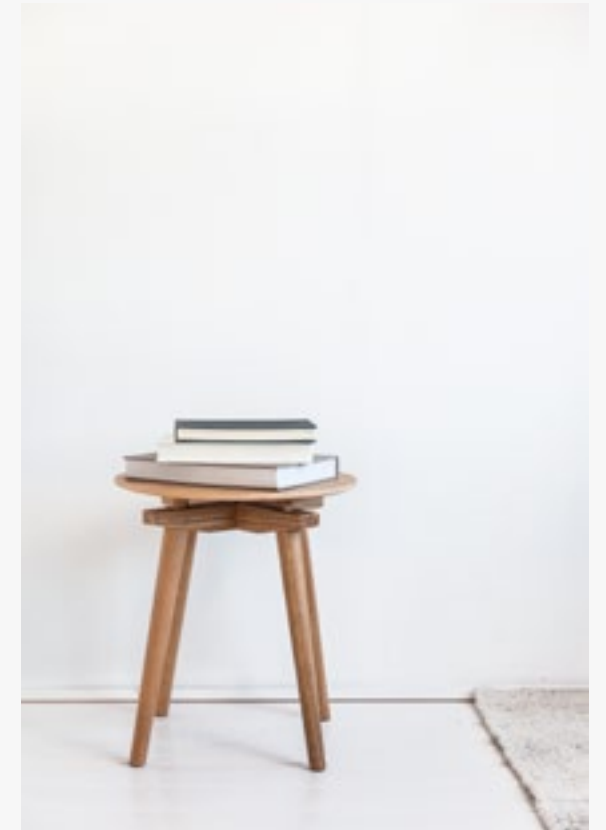
TIMELESS

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TOMORROW LOOKS BRIGHT

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6 AM

I wake as the bright rays of sunlight shine into my bedroom.  
Light is what triggers my senses. Light is what wakes my soul.



Light is my life. As a photographer, light is my medium.  
I capture light when taking photographs. Sometimes I feel like  
I'm capturing a dream; it is just as fleeting and intangible.

Every day, the sun rises and sets again. The variations in light  
throughout the day are subtle, masked by tiny alterations.



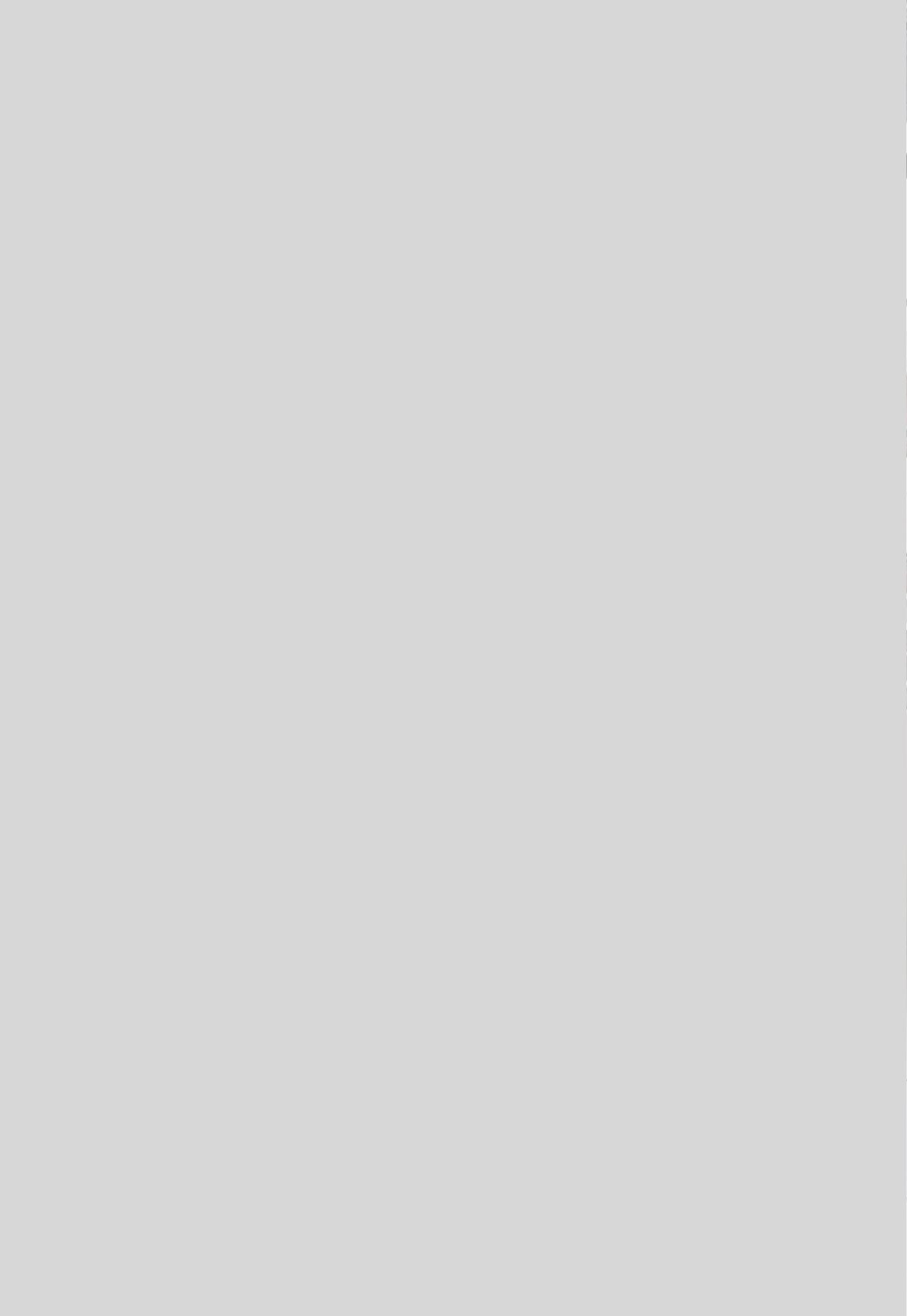






8 AM

My morning ritual is simple: A slice of bread with salted butter and a steaming cup of coffee. I skim the paper and gather my thoughts for the day ahead.







10 AM

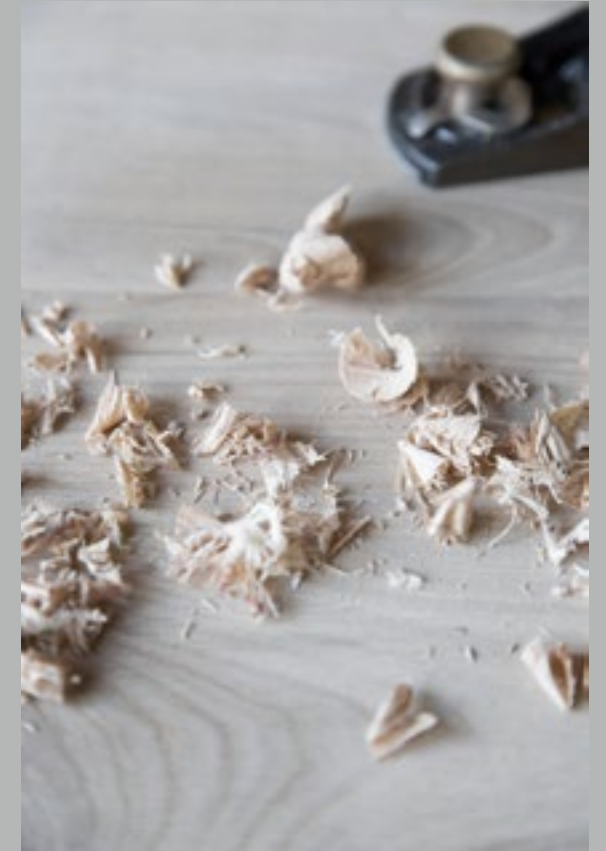
I grab my bike and head to work. I arrive at an old factory that houses a furniture workshop. Old buildings like this intrigue me. I'm drawn in by a positive energy, by a sense of new possibilities. I want to make, to create, to experiment.







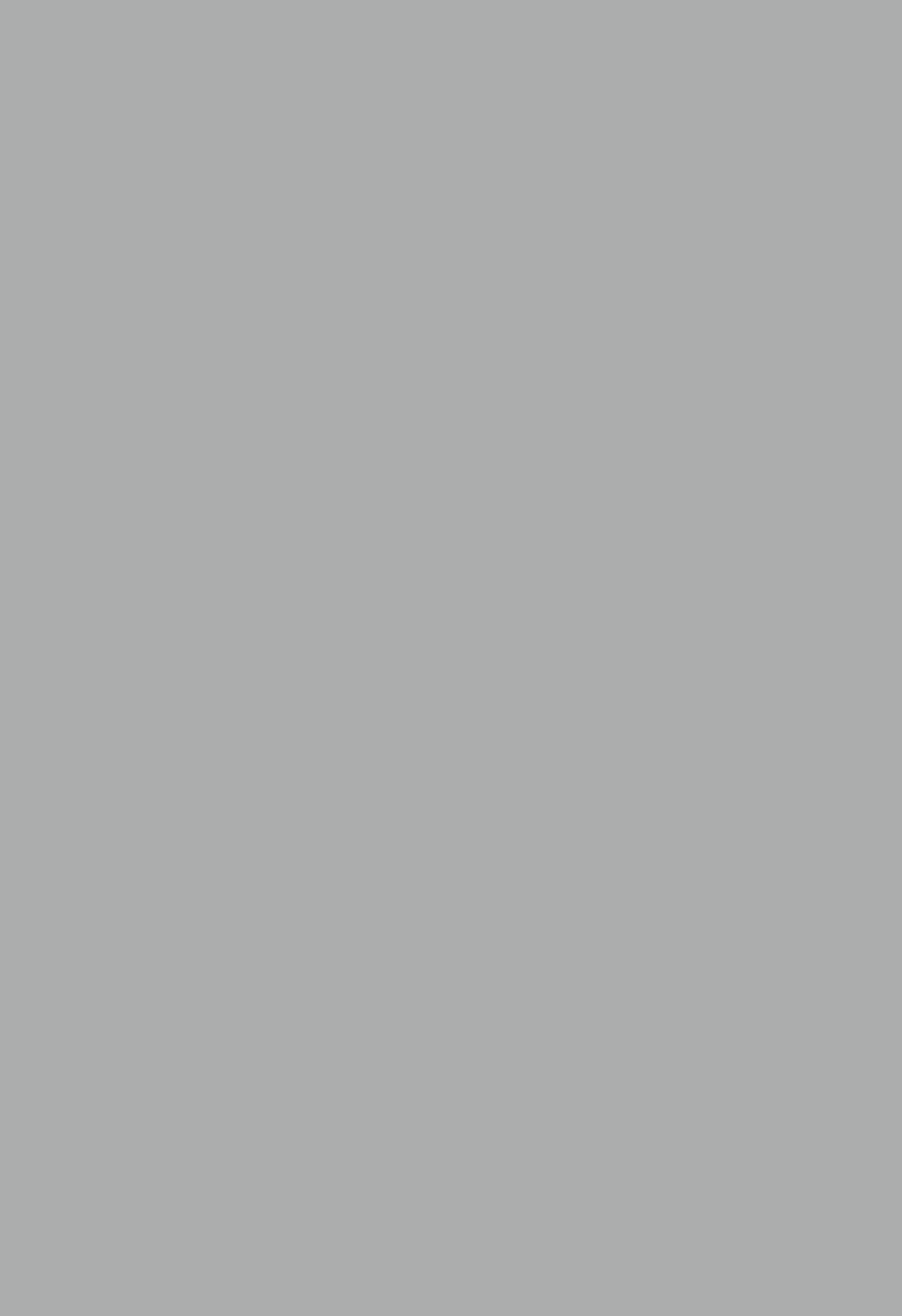




12 PM

The air is thick with sawdust and wood shavings lay scattered across the floor. I look up, a masterpiece is being handcrafted in front of my eyes. I'm told Niko Kralj designed this chair, the REX chair, in Slovenia in the early 1950s.











2 PM

I head to my studio. It's time to get up close and document these minimalistic forms. I zoom in to where the two equally formed plywood panels come together seamlessly. Click!







4 PM

I meet up with Viktor and we happily engage in the Swedish tradition of fika, a coffee break accompanied by pastries. We discuss next weekend's cycling route - where should we go?













6 PM

As night begins to fall, I finish up my work for the day. I put on a record to set the mood. Old records or new albums, I listen to it all. My love for music is similar to my love for photography; they both make me lose all sense of time.







8 PM

It's late! I rush through the night to catch the train. The city lights blur into a colourful chaos as the train picks up speed. We approach the station and I see the dark woods in the distance. I run to the cabin. Anna has prepared a simple dinner and we sit down to enjoy the meal over candlelight.





10 PM

It's time to wind down and reflect on the day. A wood shaving falls out of my hair, Anna laughs. She's seated in the rocking chair in the living room. I'm reminded of my grandparents; they used to take me in their laps and read Grimm's Fairy Tales before bed.









11 PM

As I head to the bedroom, I look out the window. The moon shines bright tonight. Surrounded by the quiet of the woods, we close our eyes and drift off to sleep... Tomorrow looks bright.





## COLOPHON

### Rex Kralj

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### Printer

Zwaan Printmedia

### Paper

Cyclus Offset

LuxoArt Samt

### Typeface

Averta by Kostas Bartsokas

## CRAFT REDESIGNED

Founded by Niko Kralj in Slovenia in 1952, furniture company Rex Kralj has become known for its contribution to 20th century industrial design. Today, we shed a new light on these iconic designs. We value simplicity and believe that details make all the difference.

This is only the beginning. Tomorrow looks bright.

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