



Could you please tell us about your background and how it leads to the work you do today?

I'm a Belgian/Russian artist who spent her childhood in Egypt. Cultural diversity was always an essential part of my life. As a child, I was influenced by the creativity of my mother as a painter, and by my father, the diplomat. My father always possessed such an eclectic range of interests from history to classical music. I graduated from Cambridge University and decided to pursue and further my career as a film director. I joined the Directing for Film and TV Master's program at Westminster University. Filmmaking background has a great influence in my work.

I can certainly say that I aim for cinematic visual style where storytelling plays a huge role. Managing a large international crew on a film set was a priceless experience for me. I strongly believe that collaboration and being open to the ideas of other creative minds is the core of any successful project.

Where are you based?

I'm London based but I travel often to NYC and LA. I also have clients in Russia, Greece, Italy and France.

More of her work can be seen on her website www.nikkalorak.com How would you describe your work to someone who hasn't seen it before?

I would say it is diverse. I always try to create a different style for every new collaboration or client. At the moment, my favorite styles would be colorful visuals that embrace exotic tribal costumes, along with different grungy, black and whites that route back to the rebellious era of 80s-90s.

Who else is behind your brand?

I'm collaborating with designers and fashion brands from all over the world. I also have a great team of very talented make-up and hair artists to wardrobe stylists who bring amazing creative input into our projects.

What or who has been the biggest singular influence in your work?

I'm eternally grateful to my mother who introduced me to the world of creativity and arts from a very young age. She did so by

sending me to an art school and mentoring me throughout my whole life. In terms of acclaimed photographers, I was a huge fan of Mario Testino when I was younger. His love of life that bursts through his images and vivid colors inspired many of my projects. Now I am fascinated by the dreamy images of Paolo Roversi and I look up to Patrick Demarchelier in the private members club, the Library (<http://www.library.com>).

Which project have you enjoyed working on the most so far?

I would say the most challenging both technically and creatively was the project I shot for Guess Jeans. The brief for this project was "Sensual but not sexual", so I decided to incorporate Italian drama, eroticism and American dream in one visual concept. I was incredibly lucky to cast a genuine couple of models who are also actors. They have

We chatting with Nikka Lorak, one of the artists exhibiting in our upcoming London Art Exhibition.



Incredible sensual chemistry that shines through the final images.

Where can people find more about you and your future projects?

There is a handful of projects that are coming up. Apart from my traditional collaboration with Elite model management, I am working on an exciting international project with rock musicians. I am a huge fan of 80s Rock Star culture that is both grungy and glamorous. It is also a great platform for all designers, make-up artists and hair stylists to come together to collaborate and participate in. I also have two personal exhibitions in the private members club, the Library (<http://www.library.com>).

One is opening on the 7th of July, 2016, and the theme is 'Out of Africa' based on my collaboration with 5 Kenyan designers. It is a fusion of modern fashion, traditional Kenyan costume, and tribal accessories. The other exhibition, also in the Library club, will be opening on the 27th of November, 2016. The theme will be 'Sex, Drugs and Rock n Roll' and will have a more edgy, rough feel to it. What could be more sexy than a rebellious tough naive youth?



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