

# Playboy interview with Robert Klun

News / By Klun

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## A unique messenger of time and feelings

About the emotions of spaces and the generic memories of passion pouring into them.

Robert Klun is an outstanding architect, visionary, founder of the design and architecture bureau Magnet design. It is rented by well-known names at home and abroad. Craftsmanship and work itself are in his family's genes. In 1974, they returned from Germany, where our interlocutor was born. "For as long as I can remember," he says, "we've had a craft workshop and architect and designer friends in our home. Father started designing and manufacturing KLUN upholstered furniture. As a boy, I myself spent a lot of time in the workshop, admired work processes, relationships and learned to sew, design, create and respect materials and transform them. strongly engages in broader social issues of the future of spaces.

**Playboy: You have already achieved many things, among others you have collaborated with brilliant names from the world of architecture, such as influential professors Peter B. McKeith from Helsinki, Peter Gabrijelčič from Ljubljana and professor Boris Podrecco from Vienna. You have received several architectural awards for your work. What does space mean to you and how do you place your spirit in it? Literary Gaston Bachelard gives us a beautiful sentence about space in Poetics of Space: "Poetry and image are inextricably linked." Bachelard says that "poetry echoes the image in the individual and in doing so thinks of new images or spaces that appear in the individual's mind when reading poetry consciousness".**

Robert Klun: "I'm still discovering the consciousness and feelings that the magic of the space creates for you, that certain words or phrases bring to life. I always involve all five senses in designing projects. This is the only way we can draw environments, spaces in which certain feelings are awakened. It is exactly the same with design and detail. Dear colleagues, the professors I have met, worked with or read are an important stone in the mosaic of my development. In each of them, I was always looking for that something more, and that's how I somehow came up with my own paths, charted them. And yes, I was and am still present in quite a beautiful part of the world. It is the paths and other cultures that challenge me the most and give me the most personal satisfaction. This is most evident recently in the Slovenian pavilion project for EXPO DUBAI 2020, with which I won the architectural competition. It's about the intertwining of my roots, Ribnica, the fish basket, Slovenian nature, beautiful waters, seas and rivers based on the hot Arabian sun."

**Playboy: Do you think that your breakthrough successes in the wider world space, especially recently in the Arab world, are connected to something more, to some different perception and ability of yours?**

Robert Klun: "I understand the word success in a very specific way, and above all, I use it very rarely. Life is a sinusoid. It is important to me that mine is facing up on the long line when I connect the tops. Work enriches me, challenges mean vigilance to me, architecture in the design and architecture office Magnet design and design are my records in space. If the results, especially that I brought Slovenian knowledge, experts, materials and products to the Gulf countries, are a success, I am happy. Everything happens according to a plan, and because I know that only the most persistent take the next desired step in the long run, I remain mindful and humble within myself. Of course, waivers are required. However, I believe that we have laid a solid foundation on which further collaborations will have to be built and a huge amount of effort and incredible effort will have to be put in, so that perhaps I myself will be able to confirm the praise that has been given. But I notice more and more that my difference, if we can call it that, is that I want to walk my own path, an honest and sincere one. On paths not trodden. Challenges that most avoid, therefore, invite me even more. I always want to go one step further and am glad to be watched over by the good fairies of this creation. I deal with obstacles, discover them and actually reveal myself in this as a person: who I really am. Only then will I know what I don't know yet. After all, there is nothing unknown in the comfort zone. I especially get fired up when someone mentions to me that something is not possible or that I can't do something."

**Playboy: What do you like about a space that is still unfinished? Where does the imagination, the idea and its depiction in your different, fresh and interesting creations come from? According to them, the design and architectural bureau Magnet design is famous as one of the leaders in this field.**

Robert Klun: "Architects and designers subconsciously carry personal notes that we associate with certain experiences, experiences and inner feelings in our creations. I have always been particularly excited by nature and everything related to the image of a woman and her erotica. This charge is something inside of us that drives this world forward. The female body is perfect as a form, the most beautiful thing that nature has designed in millions of years. Researching how to arouse emotions in detail, form, space, ambience and how to feel the space I create tends to butterflies in the stomach. How to approach this perfection is truly an incredible challenge. How to create environments, objects, furniture, so that the sight, touch and smell excite you so much

**Playboy: How do you understand the concept of space? Sometimes he seems to transfer people's emotions and memories into him.**

Robert Klun: "Architecture is a petrified record of time and space. Space releases essences with its enigma. The shadows, the smell, the light, the radiation, the taste that they awaken are the pinnacle that architecture gives you when you feel and feel it. It is a response to the depth of feeling that the space itself generates. Space is human beings, and this same void as potential in the record of creation joins the voids we carry

within us. Like emptiness, silence is the medium of space and sound is the messenger of both. How do we feel the space and what kind of resonance does it create through our senses? When you find the right place, you discover how to breathe fire into it. And when you co-create it like this, you would continue to build on it so that it shines in its fullness. The perfections of emptiness and silence at the same time. The space has both, inspiration and memory."

**Playboy: Every architect and also every well-informed Slovenian meets architect Jožet Plečnik. 2017 marked the 60th anniversary of his death, and in 2018 he was proposed to be granted sainthood. As we know, he was a deeply religious man who trained himself in conscious humility. How do you interpret its place on the world map? What impact did it have on your perception of space?**

Robert Klun: "Professor Plečnik had a strong influence on all of us Slovenians, whether we admit it or not. I myself remember my first visits to the center of Ljubljana, discovering the mighty colonnades at the Ljubljana market, the pulse of Tromostovje, the passages and details of the fences, the lights, which, as otherworldly elements, made me feel incredible respect for the city. As a child, you have completely different proportions than an adult, especially as a student later, when you recognize the other works, the NUK, the wonderful church in Barje, creations in Vienna and Prague, you stare in amazement. As a child, you look at these beautiful, mighty forms, so huge that they awaken all the senses, even awe. Later, you read them, sketch them, and respect them as the work of a colleague who sought perfection, and you awaken your own ideas, which you write down in your own representation of images. Self-discovery is the main challenge and breakthrough point for me personally. This is also the mission of the design and architecture bureau Magnet design."



EXPO 2020 DUBAJ: avtor Magnet Design (Robert Klun), render Magnet design



EXPO 2020 DUBAJ: avtor Magnet design (Robert Klun), render Magnet design

**KO SE FORMA RODI, JE TO PRAV POSEBNO DOŽIVETJE.  
IZLIV IDEJ, PODOB IN NEZAVEDNEGA, KI JE ZORELO.**

**Playboy: "The doorknob at the entrance to the National University Library is higher than usual, the horse on it symbolizes the will to progress." A wide, monumental internal staircase follows, which is symbolically designed as a steep path from darkness to light," is a short excerpt from Andrej Hrausky's book, which is dedicated to reading the symbolism in Plečnik's architecture. Do you use something similar, the play of symbols and the unconscious?**

Robert Klun: "Feng Shui is a science that, in our language, represents rhythm, circulation, and positive energy to architects, which we can achieve with airiness and natural materials, which we give special importance to. When designing, we try to find the light and magic of the moment in all the details. In translation, this science, that is, ergonomics, is the one that guides us through the appeal of all five senses. We are space and people create it. As architects, we build and design for people. My personal visions are always linked to functionality, enhanced by symbolism, writing and form that evokes emotions. Dedicating myself to creation in design is an important mosaic of my creation for me personally, both because of the message of my family and my upbringing. In my opinion, every ambience and space is only perfect when its last detail is perfect. Whether we are talking about the empty white cube as the greatest approximation of perfection or the detailed architecture of the Blue Mosque in Istanbul, which is full of images, messages, records and details on every square. And in my architecture and design I look for people and the client. I am looking for feelings, that something more that is connected with feelings of happiness, interest and familiarity. The biggest thank you is a sincere call from a client, when he calls you completely unexpectedly and pours out his feelings. Then you know you've created something that awakens, wants and seeks. Something memorable."

**Playboy: In Slovenia, many of us internalized the OHO and Irwin, NSK and, of course, Laibach, avant-garde and retro-avant-garde movements, at least from the point of view of art. Can a space with the demand of covid-19 and the so-called new normality be the future avant-garde? The pandemic has indicated the requirement for social distance, which should be at least one and a half meters, between individuals who are already closed by themselves. In this context, how will the space liberate us psychologically and mentally?**

Robert Klun: "2020 is really something special, something I never imagined could happen. However, the impact on future design and creation is already visible, which will change certain proportions and commandments. Some time ago, in the design and architecture office Magnet design, together with my colleague Gorjup, we started to design a private cell, a private cell, which from today's point of view is a visionary solution for people and users who need a healthy and clean space. The project is designed as a room within a room and has all the necessary functions to provide the user with a healthy environment. Similarly, we solve topics in the field of office design and ambiances at Klun Ambiente, where the physical presence of people is required. I believe that this is the first major step in the distance that the chosen individual wants to create and which is incomprehensible to a normal person, but is necessary if the chosen ones want to maintain safety. We architects are the ones who will play an

important role in this creation. The world is changing and moving towards the futuristic images we have seen in movies. It is important that we know how to think, that we educate ourselves and that we look for ways that will preserve the feelings that only our species, i.e., humans, possess. If I return to art, without which I myself cannot imagine the development of space, each time, each new energy in time is the challenge that awakens the avant-garde. Today, this is present in all groups, on the street, in the media, and is necessary for the record to remain recognizable. A record of time, form and idea. In the last month, we also designed the K19 corona chair in this way, and I mention it here for the first time as a symbolic reminder of the times we live in and the elementary symbolism and importance of social integration. The chair is manufactured by the family company KLUN Ambienti, which has been providing the highest level of enjoyment for 40 years."

**Playboy: Do you find the fusion of eros and logos, the primary form of creation, essential to the breakthrough value of your designs, which almost speak the silent language of your thoughts when you designed them? Eros as the primary principle is known to every art, from verbal to manual.**

Robert Klun: "When a form is born, it is a very special experience. An outpouring of ideas, images and the unconscious that has matured. We carry this in the cradle. In me, my father, in the lineage. And the energy I have awakens a constant desire for new things and the search for the functionality of the beautiful. Beauty that glows and fills, not only invites. It's amazing to discover and play with shapes, but despite the amazing technologies that help us and are less and less personal, we come back to the basic message. The touch of the eye and form and the bond of form with emotion not only fills the space, but also the spirit. It is only when you embrace and overcome the mixture of senses that you achieve peace - and the architecture of the great masters incorporated this peace into the whole. When the sixth sense is awakened, the time that follows is a revelation, and the game of the senses is played out all over again."

**Playboy: Where do you get your inspiration from? Do you have a muse in the world of external images or internal visions that nourishes, warms and sharpens you?**

Robert Klun: "Life has been my muse ever since I was aware of it. Books, literature, music, images, media, cities, nature, yes nature and natural forms. I cover life with the greatest scope in all areas. Whether it happens and feels it while dining on the streets of Bangkok among travelers or at the top of the Faisaliah skyscraper by architect Sir Norman Foster in Riyadh in a special, select company. Whether it's on top of a snowy mountain in British Columbia in Canada or on the waves of Pelješac... Every image, every place has its own energy, the people who are there at that moment give that moment its stamp."

**Playboy: Do you think that we need to have a mature attitude towards passion, to be able to translate it into forms, which can be words, touch or the focus of the eye in matter, which feeds your mind with a new form when it draws new dimensions of space that will they be inhabited by concrete people of flesh and blood?**

Robert Klun: "Definitely. I am a down to earth person. At least that's what I think of myself. Probably because of a wonderful family, parents who made sure that the connection of head and hands is the only thing that will be given to me in life and that I can rely on. Our family is based on honesty and extraordinary respect for fellow human beings. Craftsmanship and work itself is in our genes. Both grandfathers and father and mother. In 1974, we returned from Germany, where I was born, to Slovenia. For as long as I can remember, we have had a craft workshop and architect, artist, writer and designer friends in our home. My father officially started designing and manufacturing KLUN upholstered furniture in 1980. As a boy, I myself spent a lot of time in the workshop, admiring work processes, relationships and learning to sew, design... Respect materials and transform them. All this influenced a realistic and sober view of the world, even if I have been walking on the edge of the understandable since I can remember. In ways that I can see or feel myself. I don't think that's the only right thing to do, and I don't think about what other people think. This is close to me, and in the connection of creativity, reason, functionality and aesthetics, my views on work, designs, furniture and architecture of rooms, dimensions and objects are born."

**Playboy: So could you say that you are the creator of something numinous, spiritual? Do you view space more as a form, not so much as a vibration that enables the form? I myself claim that the spirit is the primary thing and that it creates the visible.**

Robert Klun: "My desire is to be unique, to be a messenger of time and feelings. When we achieve it, when we experience it, we lay the foundation for something that is likely to be written down. It is quite enough for me to make the client happy with his memories, emotions and usability. Design and architecture are personal. Full of emotions and energies, both because of the materials, the space and because of our friends, clients. My guide when designing a home for a private client or family is different than when designing the Slovenian Pavilion for EXPO 2020, but at the same time so close. Durability, natural materials, warmth, health and the desire to touch are precious gifts, and I enoble and preserve them when designing."

**Playboy: What is the right shape for you? There should be no perfect ones, because every perfection is partial in itself and a part of something in which it only becomes perfect.**

Robert Klun: "It is that form, that action, plan, architecture, design that stops thought." Which opens the eye, the interior, the senses. Which is created and born and is never too much or too little. When I feel the user, his energy, I know that we have made something special, unique."

**Playboy: What about the minimum of aesthetics? And can we teach people taste and harmony?**

Robert Klun: "Each of us has our own aesthetics, each of us respects our own laws, but nature ensures that we are always in balance. We are only the architects of the moment, the creators of the moment. But it is worth living for, developing, investing and enjoying. It is our duty to celebrate life and this gift that has been given to us or that

we have taken for ourselves. To express the joy that we exist at all and that we can develop."

**Playboy: So your business is actually your passion. Your passion makes you happy. You act like an extremely happy person. Do people envy your apparent ability to enjoy life? Just as we need to know how to work, we also need to allow ourselves to receive pleasure - right?**

Robert Klun: "I'm happy, I admit it. And it takes hard hard work. I hope people don't envy me that. Sometimes I cringe at the thought of how fast life moves and how we can get caught in invisible traps and the pretense of tomorrow. I learned to put my whole self into work and to enjoy life in the process; this is how I maintain deep bonds with family, friends who mean a lot to me, and everyone I love."

**Playboy: How should an individual be raised to become a breakthrough entrepreneur? In your opinion, which values and character traits are key to breaking through in the markets and not least to maintaining balanced growth over time?**

Robert Klun: "Belief in yourself is the first such quality. That is why it is important that our parents teach us self-esteem early enough, which is actually a mirror. At the same time, we must be careful not to spoil children too much and to let them experience the world on their own. It is crucial for a healthy self-esteem that children learn life lessons: that they have the opportunity to explore, that they are protected and not restricted. My mother, who is an incredibly good person, caring and attentive, has the most credit for my upbringing. The essence of entrepreneurship is certainly the testing of theories in practice. Getting to know yourself in a concrete action and situation. Everything else is just empty words from the safe haven of the armchair, from where we just observe the colorfulness of life. No one is perfect, it can always be better, which is my guiding principle, but enjoy the moment, correct when criticism comes. We can only grow and do better with criticism."

**Playboy: Let's get closer to the design and architecture bureau Magnet design. If I'm not mistaken, you stream finitude and infinity, zeros and ones in the log. Binary code as the basis of everything dual and zero itself as a condition for counting, which Al Hvarizmi introduced as an independent number around 813 BC. n. no., they work like magic. What do you think about the latter, what does your brand Magnet design represent to you?**

Robert Klun: "The image of Magnet design comes from myself, a double interweaving of infinity. Is it finitude or played infinity? Is it a four-leaf clover, is it lucky? Above all, it is coherent and balanced, despite the strong form of movement. I made it after the inner insight of the inspiration of world spaces and magnetism. I embraced the planet Earth in the infinity of two interlaced eights, which illustrate the intertwining of the female male principle of co-creation. When opposites are integrated into a whole, flows flow naturally, automatically and in harmony with the cosmic order. The design is primary and follows the name. It tells who we are, who I am."



**Playboy: Someone who knows you well whispered to me that you love numbers and math. Does she also need passion?**

Robert Klun: "Every artist who is a businessman is accompanied by numbers. I have always loved them. I remember the special meaning of the numbers I was looking for in fairy tales. Probably the number seven is the most powerful for me. Numbers have always been my passion. Yes, I have a special passion for mathematics. I like to look at the imaginary combinations and interweaves that I put together in business and in various projects. This is a special challenge."

**Playboy: What about the beauty of a woman? Playboy celebrates the natural beauty of women, combined with the artistry of forms and imagination. For you, what is it about a woman that convinces you that she is truly unforgettable?**

Robert Klun: "I think that the key to a woman's beauty lies in the connection of her physical, personal and spiritual intertwining. When it develops and maintains feminine attributes, it is beautiful. Such women are unforgettable. To have style, to have an upright gait and posture. To be beautiful inside and out. It's a special charm and I'm happy when I'm touched by it and build a special bond and future with it."

**Playboy: How do you combine freedom with the responsibility of your roles as director, architect and at the same time boss? Do you even have time for privacy and family?**

Robert Klun: "My family and friends, for whom I spend quality time, fulfill me. I hope I them too. I try to act responsibly, to be a role model and an inspiration. Similar to how I myself received the upbringing and time of my father, who was fully socially responsible and is a great role model for me."

**Playboy: What do you think is God's last secret?**

Robert Klun: "The life I live gives me incredible honors and the discovery of worlds, religions and personal connections. What surprised me the most are my wonderful friends around the world, people who grew up completely differently than we do in Europe. Only one counts. A person is born good, honest and kind. God is in each of us."



20V ROBERT KLUN



KLUN SILENT CHAIR: dizajn Jurij Dobrila in Klun ambient, foto Aleš Fevžer



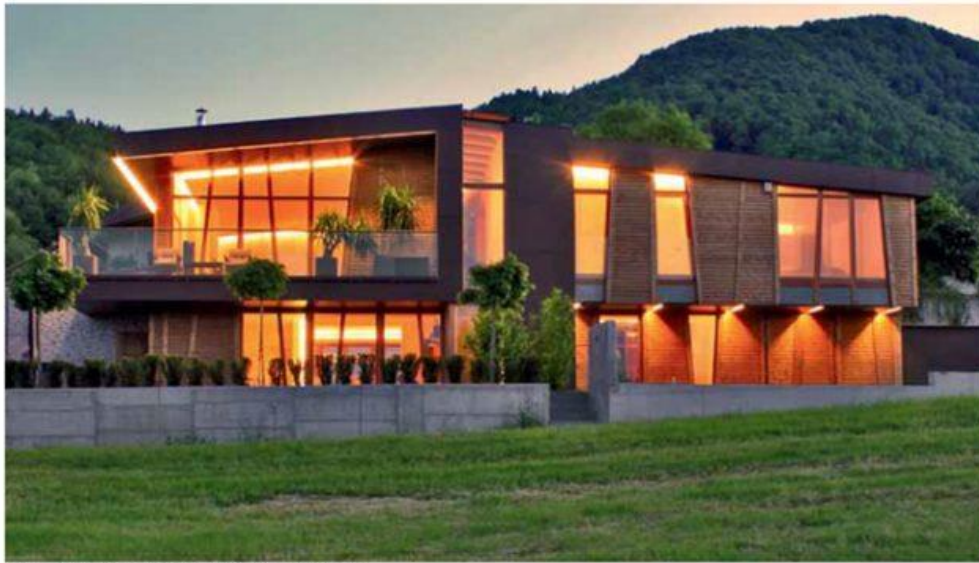
KLUN LINEARR: dizajn Robert Klun, foto Aljoša Videtič



KLUN CORONA CHAIR: dizajn Robert Klun, foto Aleš Fevžer



VILA TRNOVO: avtor Magnet design (Robert Klun), render Magnet design



VILA K: avtor Robert Klun (Magnet design), Foto Marjan Paternoster