



Veronika Vegesent: 4. September 2023
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In a world where creativity intersects with conscious living, the story of Veronika Vegesent stands as a testament to the transformative power of art. She embarks on a remarkable journey that marries her passion for Scandinavian philosophy with an unwavering commitment to ethical values and sustainability.

In this exclusive interview, we delve into the artistic realm, exploring the driving force behind Veronika's artistic journey, the profound influence of minimalism on her work, and her passion for art that goes beyond aesthetics, resonating with a higher purpose – one that seeks to harmonize with nature, advocate for ethical values, and foster positive transformations in the realms of people and animals alike.

Hello, Veronika. please, introduce yourself.

I am an artist with a mission to lead by example, prioritizing ethical values and promoting social and environmental sustainability.

Can you share a bit about your artistic journey and what inspires you?

My life has been a journey filled with visual arts, starting from my 8-year art education to

earning a degree in graphic design. Throughout my diverse creative experiences from fashion photography to contemporary illustration, I've come across underlying issues within the art industry: the prevalent use of harmful materials, exploitative practices, cruelty, and harm to the environment. Driven by my desire to make a real impact, I've committed to follow and promote the values that hold deep significance to me.

What influences a visual appearance of your artwork?

The heart of my artistic activity is deeply intertwined with the iconic Scandinavian minimalism as a philosophy. This influence infuses my art with cultural depth and significance, enriching the creative process. These cultural principles are simple aesthetics, concentration on most important, quality over quantity and an unwavering respect for nature. This fusion not only defines my art but also reflects the core of my living philosophy.

Could you tell us more about the sustainable and ethical practices you've integrated into your art?

I take great care in handpicking materials that are plant-based, cruelty-free, and environmentally friendly. I've taken a strong stand against hazardous substances that unfortunately persist in the art industry to ensure the safety of both art owners and art material suppliers. My commitment to a zero-waste, water-free production process prevents environmental harm, and I've made sure to use renewable energy, biodegradable packaging, and sustainable tools to underscore these principles.

However, my dedication goes beyond just lessening our environmental impact; I'm equally passionate about promoting the well-being of both people and animals. Through raising awareness, advocating for change, and aligning my practices with ethical values, I strive to contribute to a world that's fairer, more just, and brimming with compassion.

What message or emotions do you aim to convey through your minimalist artworks?

I want people to feel closer to nature with the combination of straight lines that represent human-made structures with the sculptured, nature-inspired surfaces. A geometrical grid balanced with subtle textures in a single color focuses on simplicity and clean lines, creating a sense of tranquility and order that resonates with minimalistic philosophy. This approach contributes to a calming and harmonious environment, emphasizing wellbeing and inner awareness.

How do you envision your art contributing to positive change and awareness around ethical values and sustainability?

My art initiates conversations and sparks awareness around ethical values and sustainability. I aim to inspire viewers to reflect on their choices and their impact on the environment with both traditional and digital media. By using eco-friendly materials and promoting cruelty-free practices, I hope to set an example that encourages others to embrace conscious living. Each piece I create carries a message of harmony with nature and a call to protect our planet and

our friends: animals.

Non-profit art initiative, a collection of miniature tabletop artworks featuring vegan messages and biophilic art blocks is dedicated to aiding mission-oriented groups such as PETA and Tuulispää through donations. The proceeds from these tiny artworks contribute to assisting animals that have been harmed by human actions.

The collection's visual appearance establishes a nurturing and secure environment for vegans, environmentalists and animal rights activists particularly crucial when individuals face marginalisation and hardship due to their beliefs within their own homes.

Would you like to share a message with eco-conscious individuals?

Networking stands as a crucial aspect of making a significant impact in our lives. While the potential for change exists on a global scale, it can only be achieved collectively. Find your local community, online hub or stay connected with me on social media that is around art insights, all seen through the lens of ethics and sustainability.

Art has the power to transcend boundaries, spark conversations, and inspire meaningful change. Contemplate your own choices, embrace our responsibility, and join the movement towards a more compassionate, ethical, and sustainable future.