

# A Vision of Individuality

## THE NEW CHAPTER OF OHRA STUDIO

*Ohra Studio enters a new era of creativity and expansion. With Zlata Rybchenko, founder of Ohra Studio, stepping into her role as Creative Director and Keira Townsend joining as Project Director, the studio reinforces its philosophy of crafting meaningful, timeless spaces where individuality meets artistry.*

*Together, they bring over three decades of international experience, ready to shape the next chapter of design with innovation, purpose and passion.*

**Z**lata, congratulations on your new role as Creative Director. How does this transition reflect the evolution of Ohra Studio?

Thank you! This transition feels like a natural next step. Ohra Studio has always been about creating spaces that tell personal stories, and now we are ready to go even deeper into that idea. As Creative Director, my focus is on expanding our creative language - moving beyond interiors into product and furniture design. We are entering a phase where exclusivity and individuality are not just aspirations but essential values. People are seeking pieces that carry



a sense of soul and craftsmanship, not trends that fade. Our goal is to continue designing environments that feel deeply personal, authentic and timeless.





**Keira, welcome to the team. What inspired you to join Ohra Studio, and how do you see your role shaping the studio's next chapter?**

Thank you! Joining Ohra Studio is both exciting and deeply meaningful. I've long admired Zlata's work - her sense of harmony, emotion and precision resonate strongly with my own approach - so bringing our practices together felt like a natural evolution rather than a new beginning. My background spans large-scale residential and commercial projects, and as Project Director, my focus is on translating creative vision into impeccably executed realities. Zlata and I share a passion for excellence, and we are both perfectionists in our own ways, which allows us to lead the team with intuition and artistry as well as structure and precision - and that complementary duality forms the foundation of our collaboration. Together, we aim to guide Ohra Studio into new markets, building systems that allow us to grow internationally while preserving the boutique quality and integrity that define the brand.

**You mentioned individuality and exclusivity as defining themes for the future. What do these concepts mean in today's design landscape?**

**Zlata:** Individuality today is the new luxury. True exclusivity is not about price or brand - it's about identity. Clients don't want what others have; they want something that feels entirely their own. That means bespoke materials, unexpected de-

tails and statement pieces created specifically for their lifestyle.

**Keira:** Exactly. We see a growing demand for authenticity and emotional connection. People want to live in spaces that reflect their story, not just someone else's sense of aesthetics. This philosophy drives

**What are some of the most exciting plans for Ohra Studio in 2026?**

**Zlata:** The year ahead is incredibly exciting. We are launching our own furniture collection, which has been a dream for a long time. It will be the product of our combined 30 years of experience in de-



us to collaborate with artisans and specialists who share our belief that beauty lies in craftsmanship and personality, as well as in a highly individualised approach to our clients' lifestyles and stories. Creating focal points and conversational pieces that tell these stories through functional art is our signature style.

sign, architecture and craftsmanship. Each piece will carry the essence of our philosophy - sculptural, functional and timeless. The collection will include limited editions crafted in Europe using natural, honest materials.

**Keira:** We are incredibly excited about creating our own collection. Beyond that, we



are also developing new international collaborations and expanding our hospitality portfolio. We are working with partners in the Middle East and Europe on projects that blend local heritage with a modern sensibility.

**What inspires you both right now?**

**Zlata:** I'm inspired by contrasts - the dialogue between past and present, raw and refined. Nature remains my biggest muse: the textures of stone, the softness of light, the imperfect beauty of hand-made objects.

**Keira:** For me, inspiration often comes from people - their stories, habits and emotions. I love observing how design can influence behaviour and well-being. The human element is always at the heart of great design. We always leave space for our clients to express their creativity.

**The design industry is evolving quickly. How do you see Ohra Studio adapting to new global trends?**

**Keira:** The world is shifting towards thoughtful consumption. We see clients becoming more conscious, investing in fewer but better things. That's where our approach fits perfectly. We are exploring materials with low environmental impact, local craftsmanship and technology that supports long-lasting quality.

**Zlata:** I completely agree. The future is about intelligent luxury - design that feels personal, sustainable and emotionally rich. At Ohra Studio, we want to create experiences rather than objects - spaces that touch people on a sensory and emotional level.

**Finally, how would you describe this new partnership between the two of you?**

**Zlata:** It feels like a perfect alignment of vision and values. Keira brings structure, strategy and a sharp eye for execution. I bring creative direction, storytelling and artistic sensibility. Together, we are building not just a studio but a philosophy.

**Keira:** Our collaboration is rooted in trust and mutual respect. We challenge each other to think bigger, to question the ordinary and to never settle. This is what will define Ohra Studio's next decade - authentic partnerships, timeless design and a shared belief that beauty should always serve a purpose.

OHRA STUDIO

Timeless. Tailored. Thoughtful.

[www.ohrastudio.com](http://www.ohrastudio.com)

Photographer: Julia Anisimova

