

INNA MAG

NO 3 / May 2021

Restart,
rebirth.
Live,
laugh,
learn, love

EXCLUSIVE
INTERVIEW WITH
ALEX GÂLMEANU

Special
quiz with
EMAA & MARIA
PĂLĂRIA

DUBAI &
MALDIVE
TRAVEL

FAVORITE
PLACES AND
STYLES

ISSUE NO 3

INNA MAG

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WEL COME

Restart, rebirth. Live, laugh, learn, love

The past year has taught us important lessons the hard way and made us realise what's essential and how to find a new sense of life in the pandemic era. We experience new rules: lockdown, wearing masks, being more and more protective with our dear ones, staying safe, but also trying to keep optimistic that these days will soon be over and we will get back to "normal".

To me, it was really difficult to not be able to travel, to be on stage, to meet my fans, to see my family and to spend time with them. However, I kept shooting music videos with a very small crew (I also

shot the video for "Sober" in my own house), I re-recorded songs in my home studio, because I thought it was really important to keep myself active and to spread love through my music to my fans. I used my social media accounts to stay close to my fans and to be connected, even though physically, we were so far.

When it was possible, I started to travel and re-discover my beautiful country, Romania: from the Danube Delta, to the seaside (where I feel at home), to the mountains, to the countryside and after that, abroad to Portugal, Dubai, Maldives. I experienced my first drive in concert and it was so good to be back on stage, but so strange to look at people having fun in their cars.

Right now, I feel that the world is ready to restart, rebirth, feel alive again, embrace life, hug and show love to dear ones, be more empathic and ready to experience every day at its fullest.

Are you ready? I challenge you to think of at least 3 things you would do differently from now on. I will live every day even more intensely, laugh from the bottom of my heart and love. Because love is the essence of who I am. Of who we are.

Peace and love,

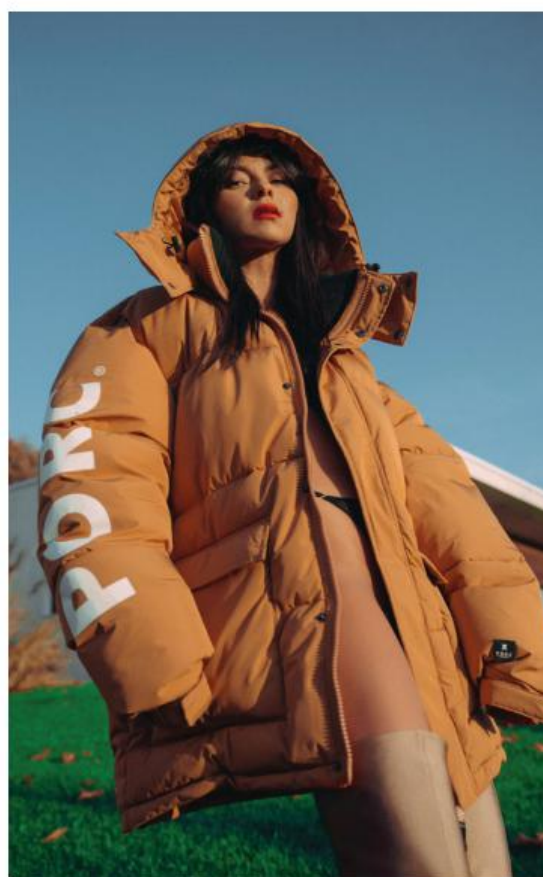
DANCE QUEEN'S HOUSE

NEW EXPERIENCE

One of the coolest experiences in my life: Dance Queen's House! Three weeks, one big house, a cool gang - my friends, songwriters and producers, one album "Heartbreaker" - 10 songs.

Because the show must go on, we came up with this idea: what about getting together in a house and staying isolated, doing what we love most? So, we got tested to make sure we are all safe and we moved in for three weeks.

It was an amazing house, a peaceful area where we worked, we had fun, we did some cool songs and we we filmed our daily lives in the Dance Queen's House, so that people could enjoy the experience with us. We worked out, we cooked, I played tennis for the first time

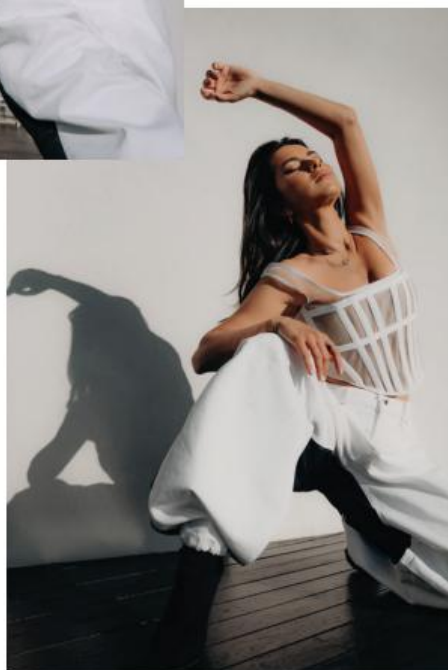


in my life, my friend **Antonia** visited me, my friends surprised me, my mom sent over her delicious pie, we had a lot of fun playing paintball and we had a party to celebrate the release of the album and the 10 songs that together represent the album "Heartbreaker".

I'm happy you guys enjoy it so much! "Flashbacks" is one of your favorite songs and I am really grateful for all your love and support from all around the world!



:: AMAZING MEMORIES



Credits
Photographer / Andrei Via
Make-up artist / Anca Buldur
@ancapuffpuff

PASSIONATE *PEOPLE*

INTERVIEW

FOCUS ON

RUUCA



1. How did you discover your passion for photography?

I'm a shy person so when my parents offered me a camera as a gift at the age of 13 I immediately started expressing myself through the images I took. Barely leaving my camera I started to develop a curiosity for people so I started doing portraits and from that point further I went to the University of Arts studying photography and I knew that this is what I'll do for my entire life.

2. When did you start working as a professional photographer?

As a professional photographer I started to work about 5 years ago, until that point I studied, developed my skills and experimented a lot to find my path.

3. Do you have mentors? Who is the photographer that mostly inspired you?

I do have favourites, but to name exactly one photographer that I truly admire and also got the chance to assist a couple

times, that would be for sure Dan Beleiu.

4. How did you start working with INNA? How is it working with her?

I started to work with Inna a year ago and I must say that our first shooting was such an experience! I went to her home to take a few shots in her own apartment and as I said earlier I'm super shy so imagine myself in front of her flat trying to gather all the courage I needed. Entered and I swear to god I wasn't able to say a word, she was on the couch super relaxed with the team that is now super dear to me too talking and music was playing. As I said the camera is like a portal to open myself so when I started shooting everything changed, she's super nice and that helped a lot and long story short we ended up eating pizza on the carpet next to a glass of red wine and reading in tarot cards. Amazing! Working with her comes very easy, it's super fun and she's an amazing person always making jokes, with loud music it's always a good

vibe on set.

5. What inspires you when taking photos?

Everything, I'm super present on set. I get in a mood where everything is highlighted and I can see and get inspired by every detail that surrounds us (that must be weird when viewed from outside because I can barely concentrate on anything else) I get inspired by a move that the person in front of the camera is doing, by something she says, how light enters a room, a color or anything around us. So that's the reason why I like to let myself induced in that state of mind, you can see the shift is pretty visible because when everything is done I'm a different person haha

6. What's your biggest dream regarding your career?

I absolutely love what I do right now and wouldn't change that but if there's something that I dream about, that would be traveling and also shooting in this vast world. It's a curiosity of mine and I would like to put in images how I would see these places. Sort of my own interpretation of the world.

7. Which is the project that is close to your heart from your career until now?

I have many many dear projects as is this collaboration but I have to say that personal projects are also very close because that is the point where freedom lets imagination grow.

8. Who are some of the most important people you have worked with?

How can you ask that? INNA! haha I would like to say that everybody I worked with is important to me, because of each experience and the people I work with I am where I am in my career.

9. What word do you think would describe your work best?

You tell me! Inna would say "freshe ala mare". It's always been hard for me to

describe my work and I'm happy to hear how others interpret it.

10. If you could, what is one piece of advice you would give to yourself, at the beginning of your career?

**Take
it easy
Ruuca!**

11. Do you have any other passions, apart from photography?

Yes! In quarantine I remembered and resumed an old passion of mine, playing the guitar only that this time I founded ukulele super fun and started to learn how to play it. I love singing and playing the instrument all together.

12. What advice would you give to an amateur photographer wanting to change their passion into a full-time profession?

Grab the camera and start shooting! try different things and see what's your drive & after that start building a portfolio.

13. What are some favorite things about being a photographer?

Connecting, always being able to meet somebody new and learn. Because I think that we have to constantly learn from each other.

14. What concept would you like to try next with INNA?

I would repeat our first shooting for sure, that relaxed atmosphere where now I think that I would be more open and would love to get to know Inna better and photograph exactly what I see. Also, now that it's warm outside I would love an outdoor photosession with her. I love shooting outdoor the most so I hope that will happen soon because it would turn out amazing!!



Heart

THE SERRE FUTUREWEAR MARCH





breaker

PHOTOSHOOT

by RUUCA

VINE SERRE FUTUREWEAR



A woman with dark hair wearing a black hijab and a white long-sleeved shirt is shown in profile, looking towards the right. The background is a plain, light color.

"I love playing with styles, outfits and I love taking pictures. This is one of my favorite photoshoots I did recently. I cannot wait to travel the world again and take pictures in different setups, feel the local vibes and make you travel with me."

I N N A

















Credits

Photographer / Raluca Mărgescu @ruuca

Hairstyling / Adonis Enache

Make-up / Anca Buldur @ancapuffpuff

Styling / RDStyling



DISCOVER MALDIVES & DUBAI WITH ME

My trip to the Maldives was one of the nicest holidays I had in my life, in the top 5 destinations on my list. It's an amazing experience and this was for sure an unforgettable vacay.

The last time I visited Dubai it was for my birthday. This time, it was a safe place to travel to shoot some videos and do a photoshoot for Harper's Bazaar. My first cover for Harper's Bazaar Romania. Yohooo!

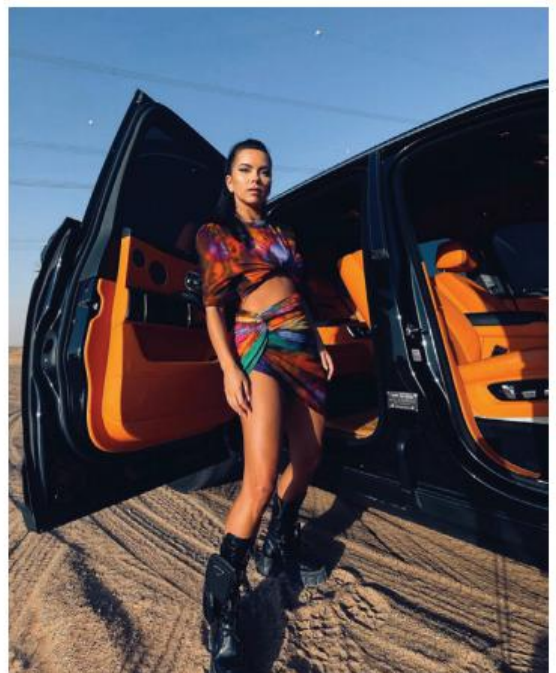
I know the Maldives was a popular destination this year for lots of people all around the world, because it allowed tourists to **spend some magical days in their beautiful country**, even if, due to the pandemics, there were not so many other options. And because there are sooo many islands and soooo many resorts, even if it looked like all the Romanian people were in the Maldives, (as you could hear and read about this daily on social media), I haven't met even one. :))

On the island I spent my holiday, there were a maximum of 200 people, so it was super intimate. And my advice is to go on and **plan your holidays every time you want to have some days off without listening to these rumours**. And it would have been a pity to avoid to go to the Maldives, because I would have had a different view on what it means to be there: it is very peaceful, very

:: TRAVEL

beautiful, the locals are very nice, you can't get bored there, the food is delicious, you can go scuba diving, you can swim.

When you travel from an island to another one, you fly by water planes and I have to say, it's a super safe way of transportation. During this holiday, I stayed for a few days in a water villa and after that, in the resort which I preferred more (turns out, I'm not a pirate haha).

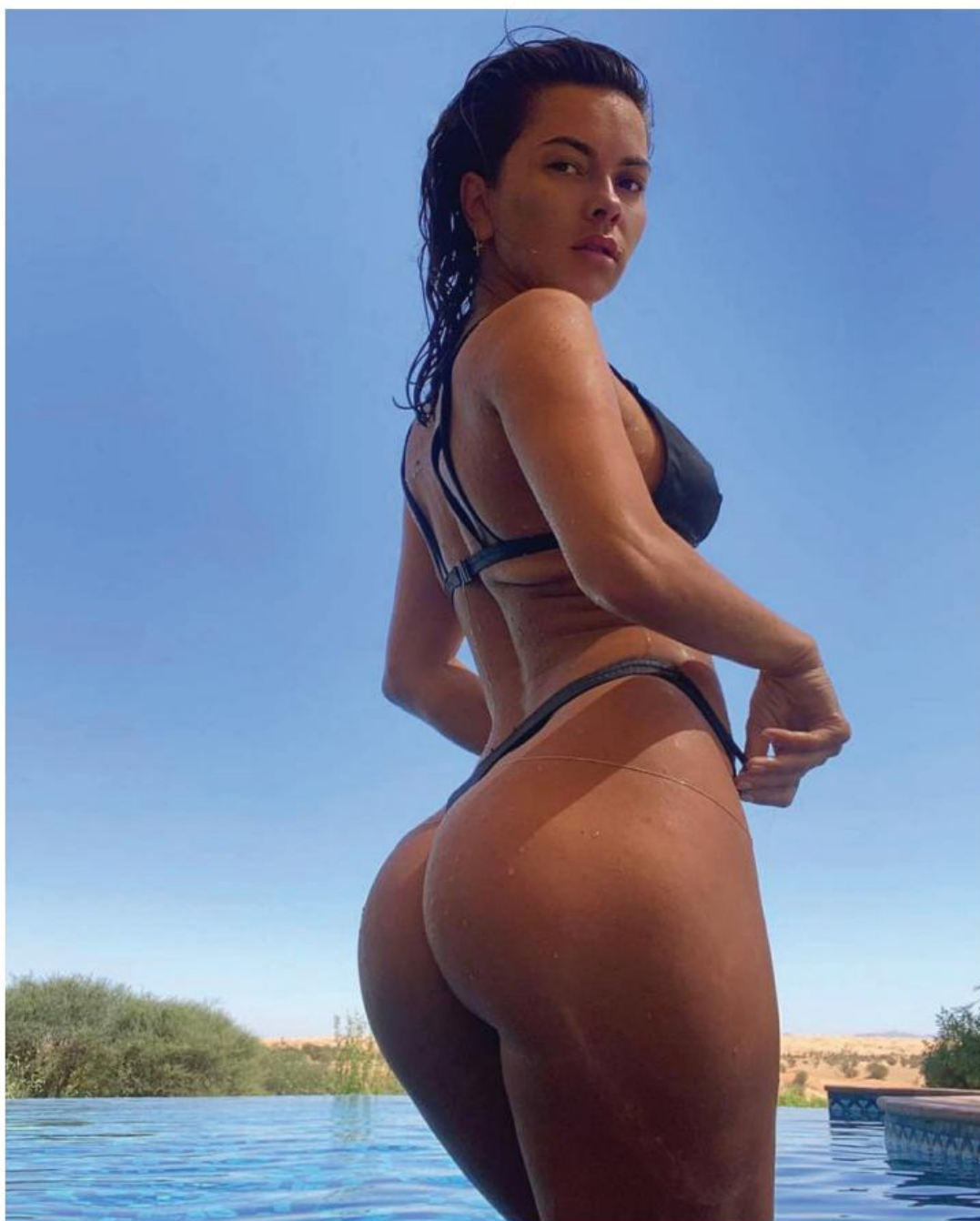


The tourists travelling to Maldives are more interested in living in water villas. One of the experiences I enjoyed a lot is **The Maldivian Night** which was during Mondays with Maldivian food and music and dance performances made by the most talented people from the crew from the resort! How cool is that?! At first, I didn't recognise them, because, while they were offering us food at the restaurant or at the reception, they were wearing masks. But in the performance, they didn't wear them so I could see them. **They were super nice and funny and in the end, they took pictures with me** (they recognised me and they were fans of my music). What I really appreciate about them is **their pure joy of life, their happiness.**

I had dinner in a **very cool place, an underwater restaurant from the resort**, an interesting experience to dine, enjoy a delicious meal and see around the marine environment. I also visited one deserted island around the resort I stayed at during the holiday. While leaving the island, I went again by sea plane and it was a very windy day, it was horrible because there was lots of turbulence and I was scared (you know me, I am not a big fan of flying). Anndddd from Maldives, I went to Dubai. The last time I visited Dubai it was for my birthday. This time, it was a safe place to travel to shoot some videos and do a photoshoot for Harper's Bazaar. **My first cover for Harper's Bazaar Romania. Yohooo!**











*Beautiful people and
memories for life*



I was super excited for all of this cool stuff. Even if I was in the vacay, I had zoom calls with my team and spoke about the videos for "Maza Jaja" and "Flashbacks" and about the styling for the photoshoot. A big part of the team traveled to Dubai - NGM guys, Loops Production, Anca, Adonis and Nico, because Ghitzzy found out last minute that she cannot travel (she had a false positive covid-19 test). We met with the team from Harper's Bazaar and we went into the desert to take the photos. I was super happy that I was about to see one of my dreams come true.

In the next few days, we shot firstly "Maza Jaja" with a lot of models and dancers and crazy rides. I had a lot of fun. I didn't feel I was working! After a few days, we moved to a very nice location "Versace Palazzo" from Dubai where we shot "Flashbacks". I loved the glam vibe and the video turned out just great.

Now, stay stuned because "Maza Jaja" is on its way!

And hope to travel again soon to report from my holidays!



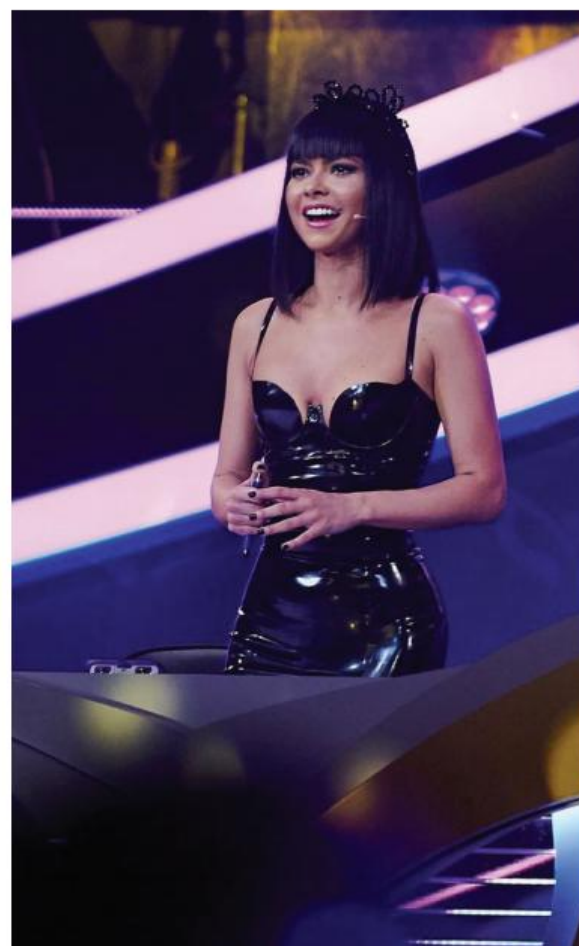
The most spectacular TV Show in Romania

You must have heard of **Masked Singer**, one of the most spectacular TV shows in the world. I used to watch the show from the USA and secretly hoped that one day, **this show would come to Romania.**

When I got a phone call from PROTV, saying that Masked Singer will be brought by them to Romania, I was extremely happy and of course, I was **even more excited** when they offered me the proposal of being one of the detectives. My colleagues were **Ana Morodan, Horia Brenciu and Codin Maticiu** and we had a lot of fun together. Sometimes, I simply forgot I was on a TV set, it was a relaxing atmosphere and we were laughing a lot. Amazing costumes, talented people.

Due to COVID-19, we had to stop shooting the show until things got better in Romania. After a while, we were back on set and I was **super eager to be broadcast on TV** so that everybody in Romania experiences the coolest show in Romania.

Together, **we discovered the most well-kept secret** in Romania and I am really grateful to be part of the first edition of **Masked Singer Romania.**





COVERSTORY PHOTOSHOOT

*"I did these photos especially for INNAMag.
I was super excited to launch another issue of the magazine
and I wanted the photos to be simple, yet strong, fashion, cool.
I hope you like them as much as I do!
Peace and love! "*



:: EXCLUSIVE
PHOTO SHOOT





























Credits

Photographer / Raluca Mărgescu @ruuca

Hairstyling / Adonis Enache

Make-up / Anca Buldur @ancapuffpuff

Styling / RDStyling

A portrait of Alex Gálmeanu, a man with short grey hair and a beard, wearing a blue jacket over a white shirt. He is looking directly at the camera with a neutral expression. The background is dark and out of focus.

**EXCLUSIVE
INTERVIEW WITH
ALEX GÁLMEANU**

THE MAN

BEHIND THE PHOTOS

When did your first meet INNA and how was it?

I wanted to meet and photograph INNA even before we started to work together. I have this idea; as a portrait photographer, I believe there are people out there they have something to say, visually, in front of a camera. I always had this feeling about INNA, even at the stage of knowing her from her public appearance only. We eventually met at a commercial production, a Coca Cola campaign, maybe not the ideal place to meet someone as there's not too much room to know a person when you're working with the inevitable stress of commercial production. Anyway, I discovered that my beliefs about INNA were right; she is a strong personality in front of a camera.

Can you speak about the Coca Cola project you worked for with INNA?

Coca Cola campaigns are always real highlights in any photographer's career. It is about an exciting combination of a dream job and a very challenging and stressful project. The success of a photo-shooting, I believe, is linked to the energy and bonding between the team members. The Coca Cola project I've done with Inna it felt in this category, excellent bonding and energy there.

How did you get from being an aspiring photographer to actually doing it full time and working with influential people, for international media outlets and for well-known brands?

My career was always linear; I don't believe I had huge milestones and turning points on my route. I built everything with small steps, working every day, and being as focused as possible on my trajectory. I don't have a secret to share here, everything is obvious, work, and doing my best every day.

**:: PHOTOSHOOT BY
ALEX GÂLMEANU**



How do you educate yourself to take better pictures?

I'm a curious person. I want to know everything or as much as possible about anything. I think that's my real power, to find out things, and to eventually use them in visual arts and photography. I believe, for example, a good photographer is not necessarily a perfect technician, but maybe a good philosopher.

Can you talk a little about your project "People I know"?

"People I Know" is an ongoing long term project. It is a collection of portraits I started to make in 2002, with people I believe I began to know with the help of my photographic camera, photographing them. It is an ongoing project because of the fact I still do this exercise of understanding people with the help of my photographic camera. You have to see it a bit philosophical.

Who are some of the people you loved working most with?

I don't have names to share, but, as I told you a previous answer, I believe in this energy that sometimes I found it on the set; this is the context I love.

What photographer had the most impact on your work?

No names to share either, I think I'm impressed by pictures, a very complex set of images.

What is the one thing you wish you knew when you started taking photos?

Not to care about too many rules and too many principles. Almost all of them, I believe, are barriers and restraints for creativity.



What advice would you give to an amateur photographer?

My advice is always the same, learn and read as much as possible, from as different domains as possible. I believe the difference between a good and a not so good photographer, is in the way the good one can understand life as it is developing around him. Bring a vast knowledge to your art activity, and you can't miss your targets with this approach.

What is one project or campaign that you are most proud of?

I haven't done that project yet. I'm still waiting for it to happen; I'm working on it. :)

What are some favorite things about being a photographer?

Through my career, I had photographed homeless living in sewerage, state presidents, and everything between this. I don't know any occupation offering such a spread of possibilities.

Besides being a photographer, you are also a DoP. Do you plan on taking this to the next level and be involved in bigger projects?

I believe in the next five to ten years, the job of a photographer and DOP will merge in a single occupation. Somehow it is related to the way the technology is evolving, or to the needs of future clients. Having this searching in the cinematography industry, I understand it is a natural thing to do.



What is the biggest challenge you've encountered in your career so far?

The biggest challenge is to stay focused and to identify what's essential for me and my career. There is so much distraction and noise around, that it's becoming harder and harder to know what's important.

Some photographers say that they see the world differently, and that they have a different perspective on life. What is your perspective on the world and on life?

I don't know. If I see the world differently, but I try to decrypt it and understand it. I prefer to be as open-minded as possible and to enlarge my sphere of what I define as being "normal." I believe in this thing of pushing boundaries as far as possible.

Where do you take your inspiration from?

Always from the life around me. I think that "life" is a mighty thing, a continuous source of inspiration.

What do you think is the next step in your career?

Fighting with legends, or die trying. I believe in this term of "relevance," and that's my goal, to stay relevant and to influence people in the right way. I want to search for this opportunity to do good for many people.











My favorite places in Bucharest



If you live in Bucharest or if you plan on visiting Bucharest soon, here are my top recommendations:

favorite sushi place: ZEN SUSHI! I just love eating sushi and here you can taste the best sushi in town!

favorite Spanish restaurant: Pata Negra! Whenever I miss Spain, I go to visit my friend Angi, the chef and owner of Pata Negra and I get to eat the best patatas bravas, pimientos del padron, paella, gin, wine. It's delicious!

favorite coffee place: I have several favorite coffee places: T-zero, CO-FI, BOB, Frudisiac.

favorite terrace: POT Stories: amazing place, good food, cool vibes

favorite place to stay and enjoy the city vibe: Ai sushi bar.





ZiDeBine

I strongly support this association ZiDeBine, I have been their ambassador since their beginning one year ago and still am.

*They helped a lot with hospitals all over Romania at the beginning of the pandemic by doing a national fundraising and providing necessary materials to **support the doctors and the patients.***

*Each month, they gather money for a cause they support, from different fields: **environment, justice, depression, hospitals.** You can help by donating your birthday and asking your friends to offer money/text messages instead of gifts to make Romania a better place.*

More info on zidebine.ro



**ONE OF MY
FAVORITE BRANDS IS
DEFINITELY
PORC.**





I CAN WEAR ITEMS FROM
PORC EVERYDAY AND STYLE
THEM ACCORDING TO MY
MOOD: **SUPER SPORTY,**
WITH HIGH HEELS AND
RETRO HAIRSTYLE, WEARING
IT WHILE WANDERING THE
STREETS OF BUCHAREST,
ROCKING ON MY
SKATEBOARD.



EMAA

How did you discover your passion for music?

My mother used to sing to me a lot when I was little and she was into pretty cool music. She danced a lot, laughed a lot & music was always present. My grandfather is still an artist. I guess I was surrounded multi directionally haha.

When did you start singing?

When I was little. Music was present in my life from the start, all the way.

Who is/was your inspiration?

Unconsciously, my mother & all the artists I was listening to along these years. The books I've read, all the experiences I've had, my life itself. Cliché or not.

Do you have mentors/artists you appreciate?

Thom Yorke (Radiohead)

James Blake

Grimes & many others

I can't say I perceive them as mentors, but I am really fascinated about how they build their concepts. I don't believe in idols tho'.



"Music was present in my life from the start, all the way."



Who would you like to collaborate with?

Tyler the Creator, Childish Gambino, FKA Twigs, Kendrick Lamar etc. The list could never end..

What's your biggest dream regarding your career?

I am already living it, somehow. My career is linked to my personal life, I don't see them as separate. I hope though, to get to that point, where my part in this world will be more helpful. I wish to have enough knowledge & resources to help & not be too much of a burden for our planet and for the people around me.

How did you meet INNA?

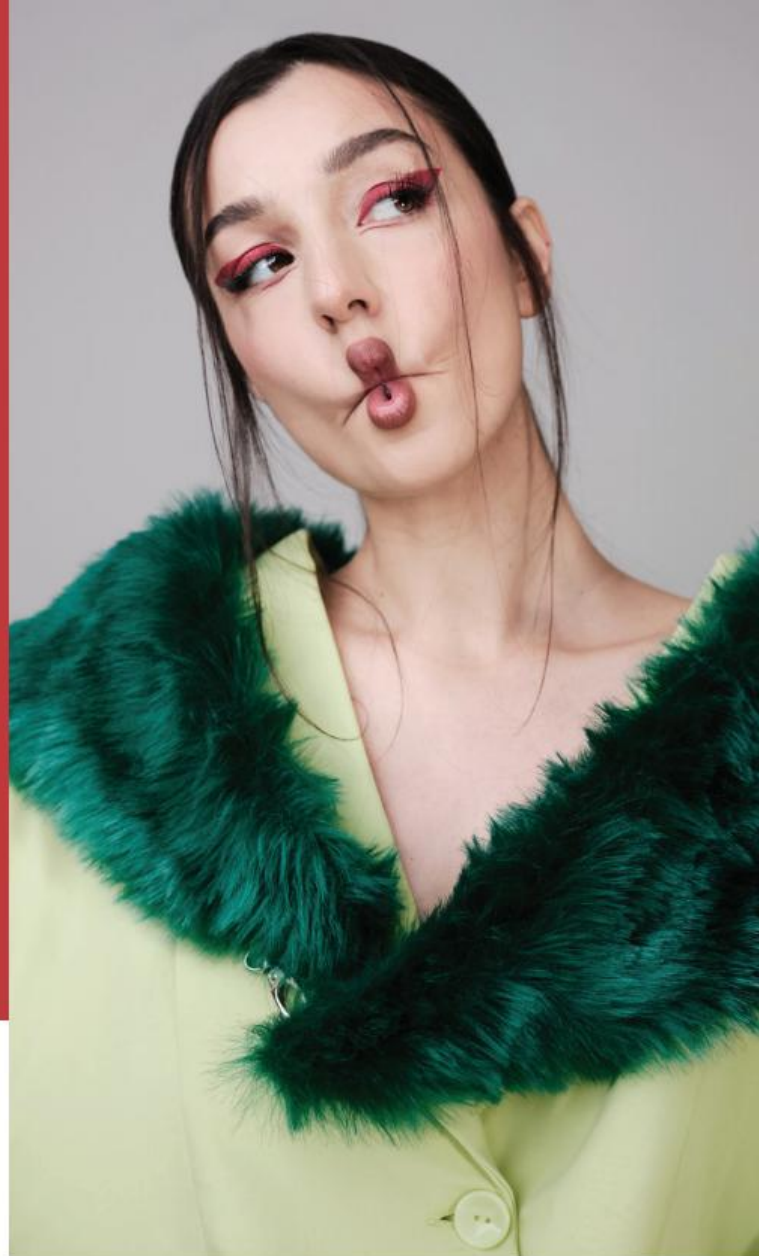
She attended one of my concerts with Deliric, tagged me in her story and I was really really ecstatic about that. After a while, I signed with Global Records, the label she & Lucian founded. We are part of it.

Do you have any other passions, apart from music?

Climbing, hiking, dancing, all sorts of nature sports.

What are some favorite things about being an artist?

This is a nice question. I guess we are somehow "qualified" to create infinite realities. It is pure magic. We imagine stuff & then we try to bring it to life. We create continuous contexts in which we manifest our emotions & our minds, without harming the common reality. But this is something I think everyone should do, I think every human is an artist in his own way.



What inspires you to write your music?

**Dreams,
humans, love,
sadness,
break-ups, time,
everything.**

NEW

""I love playing with styles, outfits and I love taking pictures. This is one of my favorite photoshoots I did recently. ""

STY





VLES

"I cannot wait to travel the world again and take pictures in different set-ups, feel the local vibes and make you travel with me."

















Credits

Photographer / Raluca Mărgescu @ruuca

Hairstyling / Adonis Enache

Make-up / Anca Buldur @ancapuffpuff

Styling / RDStyling

**FIND OUT MORE
ABOUT**

Maria Pălăria

1. How did you discover your passion for hats?

I've never had a passion for hats, actually it's funny because I don't like having things on my head. But I started to be very curious about them when I discovered the hat maker Nick Fouquet. And this is how I discovered a new passion.

2. How did you start designing hats?

After one year of learning from my mentor he said "I taught you everything that i know and now it's time for you to make your own atelier".

3. Who was/is your inspiration?

My inspiration has always come from people and from the fact that we are so alike but so different and unique. That's the reason why I started to do custom hats, because every person should wear their own personality and craziness.

4. Do you have mentors in this field?

Yes, the man behind all my knowledge about hats is the last hat maker from Romania, and he is 92 years old. He taught me how to be a good hat maker and I taught myself how to be a good designer from my hats.

5. Can you name celebrities that are wearing your hats?

Yes, some of the celebrities are : INNA, Lidia Buble, Marisa Paloma, Vladimir Draghia, Andra, Antonia, Delia, Razvan Simion, Dani Otil, Gina Pistol, Smiley and the list could go on.

6. What's your biggest dream regarding your career?

My biggest dream regarding my career would be to have physical shops all over the world and to see people wearing my hats wherever I travel.

7. What word do you think would describe your work best?

Because my hats are not coming with rules, the only way left to wear it is with confidence, so this is the word: Confidence.

8. If you could, what is one piece of advice you would give to yourself, at the beginning of your career?

I know this is a cliché but the best advice that you can give to a person at the beginning of his career is to trust themselves and to dare to express themselves.

9. How did you meet INNA and how did you start collaborating with her?

I've meet INNA approximately 6 years ago via our mutual friend Raldia, who is also part of INNA's team and later when we got know each other's stories we became friends and start collaborating.

10. Do you have any other passions, apart from designing hats?

I've always been into art and hand crafts, like painting, sewing and so on. But one of my newest passion is longboarding. Funny story, the person who taught me how to do it is INNA herself.





Tune in for some music!

I hope **"Flashbacks"** is already in your playlist, because I love its vibe and I feel I wanna share it with everybody! And since I know some of you for sure you are listening to it and supporting it, it was **number 1 on radio charts in Russia and Romania!** And this is amazing! And **number 1 on TV in Bulgaria for 5 weeks in a row.** And on **55 on Shazam Global!** And **more than 15 million views** on YouTube! Yasssss!

And because **I am working on a new album....**yess, that's right, a new album on the way, I plan on releasing a lot of music!

In the past month, I released 3 songs: **"Cool Me Down"** with Gromee from Poland, a summer song; **"Oh My God"**, a slaphouse track and a super collaboration with Alok (number 5 DJ in the world) and Sofi Tukker - **"It Don't Matter"** - exclusively on Spotify!

Also, I am really grateful for **surpassing 5 billion views on YouTube!** This is huuuuge! And **5 million monthly listeners on Spotify!**

***Have fun and thanks for being with me
on this beautiful journey!***

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No 3 / May 2021

**EXCLUSIVE
INTERVIEW WITH
ALEX GÂLMEANU**

**Restart,
rebirth.
Live,
laugh,
learn, love**

**Special
quiz with
EMMA &
MARIA
PĂLĂRIA**

**DUBAI &
MALDIVE
TRAVEL**

**FAVORITE
PLACES &
STYLES**

