

attention!

about

attention!

sets for incense and candles

for daily rituals

where is your attention?

attention!

message

sets

**where is your attention now? -**

The **attention!** brand sets a philosophical and reflective tone, emphasizing mindfulness, present-moment awareness, and the power of attention. Operating in the realm of deep concepts related to mindful living, the brand encourages moments of focus and aims to create an atmosphere of inner peace and inspiration.

Communication with oneself and the surrounding world is approached with cheerfulness and a playful, creative spirit, inviting individuals to engage with their environment and experiences in a meaningful way.













attention!

memo

sets

### **attention! -**

is a brand of limited edition designer items for interiors, focusing on the transformation of space and mood through the perception of light and fragrances. Each piece is crafted to enhance the atmosphere of a room, creating a harmonious environment that elevates the senses and fosters a sense of well-being.

### **sets -**

are a new type of functional sculpture designed for candles, incense, and small items. These innovative pieces blend art and utility, transforming everyday objects into striking focal points that enhance the ambiance of any space. Each set is crafted to celebrate both form and function, offering a unique way to organize and display your favorite items while adding a touch of artistic flair to your interior.

### **message -**

“Where is your attention?” – This question sets the theme for an internal dialogue with yourself, inviting reflection and mindfulness. It encourages you to pause, assess your thoughts and feelings, and reconnect with the present moment, fostering greater awareness and intentionality in your daily life.

### **materials -**

The pieces are crafted from high-quality materials, including stainless steel, waxed steel, and powder-coated steel. These materials not only provide durability and strength but also enhance the aesthetic appeal of each item, ensuring they complement any interior while maintaining a modern and sophisticated look.

### **colors -**

The color palette is inspired by the natural hues found in flora and fauna, featuring earthy tones, vibrant grassy greens, delicate floral shades, and striking neon accents. Additionally, iridescent finishes add a unique dimension, reflecting light and enhancing the visual experience of each piece. This harmonious blend of colors brings the beauty of nature into your space, creating an inviting and uplifting atmosphere.

**Ksusha Fedya** is a multidisciplinary artist, creator, and visionary based in Cape Town, South Africa. Her work blends functionality with modern rituals, focusing on harmonizing environment.

In 2020, Ksusha launched the **attention!** project, initially working with ceramics. In 2024, the project evolved into creating metal interior design objects. In 2024 Ksusha Fedya has been presented at **Milan Design Week** with **attention!** brand.

All of Ksusha Fedya's projects focus on functionality and the utilitarian aspects of objects for modern rituals, with a strong emphasis on harmonizing the environment.

**attention! sets** – curated sets and accessories for incense and candles.

Each set is a functional sculptural piece, a contemporary interpretation of a sacred space in everyday life. Inspired by abstract art, the designs are based on simple geometric forms—circle, square, and oval—bringing balance and harmony to the space. It can also serve as an elegant organizer for amulets, artifacts, memories, offerings and other meaningful objects.

All **attention!** interior pieces are entirely handcrafted, making each object unique in texture, shape, and color variations within the collection.

Every series of sets and accessories embodies the sacred essence of daily life and the aesthetics of traditional rituals from different cultures, becoming a place of power within a home, garden, restaurant, or any public space.

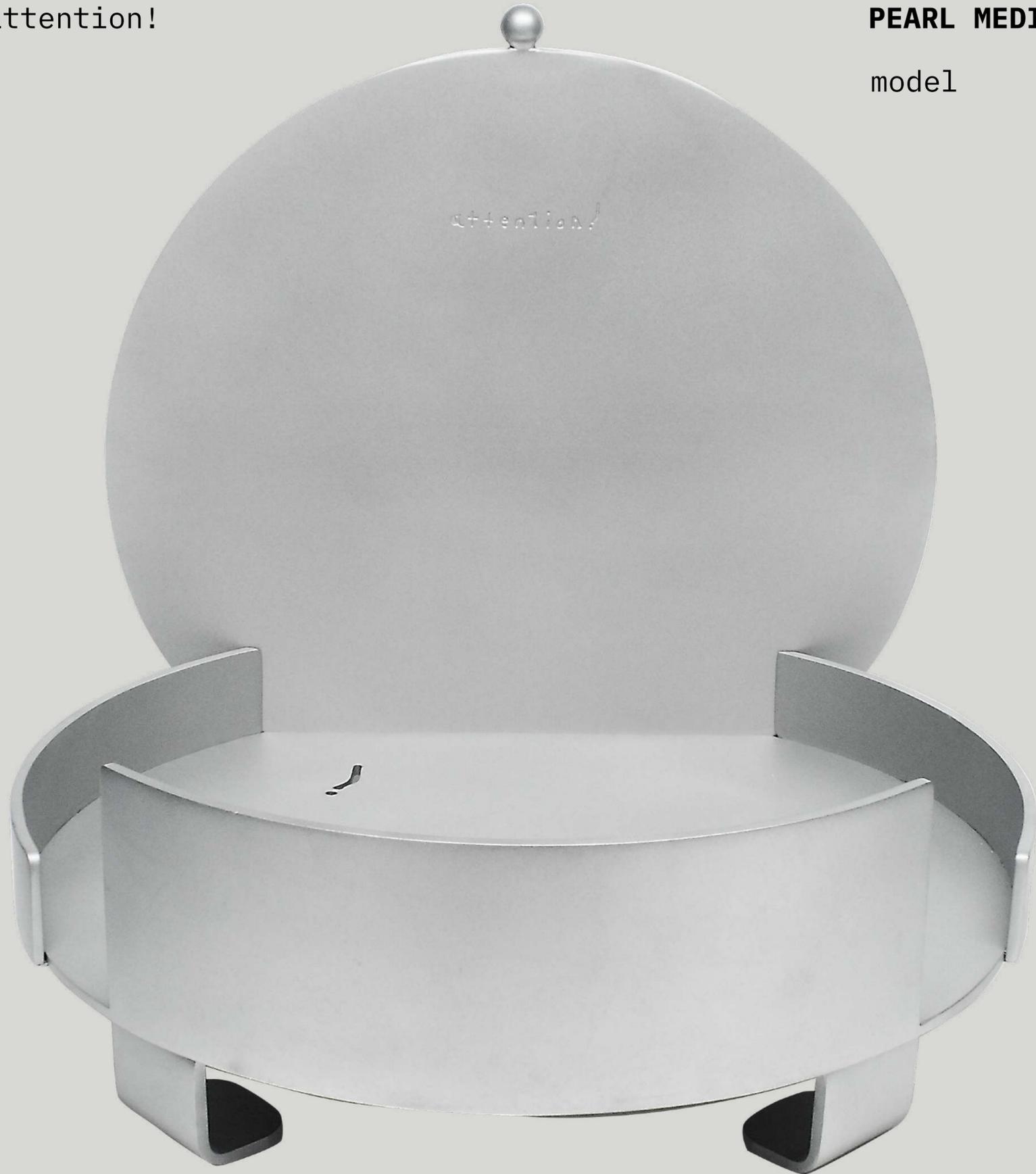
## PEARL Medium / Small

Pearl Medium set is inspired by abstract art, this sculpture is rooted in simple geometric forms—primarily the circle, a timeless symbol of eternity and continuity. It brings balance and harmony to the space, creating a sense of completeness.

Another key influence is nature, particularly the organic shape of mother-of-pearl. This fusion of structure and fluidity invites interaction, encouraging the viewer to explore its contours and perhaps uncover a hidden gem within.



attention!



**PEARL MEDIUM**

model

set for incense and candles

dimensions

21,5 x 23 x 21 sm

price

ZAR 14 000

material

stainless steel

color

STEEL

attention!



**PEARL MEDIUM**

model

set for incense and candles

dimensions

21,5 x 23 x 21 sm

price

ZAR 14 000

material

powder-coated steel

color\*

DARK FOREST

\*any RAL

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## SQUARE

Inspired by abstract art, this sculpture is rooted in simple geometric forms—primarily the square, a symbol of earthly life and groundedness. It brings balance and harmony to the space, creating a sense of stability and structure. The interplay of form and material invites interaction, encouraging the viewer to explore its contours and discover new perspectives within its design.

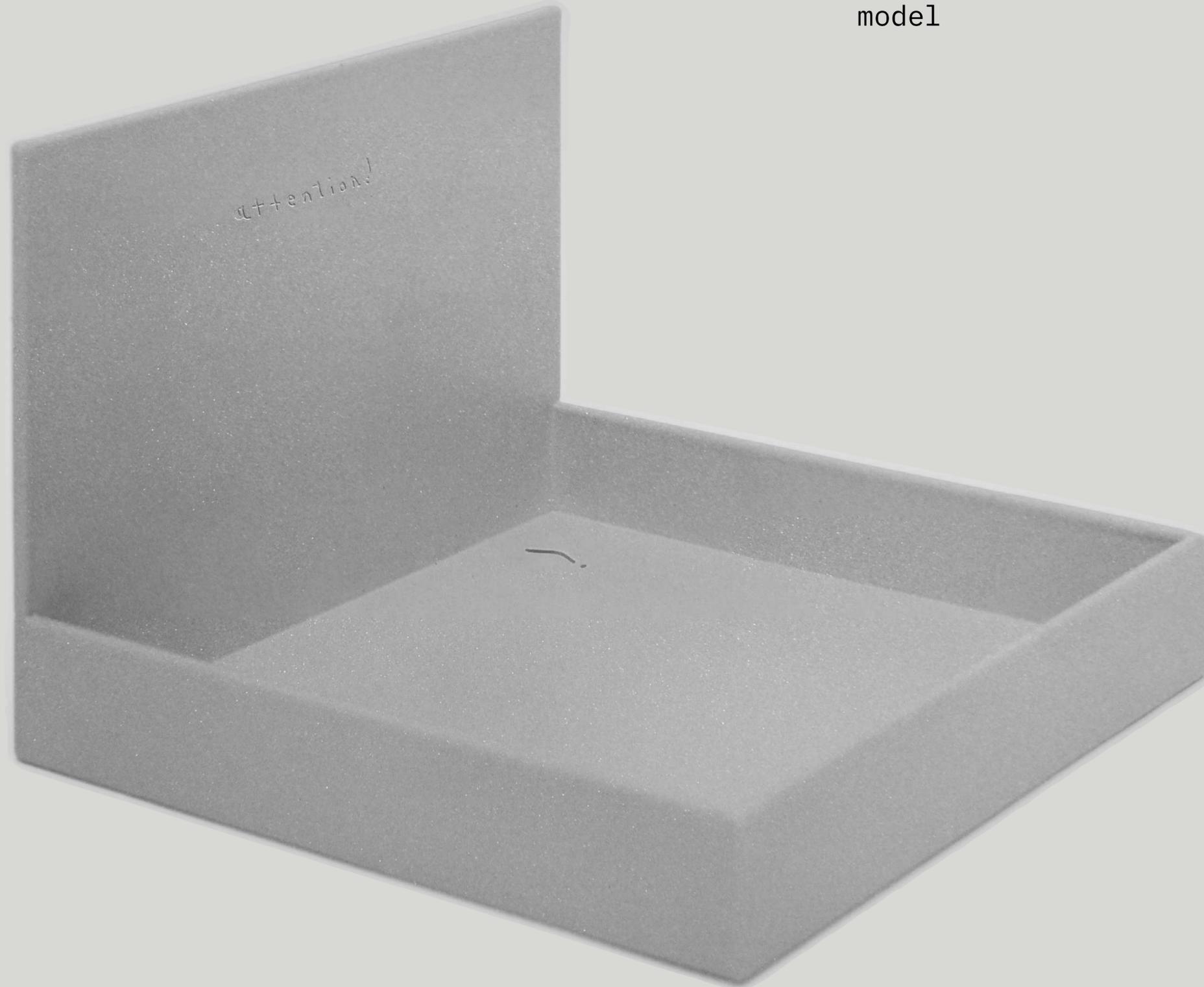


attention!

SQUARE

set for incense and candles

model



dimensions

13 x 20 x 20 sm

price

ZAR 12 000

material

waxed steel

color\*

STEEL

\*any RAL

## DOME

This sculpture features a dome, symbolizing wholeness, protection, and the connection between the earthly and the divine. It brings balance and harmony to the space, creating a sense of shelter and transcendence. The interplay of form and material invites interaction, encouraging the viewer to explore its contours and discover new perspectives within its design.



attention!

DOME

set for incense and candles

attention!

model

dimensions

15 x 12 x 7 sm

price

ZAR 12 000

material

waxed steel

color\*

STEEL

\*any RAL



## PLATE – an incense and candle tray.

A minimalistic style object made from thin, gleaming aluminum with an engraved **attention!** logo. The proportions are shaped with ritual ergonomics in mind: the surface catches the ash as the incense burns.

Handmade. A focus on material, tactility, and utilitarian elegance.



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PLATE

set for incense and candles

model

dimensions

3 x 26 x 8 sm



price

ZAR 2 300

material

aluminium

color

STEEL

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## **CUBE - a cast iron candle holder set.**

A trio of candle holders shaped in the spirit of Japanese minimalism, combining raw and polished cast iron. The texture reveals the natural expressiveness of the material. A quiet accent – an engraved exclamation mark, the emblem of **attention!** brand.

Handcrafted. A balance of tactility, form, and symbolism.



attention!

CUBE

set for candles

model

dimensions

3 x 3 x 3 sm



price

ZAR 1 150

material

cast iron

1 item

color

STEEL

attention!

CUBE

set for candles

model

dimensions

3 x 3 x 3 sm



price

ZAR 3 400

material

cast iron

set of 3 items

color

STEEL

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contacts

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