

# MODEL FEATURE



# VICTOR HELIODOR

Interviewed by: Adrian Gonzales

**Q:** How did you get started with modeling? What was the experience like?

**A:** I was doing the lead part in a Swedish movie called Gaffa Tejp as a teenager. It was never a huge success but it was my inspiration to go to London for acting studies!

Soon I realized I get more work as a model and I was based in London for one year before I went to Shanghai for the first time. I've been working in many countries traveling all over Europe, Asia and America.

**Q:** You've been featured in a variety of editorials and magazines for different photographers, which of them do you consider to be the most memorable?

**A:** I have done editorials for major magazines covering high

end brands including DKNY, Burberry, Marc Jacobs, Prada, Dior, Aquascutum to mention a few. In my book you find tear sheets from magazines such as Esquire, Maxim, Marie Claire, Billionaire, Statement, Sense & Style, Uno, Chalk and many more.

**Q:** Are there modeling jobs you prefer over others, or are you the kind to want to be an all around model?

**A:** I do all kind of work but I prefer editorials as it always shows different sides of me. Campaigns and print ads could often be a few images but well paid.

**Q:** Modeling is a job that requires you to go from one place to another, so out of curiosity, how do you go about traveling?

**A:** By traveling for years I'm used to not having a home of my own and it's part of my profession. When I'm going to one country I pack my



bags for all kind of weather as I don't know where I'm heading next. During last year I was in Hong Kong, Taiwan, Indonesia, Sweden, Tunisia, Greece, Turkey and Mexico. When I received your questions I was working in New York.

**Q:** How does it make you feel when photographers book you as their muse? Were there instances you did not want to work with someone but had to?

**A:** Many of the photographers and clients I've worked with keep booking me again even when I'm in another country. Last year clients I've met before did fly me in to Greece for a direct booking.

I've never been forced to do work I don't like and my intention is always to do by best even when it comes to projects I find less inspiring.

**Q:** As a model, what do you consider to be your greatest accomplishment?

**A:** It's always new projects coming up. At the moment I have the Sears campaign all over Mexico. In Istanbul I'm the face of a music video broadcasted by many different channels at national television. My shoot for Statement magazine ended up showcased at an exhibition in New York. In many countries I'm known as an editorial model but I do commercial projects as well.

**Q:** What else do you wish to achieve?

**A:** I want to try out the movie business which I did while modeling in New York.

**Q:** Have you done runway modeling too? How different is it from being an editorial model? What specifications do designers have that are solely applicable for runway modeling?

**A:** I'm not doing a lot of runway and it's less paid than most photo sessions. To make money from runway you need to do shows all the time. When I was in Istanbul they kept booking me for shows including sports wear such as Nike and Puma but it's not the line of work I usually do.

**Q:** How do you see modeling as a whole? A means of living? An art? And why?



**A:** Modeling is an art while working with professional artists among photographers and stylists but it could also be pure commercial depending on the clients. It's always inspiring to work with clients who has an artistic point of view no matter what the shoot is for.

**Q:** Finally, what would be your message to anyone out there who would want to follow the same path as you?

**A:** Modeling is not really a profession you choose. If opportunities comes up you have to take it but it's not a profession you could learn and study. To work as a model it's important you're confident about yourself but with an open mind so you're able to listen to and understand people in the industry.

