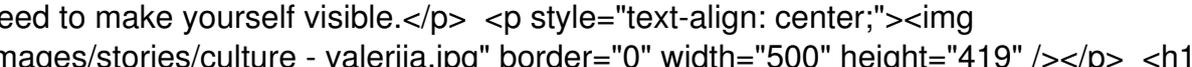


The cobbler's children have no shoes

What you see on the foto are four sides of my world/my bio, that I have decided to make visible because it's about my work that is my mission. And because it's all about uniqueness and meaning. If you want to help the others to make their invisible visible, you also need to make yourself visible.



We are all Unique

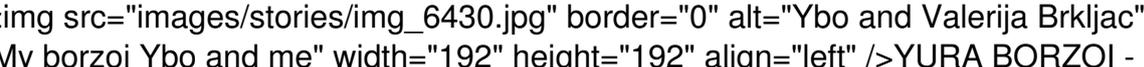
Did you know that there are no two people with the same fingerprints? Even if there are 7.3 billion people on Earth each person is unique. Even identical twins with the same DNA have different fingerprints. It's our "what, how and why", our "Human Alphabet", where the lines on our palms are our signs of greatness.

What many people don't know is that this has to do with our "Vinca Alphabet", probably the oldest world alphabet, discovered in one locality near Belgrade, Vinca, that gave birth to our, Serbian, Cyrillic Alphabet.

I have arrived at this point thanks to the years of research, and after graduating in Literature and the Theory of literature, which brought me to look deeper into signs and symbols, or in one word to Semiotics, in connection to processes and meaningful communication.

Arriving to connect the oldest alphabet at one of the oldest human disciplines, Hand Analysis, gave me the final light in understanding the links between nature and ourselves. This became the base of my Life Coaching.

We are all born literate, as professor Radivoje Pesic said, but to "activate" our resources and apply them in our everyday life, we need to cross one very special inner path. More about it in my book "God's Alphabet - it's all written on our hands" (already in Italian), soon in English, together with articles that will explain better this field.



YURA BORZOI - Publishing House

To activate our resources, it is very important to start early or to be fast. Without Culture there is no Human Progress. Be or not to be - no question: BE! Be the Culture! This is how the first Yura Borzoi Publishing House is born. Instead of a steady job and certainty after graduating, 'a dreamer' has decided to challenge the giants of the state publishing at the very beginning of the free market in the country. Being the first women in Yugoslavia to open a Publishing House, even if under the 'benediction' of the great poet Desanka Maksimovic, was also a sign of being "foolish".

The first book was about the signs on our palms, naturally, and being born under a good star, sold more than 100.000 copies in its "lifetime". Yes, I like to think about books as a living creatures. All was at the best possible way in Belgrade until we arrived to 'our turn' to make war, as it seems we are geo-politically always on the crossroads. Then I moved to Italy, Milan. It took me 20 years of fight, successes and also the failures and, fortunately, rebirth to arrive at the second Publishing House, under the same name. This confirmed that Steve Jobs was right: when you are hungry and foolish, your dream will become reality!

Virtual reality - Physic and Psychological

This is exactly what happens with all that is invisible! Invisible at one point becomes visible!

How is it possible? Simple: **we need an imperfect action!**

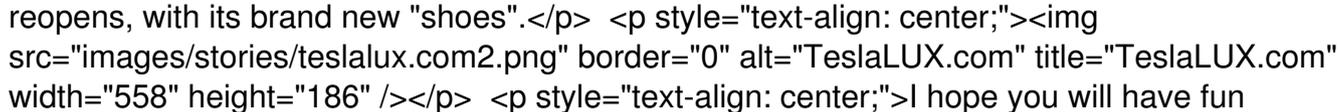
You know Nikola Tesla? Well, his family lived close to the place where my family comes from. For all of us kids he was a myth, a superhero. He was able to see clearly all his inventions as real. Seems that for many of us there it was the same. When you live in the specific conditions you cultivate your talent and by the time it becomes an important skill, when you are able to transform your inner "flights" from a "dreamland" into reality. I had several of those "flights" that became projects. **"Milano Virtuale" (Virtual Milan)** is one of them. It was two years before "Second Life" was born. This I consider **"Physic Virtuality"** (video).

The other one is **"Psychological Virtuality"** and here I'm talking about Social Networks and it has to do with my ***TeslaLUX.com*** site, with Branding and storytelling. But also ***WebMetropolis.org*** with artists and their work, discovering some new signs of greatness.

TeslaLUX - my Business and my Mission

TeslaLUX, the Light of Tesla, how could I call my business that is my mission, if not so? Whenever it was hard I was talking to him in my heart. **One has to live proper uniqueness**. Means that one should also have the right to do it differently, using proper talent and skills to make the invisible visible. And as it is hard to do it alone, here we come to my work with artists. Because Tesla LUX is dedicated to the solutions and strategies, **helping creatives leverage brilliance**, how I decided to define my work and mission. The most important is the **knowledge**, the goods of our days, not to confuse with the information, that is just a 'raw material'.

Knowledge and experience. As Huxley said:
◆*Experience is not what happens to a man; it is what a man does with what happens to him*◆ This is how "story" becomes "brand". But more about my work when my site reopens, with its brand new "shoes".


I hope you will have fun discovering with me the Signs of Greatness in others and maybe find something useful for yourself. NE SUPRA CREPIDAM SUTOR IUDICARET.