



FRIDA VEGA SALOMONSSON

Say hello to Sweden's new IT-girl.

Frida Vega Salomonsson has kept a blog since she was an early teen – like just about everyone else of her generation, or so it seems.

– I think Swedish people were quite quick to notice the value of blogs and to take them seriously which led to blogging being perceived as a high status job years even years ago. That's not to say I didn't initially use mine as a meaningless platform for sharing photos, gifs and other silly things she tells Melk & Honning.

As a part of Stockholm's creative it-crowd, the grey-haired 22 year old has a lot of slashes in her job title. She's a photographer (signed by Acne Studios)/an influencer with tens of thousands of readers a week on her blog and 20 000 followers on Instagram/The founder and editor of the fashion and arts magazine called NUDA Paper/a model/a podcaster.

She pops up like a mole all over Instagram, surrounded by her posse, all of them with facial expressions saying «I'm bored», «I don't give a fuck» or a combination of the two. Through their array of social media channels they express radical ideas about sexuality, gender and politics.

These themes also appear in the podcast «Flora and Frida», which she puts together with fellow blogger Flora Wistrøm. Other topics include mental illness, heartbreaks, career ambition, feminism and body hair. Their candid recorded conversations resulted in a nomination [for what?] in last years 'Swedish Podcast Awards.'

– There’s nothing I wouldn’t talk about in the podcast. I’m an open person and if I’m able to help someone by sharing my struggles, insecurities and embarrassing moments, I reckon it’s more important to speak up then keep quiet. At the same time, I’m aware that our audience is a «tough crowd to please», By which I mean they’re enlightened and «woke» when it comes to politics and feminism. When they think we’re treating a subject carelessly or ignorantly, they tell us.

Late last year she handpicked a bunch of people from her crowd to help her put together a new indie magazine. It’s the second one she’s put out - the first one being ‘Paper Light’ which she called quits on early 2016.



– “The idea was to showcase art and photography that we think is very ‘now’. Stuff that stands out from the everything else, and to collaborate with young creators we know or know of through social media. We’ve also decided to include older work and outtakes from people’s portfolios and old shoots. Things no one’s really seen.”

The first issue features Landon Metz, a Brooklyn-based artist focusing on minimalism; Jennifer Mehigan, an Australian artist with a love for Post-Internet collages; and Roxy Farhat, a Swedish director and video artist, amongst others.

– My job as the editor is to bring everything together, which is easy since I'm working with an incredibly talented group of girls: Minda Jalling is the art director and photo editor, and Nora Hagdahl is our (excellent) Art editor.

The first issue was launched at a party at Stockholm's Bonnier Konsthall early [last?] summer and quickly sold out. Production of the second issue is now well underway with Frida and the gang's flashlight shining on both up-and-coming and more established artist from Sweden and Berlin. She promises that we'll get to know even weirder and more interesting people in Nuda Paper #2.

As we wrap up our short conversation she continues to talk enthusiastically about the podcast - the project of that really makes her heart throb.

At the same time she can't help but mention SKAM; The Norwegian teen TV-show that has recently spread like wildfire throughout Europe.

– As we part ways, Salomonsson says “Norwegian people: listen to my podcast. Well, at least if you can stand hearing lots of Swedish! Us Swedes are pretty obsessed with everything Norwegian right now, post-Skam... I mean, you can't even go out without hearing people screaming «drittsekk» (asshole in Norwegian) to each other and laughing. It's insane.”

