

Colours of Ljyvalik

36 POSTER DESIGNS BY **JÖRN FRÖHLICH**

Colours of Ayvalik

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STYLING TOGETHER WITH

DİLEK HİMAM

DIGITAL ARTWORK

JÖRN FRÖHLICH

PHOTOGRAPHY

ALİ AKDAMAR



JOFRO.COM



BEAUTIFUL AYVALIK. BEAUTIFUL COLOURS.

The starting point of this project was to illustrate Ayvalik`s beautiful countryside, which is famous for its olive trees and untouched nature.

The traditional olive oil brand “Adatepe” has been another powerful inspiration with “Refika” - the name of the brand`s face. Her timeless beauty and the nostalgic style in which she is portrayed gives visual reference to the rich and detailed illustrations from biological books of the 19th century.



All of the above led to creative process in Ali Akdamar`s photography studio in Ayvalik where he photographed 36 inhabitants from Ayvalik with creative fruit, plant and flower stylings from Dilek Himam and Jörn Fröhlich.

Jörn Fröhlich`s poster series “AYVALIK`IN RENKLERİ - COLOURS OF AYVALIK” as the final result is a homage to Ayvalik and everything it stands for: natural beauty and harmonic vitality.

THE DESIGN PROCESS

After a regular retouch in photoshop where the skin and facial proportions were optimized, a digital collage of the plants was created to frame the face. Later on the whole picture was enriched with black and white plant illustrations in correspondance with the original plant styling. In a final touch the picture was placed on old parchment and its design completed with calligraphic typography.



THE LAVENDER SERIES





THE OLIVE SERIES

THE BROWN SERIES



THE GREEN SERIES



THE RED SERIES





THE PURPLE SERIES

The image displays four vintage postcards arranged in a 2x2 grid. Each postcard features a portrait of a woman with a decorative floral or fruit wreath. The top-left card shows a woman with a pink and purple flower wreath. The top-right card shows a woman with a pink and purple flower wreath. The bottom-left card shows a woman with a yellow fruit and purple flower wreath. The bottom-right card shows a woman with a pink and purple flower wreath. Each card has the text 'Aquarelles Parfums' at the top and a signature at the bottom.





JÖRN FRÖHLICH
1970 Hamburg, Germany

Originally trained as couturier for historical theatre costumes at the State Theatre of Darmstadt, Germany in 1994 Jörn Fröhlich pursued his career in theater design at the German Opera on the Rhine, Rheinoper Düsseldorf, Germany where he staged numerous operas, plays and ballets as stage and costume designer after graduating from Berlin University of Fine Arts (UdK) with a masters degree in stage and costume design in 2002.

In 2005 he expanded his artistic skills towards commercial visual communication design, visual merchandising and window display when he took over the position of visual merchandising manager at Breuninger Dept. Store in Stuttgart, Germany.

In 2007 he established his own design label **JOFRO.COM** where he has been creating various graphic designs from corporate ID, signage and way finding over stage and costume design to visual merchandising, exhibition and fashion retail designs.

In 2010 he joined academic design education at Izmir University of Economics where he is currently supervising the graduation projects in fashion collection and visual merchandising in the Dept. of Fashion and Textile Design.

