Colours of Lyvalik

36 POSTER DESIGNS BY JÖRN FRÖHLICH

Colours of Lyvalik

36 POSTER DESIGNS BY JÖRN FRÖHLICH

STYLING TOGETHER WITH

DILEK HİMAM

DIGITAL ARTWORK

JÖRN FRÖHLICH

PHOTOGRAPHY

ALİ AKDAMAR





## **BEAUTIFUL AYVALIK. BEAUTIFUL COLOURS.**

The starting point of this project was to illustrate Ayvalik's beautyful 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 hommage to Ayvalik and everything it stands for: natural beauty and harmonic vitality.

#### THE DESIGN PROCESS

After a regurlar retouch in photoshop where the skin and facial proportions were optimized, a digital collage of the plants was created to frame the face.

Lateron 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.



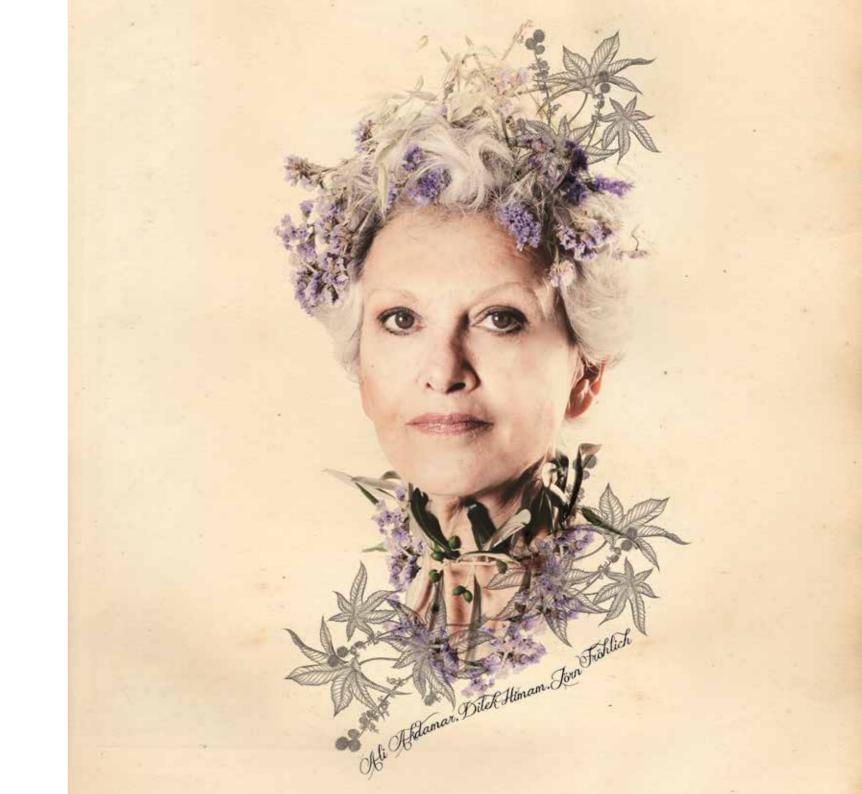
Ayvalik in Renkleri Ali Afdamar, Dilek Himam, Jorn Fröhlich

## THE LAVENDER SERIES





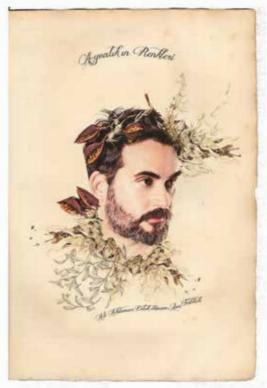














THE OLIVE SERIES

THE BROWN SERIES



## THE GREEN SERIES















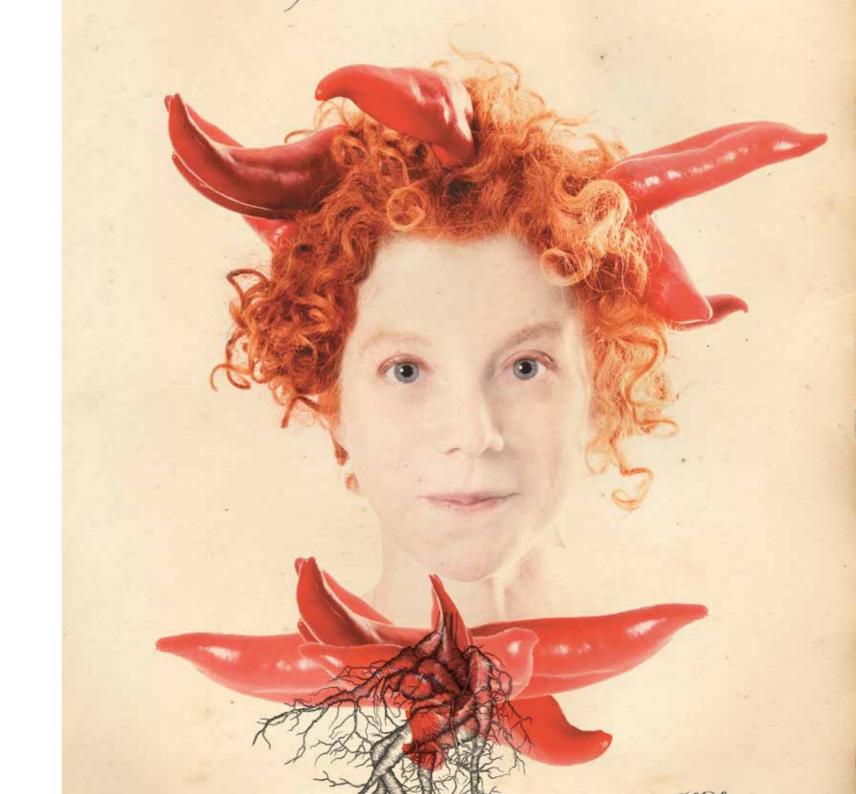


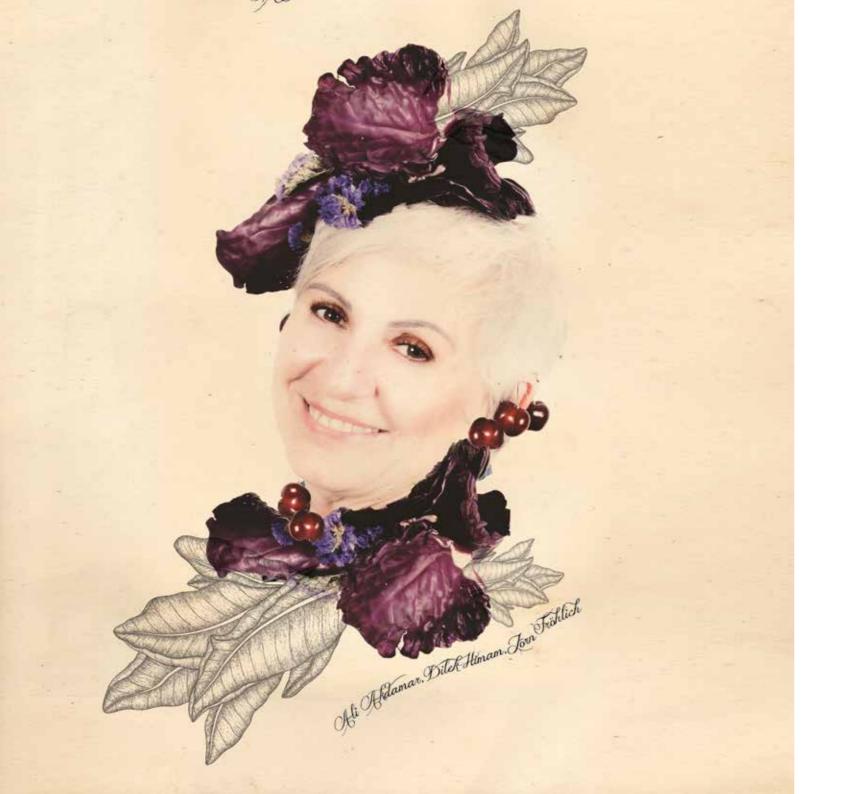
# THE RED SERIES















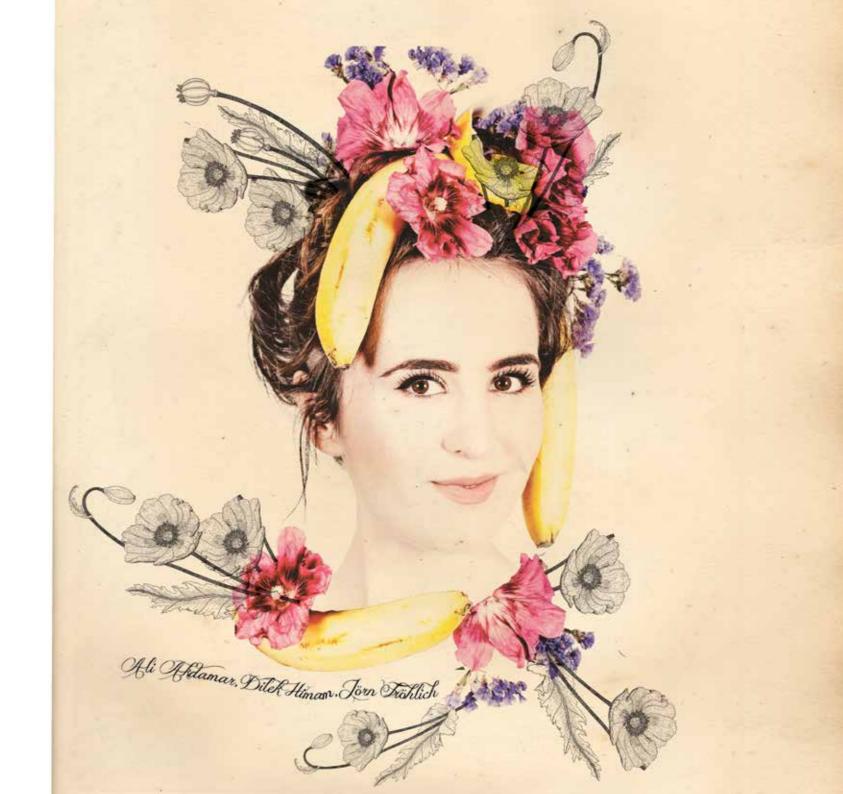




THE PURPLE SERIES



THE FLOWER SERIES





## THE MIXED SERIES









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.

