

INTERDISCIPLINARY DESIGN EDUCATION  
DİSİPLİNERARASI TASARIM EĞİTİMİ

JÖRN FRÖHLICH

# SNOW WHITE

COSTUME - PERFORMANCE  
PAMUK PRENSES KOSTÜM PERFORMANSI

JÖRN FRÖHLICH

# SNOW WHITE

C O S T U M E - P E R F O R M A N C E  
P A M U K P R E N S E S K O S T Ü M P E R F O R M A N S I

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BRINGING THREE DEPARTMENTS TOGETHER

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## INTERDISCIPLINARY DESIGN EDUCATION BRINGING THREE DEPARTMENTS TOGETHER

*Working as stage and costume designer at various theatres throughout Germany, I entered the field of design education in 2009, teaching stage design at Mimar Sinan University of Fine Arts in Istanbul, Turkey. Performing arts (musicals, shows, theatre, ballet and opera) have always provided a fascinating work environment for me, since each artist shares a part of his or her expertise - merging music, visuals, voice and dance together contributing to an integral artistic concept. I have always enjoyed the artistic teamwork in performing arts, where I had the chance to explore the other art disciplines next to visual stage and costume design.*

*Through teaching costume design in the fashion and textile department of Izmir University of Economics, I took the opportunity to invite my colleagues Pamela McArthur and Nigel Ashley from the School of Foreign Languages and Andreas Treske and Serkan Şavk from the Department of Media and Communication to take part in a collaborative arts project - giving our students the possibility to experience the above mentioned artistic venture.*

*Together with Nigel Ashley as one of the project coordinators of the SFL drama club, we decided on the initial concept of “Snow White”.*

*My students designed the costumes for the drama club students, who prepared a stage performance, and the students of media and communication filmed short video sequences to support the background visuals for the stage design.*

*This documentation gives an overview of all artistic contributions and shows the effectiveness in which the three departments staged an entertaining and educational project, where the participating students had the chance to gain an insight into a collaborative artistic framework. Most artistic decisions in the field of performing and visual representations were made by the students. This way the students learned to take on a professional and responsible attitude. The state-of-the-art equipment of Izmir University of Economics supported, and the professional academic staff guided the students work-flow.*

*Next to my academic colleagues I would like to thank the other members of Izmir University of Economics (Aslı Kocamanlar and Filiz Deniz from the Department of Fashion and Textile Design, Eser Sivri from the Department of Visual Communication and Ünal Çiçek with his technical team) who have been very supportive in the making of this project.*

*Jörn Fröhlich*

## DİSİPLİNLERARASI TASARIM EĞİTİMİ ÜÇ KISIMLARINI BİR ARAYA GETİREN

*Almanya genelinde çeşitli tiyatrolarda sahne ve kostüm tasarımcısı olarak çalışan, Türkiye’de, İstanbul’da Güzel Sanatlar Mimar Sinan Üniversitesi Sahne tasarım öğretim, 2009 yılında tasarım eğitimi alanına girdi. Sahne sanatları (müzikaller, gösteriler, tiyatro, bale ve opera) her zaman, benim için büyüleyici bir çalışma ortamı sağlamıştır beri her sanatçının hisseleri kendi uzmanlık bölümü - birleştirme, müzik, görsel, sesli ve integral sanatsal konsept katkıda birlikte dans . Ben her zaman görsel sahne ve kostüm tasarımı yanında diğer sanat disiplinleri keşfetmek için şans vardı, sahne sanatları içinde sanatsal ekip çalışması, keyif aldık.*

*İzmir Ekonomi Üniversitesi moda ve tekstil bölümü kostüm tasarım öğretim sayesinde, ben Yabancı Diller Okulu arkadaşlarıma Pamela McArthur ve Nigel Ashley davet ve Andreas Medya Bölümü ve İletişim gelen Treske ve Serkan Şavk almak için fırsat aldı işbirlikçi bir sanat projesinde yer - Öğrencilerimizin yukarıda belirtilen sanatsal girişim yaşamaya possibility vererek.*

*Birlikte SFL tiyatro kulübünün proje koordinatörleri biri olarak Nigel Ashley ile, biz “Snow White” in ilk konsept üzerinde karar verdi.*

*Benim öğrenciler sahne performansları hazırlanan tiyatro kulübü öğrencileri, kostümlerini tasarladı, Medya ve iletişim filme kısa video dizileri öğrencilerin sahne tasarımı için arka plan görseller desteklemek için.*

*Bu belgeler, tüm sanatsal katkıların bir bakış verir ve üç bölüm katılan öğrencilerin ortak bir sanatsal çerçeve içine bir bakış açısı kazanmak için şansı vardı eğlenceli ve eğitici bir proje, sahnelenen # hangi etkinliğini gösterir. Performans ve görsel temsiller alanında en sanatsal kararlar öğrencileri tarafından yapılmıştır. Bu şekilde öğrencilerin profesyonel ve sorumlu bir tutum almaya öğrendim. Desteklenen Izmir Ekonomi Üniversitesi state-of-the-art ekipman, ve profesyonel akademik personel öğrencilerin iş akışı güdümlü.*

*Akademik Meslektaşlarımız yanında ben Izmir Ekonomi Üniversitesi (Moda ve Tekstil Tasarımı Bölümü, teknik ekibi ile Görsel İletişim ve Ünal Çiçek Bölümü Eser Sivri gelen Aslı Kocamanlar ve Filiz Deniz) diğer üyelerine teşekkür etmek istiyorum kim Bu projenin yapımında çok destek oldular.*

*Jörn Fröhlich*

## COSTUME DESIGN THE INITIAL DESIGN BRIEFING

*A historical research on late baroque fashions of the 18. century has been the starting point of this project illustrating the characters of snow white and the evil queen.*

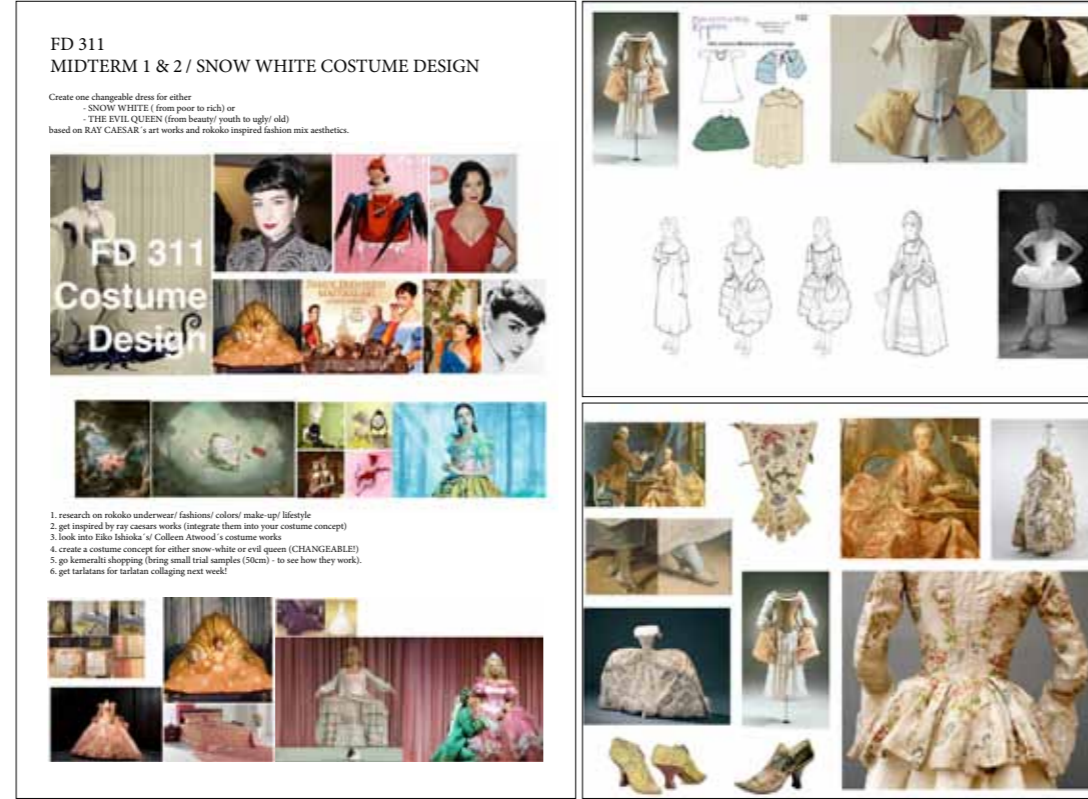
*The design process of all costumes includes interpretations of historical costume silhouettes merged with contemporary fashions - following the subtext of the fairytale.*

*All costumes need to be able to transform on stage: snow white from maid to princess and the evil step-mother from queen to old woman offering the poisoned*

## KOSTÜM TASARIMI İLK TASARIM BRİFİNG

*18. Geç barok modası üzerine bir tarihsel araştırma yüzyılda Kar Beyaz ve kötü kraliçe karakterleri örneklemediği bu projenin başlangıç noktası olmuştur. Masal altmetin takiben - tüm kostümleri tasarım süreci devrin modası ile birleştiren tarihsel kostüm silüetler yorumlamalar içerir.*

*Kar beyaz hizmetçi prenses ve queen Zehirli Elma sunan yaşlı kadına kötü üvey anne için: Tüm kostümler sahnede dönüştürmek gerekiyor.*



Excerpts from the costume lecture by Jörn Fröhlich



PHOTO EXHIBITION IN THE CAFETERIA OF THE FACULTY OF FINE ARTS & DESIGN

GÜZEL SANATLAR VE TASARIM FACULTY BİR KAFETERYADA FOTOĞRAF SERGİSİ





TÜLİN GÜLHAN

*This snow white dress transforms from poor maid into princess by releasing the ribbons on the side that holding the upper skirt.  
Bu kar beyaz elbise üst etek tutan o tarafta şeritler bırakarak prenses içine yoksul hizmetçi dönüştürüyor.*



TUTKU BÜŞRA

*This design for the evil queen has a long tail à la Watteau that turns into a hooded cape when she disguises herself as an old woman.  
Şeytani kraliçe için bu tasarım o yaşlı bir kadın olarak kendini değiştiriyor zaman kukuletalı pelerin dönüşür uzun bir kuyruk à la Watteau vardır.*



ŞEYMA ASLIN

*This design consists of cleaning rags, that are attached to the panniers. The white apron turns the poor maid into a princess when unfolded.  
Bu tasarım panniers eklenen paçavra, temizlik oluşmaktadır. Gelişeceğini zaman beyaz önlük bir prenses haline zavallı hizmetçi döner.*



İDİL ŞANSAL

*This dress has the classic Disney snow white colours. The cape can be turned into a blanket when she sleeps into the woods, after she escaped the huntsman, who tried to kill her.  
Bu elbise klasik Disney Pamuk Prenses renkleri vardır. O ormana uyuduğu zaman o onu öldürmeye çalıştı avcı, kaçtıktan sonra pelerin, bir battaniye dönüştürülebilir.*



GÖZDE TÜFEKÇİ

*This dress for the evil queen stresses a sexy and dominant attitude with the leather corsage and a skirt that opens up front.*  
*Kötü bir kraliçe stresin Bu elbise deri korsaj ve ön kadar açılır bir etek ile seksi ve dominant bir tutum.*



ECE BULTAN

*This dress for the evil queen stresses a sexy and dominant attitude with the leather corsage and a skirt that opens up front.*  
*Kötü bir kraliçe stresin Bu elbise deri korsaj ve ön kadar açılır bir etek ile seksi ve dominant bir tutum.*



HANDE ÇİL

*This design for the evil queen has a long tail that turns into a hooded cape when she disguises herself as an old woman.*  
*Şeytani kraliçe için bu tasarım o yaşlı bir kadın olarak kendini değiştiriyor zaman kukuletalı pelerin dönüşür uzun bir kuyruğu vardır.*



GÖKÇE DEMİR

*This design stands out because of the empire line à la Poiret. The hair style resembles a hat silhouette of the belle époque.*  
*Bu tasarım, çünkü imparatorluğun hattı à la Poiret göze çarpıyor. Saç Belle Epoque bir şapka siluet andırıyor.*

PHOTOGRAPHY  
COSTUME PHOTO SHOOTING

*After a series of costume fittings with the performing students from SFL Drama Club, styling completes the look of the garment and sharpens the character of each performer. The students therefore also design their own make-up and hairstyle for their character. A professional photo shooting gives a first impression on how the dress is going to appear on stage.*



*Fittings, Make-Up and Preparations of the Photo Shooting photographed by Özge Deniz. Fittings, Make-Up and Preparations of the Photo Shooting photographed by Özge Deniz.*

FOTOĞRAFÇILIK  
KOSTÜM PHOTOSHOOTING

*Tiyatro Kulübü SFL gerçekleştirerek öğrencilerin kostüm parçaları bir dizi sonra, stil giysi göz tamamlar ve her icracı karakteri keskinleştirir. Dolayısıyla öğrencilerin kendi kelimeleri kendi karakter için makyaj ve saç stili tasarım. Profesyonel fotoğraf çekimi elbise sahnede görünmesini nasıl gidiyor bir ilk izlenim verir.*

PHOTOGRAPHER ARGUN TANRIVERDI WITH PERFORMING STUDENT ÜMMÜ ÖZTÜRK IN THE PHOTO STUDIO OF IZMIR UNIVERSITY OF ECONOMICS.

PHOTOGRAPHER ARGUN TANRIVERDI WITH STUDENT ÜMMÜ ÖZTÜRK IN THE PHOTO STUDIO OF IZMIR UNIVERSITY OF ECONOMICS.





## REHEARSALS SFL DRAMA CLUB

*The School of Foreign Languages started the drama club 'Stage for life' in October 2012. It comprises a team of eight IEU language instructors experienced in the field of drama and 30 student participants. SFL runs weekly workshops providing students with the chance to develop their theatrical skills and interest in drama. Workshops integrate a variety of drama and language-focused activities supplemented by physical and voice exercises plus confidence and team building activities increasing the students confidence in using their English. 'Snow White' will be performed by the SFL Drama Club with stage visuals created by students of the department of media and communication and costumes created by the students of the department of fashion and textile design.*

## PROVALAR SFL TİYATRO KULÜBÜ

*Yabancı Diller Yüksekokulu Ekim 2012th "yaşam için Sahne 'tiyatro kulübü başladı Bu drama ve 30 öğrenci katılımcı alanında yaşandı sekiz İEÜ dil öğretmenleri oluşan bir ekip oluşur. SFL kendi tiyatro becerileri ve drama ilgi geliştirme şansı öğrencilere sağlayan haftalık atölye çalışır. Atölyeler drama ve fiziksel ve ses egzersizleri artı güven ve ekip oluşturma faaliyetleri İngilizce kullanılarak kendi özgüvenini artırarak öğrenciler tarafından desteklenmiş dil odaklı çeşitli aktiviteler entegre. 'Snow White' tasarım medya ve iletişim departmanı ve moda ve tekstil bölümü öğrencileri tarafından oluşturulan kostümleri öğrenciler tarafından oluşturulan görselleri ile SFL tiyatro kulübü sahne tarafından yapılacaktır.*



SFL in action

SFL in action

## STUDENT YAĞMUR AKBAŞ DURING A REHEARSAL ÖĞRENCİ YAĞMUR AKBAŞ A SIRASINDA PROVA





MULTIMEDIA  
VIDEO SEQUENCES

*The students of media and communication have been filming short sequences to be integrated in the background video for the stage.*



*The digital final cut project*

MULTİMEDYA  
VİDEO DİZİLER

*Medya ve iletişim öğrencilerinin kısa dizileri entegre olmak için filme edilmiştir sahne için arka plan video.*



*The digital final cut project*



PROFESSIONAL GREEN SCREEN FILMING WITH MEDIA AND COMMUNICATION STUDENTS. DESIGN STUDENT ECE BULTAN AND PERFORMING STUDENT CEMRE ERSÖZ.  
MEDYA VE İLETİŞİM ÖĞRENCİLERİ İLE PROFESYONEL YEŞİL EKRAK FILM. VE TASARIM ÖĞRENCİ VE BULTAN ECE ÖĞRENCİ CEMRE ERSÖZ SAHNE.

## PERFORMANCE PUBLICITY AND PUBLIC VIEW

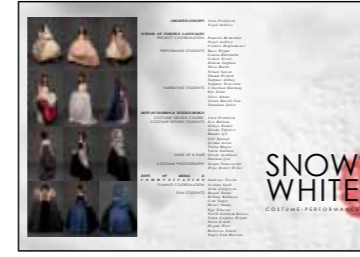
The premiere has been announced for 24.12.2012 via print and social media - applying the graphic key visual developed by creative director Jörn Fröhlich. A second show has been held on 25.12.2012  
Due to huge response a third show is planned for february 2013.

The following pages show life photos of the second show taken by Argun Tanrıverdi.

## PERFORMANS TANITIM VE GENEL BAKIŞ

Galası baskı ve sosyal medya yoluyla 2012/12/24 için ilan etmiştir - Görsel Jörn Fröhlich tarafından geliştirilen grafik anahtarı uygulayarak. İkinci bir gösteri 2012/12/25 tarihinde yapılmış  
Büyük tepki nedeniyle üçüncü bir gösteri Şubat 2013th planlanıyor

Aşağıdaki sayfalarda Argun Tanrıverdi tarafından alınan ikinci gösterisi yaşam fotoğrafları göster.



Snow White Press Kit



Snow White Press Kit

JÖRN FRÖHLICH WITH SFL PROJECT COORDINATOR NIGEL ASHLEY DURING THE GENERAL REHEARSAL IN THE CONFERENCE HALL OF IZMIR UNIVERITY OF ECONOMICS.

EKONOMI IZMIR UNIVERITY NIN KONFERANS SALONUNDA GENEL PROVA SIRASINDA SFL PROJE LİDERİ NIGEL ASHLEY İLE YARATICI YÖNETMEN JÖRN NEŞELİ.







CANSU KÜRKÜTLÜ, NİHAN SAYIN



CEMRE ERSÖZ





YAĞMUR AKBAŞ, CEMRE ERSÖZ, YAĞMUR ERARSLAN



YAĞMUR AKBAŞ, CEMRE ERSÖZ, YAĞMUR ERARSLAN



NIHAN SAYIN



NIHAN SAYIN





BUSE ÖZGÜR, CEMRE ERSÖZ

YAĞMUR AKBAŞ, CEMRE ERSÖZ, YAĞMUR ERARSLAN, BUSE ÖZGÜR





YAĞMUR AKBAŞ, CEMRE ERSÖZ, YAĞMUR ERARSLAN



YAĞMUR AKBAŞ, CEMRE ERSÖZ, YAĞMUR ERARSLAN

# SNOW WHITE



SCHOOL OF FOREIGN LANGUAGES  
DRAMA CLUB

THE SCHOOL OF FOREIGN LANGUAGES STARTED THE DRAMA CLUB 'STAGE FOR LIFE' IN OCTOBER 2012. IT COMPRISES A TEAM OF EIGHT IEU LANGUAGE INSTRUCTORS EXPERIENCED IN THE FIELD OF DRAMA AND 30 STUDENT PARTICIPANTS.

SFL RUNS WEEKLY WORKSHOPS PROVIDING STUDENTS WITH THE CHANCE TO DEVELOP THEIR THEATRICAL SKILLS AND INTEREST IN DRAMA.

WORKSHOPS INTEGRATE A VARIETY OF DRAMA AND LANGUAGE-FOCUSED ACTIVITIES SUPPLEMENTED BY PHYSICAL AND VOICE EXERCISES PLUS CONFIDENCE AND TEAM BUILDING ACTIVITIES INCREASING THE STUDENTS CONFIDENCE IN USING THEIR ENGLISH.



THEATRE MAKE-UP FOR ALL PERFORMERS

'SNOW WHITE' WILL BE PERFORMED BY THE SFL DRAMA CLUB WITH STAGE VISUALS CREATED BY STUDENTS OF THE DEPARTMENT OF MEDIA AND COMMUNICATION AND COSTUMES CREATED BY THE STUDENTS OF THE DEPARTMENT OF FASHION AND TEXTILE DESIGN.

COSTUME PERFORMANCE  
A COLLABORATION BETWEEN 3 DEPARTMENTS OF IZMIR UNIVERSITY OF ECONOMICS

DEPT. OF FASHION & TEXTILE DESIGN  
COSTUME DESIGN COURSE



COSTUME ARRANGEMENT FOR PHOTOGRAPHY

WITHIN THE FACULTY OF FINE ARTS AND DESIGN THE DEPARTMENT OF FASHION AND TEXTILE DESIGN OFFERS A WIDE RANGE OF EDUCATIONAL PROGRAMS, PROVIDING A SOLID BASE FOR A SUCCESSFUL CAREER. PRACTISING EUROPEAN DESIGNERS COMPLETE THE ACADEMIC STAFF - ALLTOGETHER PREPARING THE STUDENTS FOR INTERNATIONAL PROFESSIONAL STANDARDS.

COSTUME DESIGN FOR THEATRE IS ONE OF MANY COURSES IN WHICH APPLIED DESIGN SKILLS BASED ON TEXTILE ARTS AND CRAFTS ARE BEING ENCOURAGED.

A HISTORICAL RESEARCH ON LATE BAROQUE FASHIONS OF THE 18. CENTURY HAS BEEN THE STARTING POINT OF THIS PROJECT ILLUSTRATING THE CHARACTERS OF SNOW WHITE AND THE EVIL QUEEN.

THE DESIGN PROCESS OF ALL COSTUMES INCLUDES INTERPRETATIONS OF HISTORICAL COSTUME SILHOUETTES MERGED WITH CONTEMPORARY FASHIONS - FOLLOWING THE SUBTEXT OF THE FAIRYTALE.

DEPT. OF MEDIA & COMMUNICATION  
FILM OPTION COURSE

AS ONE OF THE THREE DEPARTMENTS WITHIN THE FACULTY OF COMMUNICATION THE DEPARTMENT OF MEDIA AND COMMUNICATION IS OFFERING AN EDUCATION AIMING TO TRAIN MEDIA PROFESSIONALS FOR THE FUTURE. THE BALANCE BETWEEN THE THEORETICAL AND THE PRACTICAL SIDE OF THE MEDIA PROFESSION IS DELICATELY MAINTAINED.



PROFESSIONAL GREEN SCREEN FILMING TAINED.

THE ELECTIVE COURSES OF THE DEPARTMENT ARE DESIGNED TO SPECIALIZE THE STUDENTS IN VARIOUS AREAS OF COMMUNICATION AS WELL AS CINEMA AND BROADCAST MEDIA. FILM OPTION FOCUSES ON THE PRACTICAL TRAINING OF THIRD AND FOURTH YEAR STUDENTS WHO WANT TO ENTER THE CINEMA SECTOR AFTER THEIR GRADUATION AND IS BEING



FACULTY OF FINE ARTS AND DESIGN  
GÜZEL SANATLAR VE TASARIM FAKÜLTESİ



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GÜZEL SANATLAR VE TASARIM FAKÜLTESİ



IZMIR UNIVERSITY OF ECONOMICS





FACULTY OF FINE ARTS AND DESIGN  
GÜZEL SANATLAR VE TASARIM FAKÜLTESİ

DEAN FACULTY OF FINE ARTS & DESIGN *Prof. Dr. Ender Yazgan Bulgun*

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SCHOOL OF FOREIGN LANGUAGES *Evrım Üstünoğlu, Bahar Gün*

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İZMİR UNIVERSITY OF ECONOMICS

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*Jörn Fröhlich*

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*Gökçe Demir*

*Gözde Tüfekci*

*Hande Çil*

*İdil Şansal*

*Şeyma Aslın*

*Tutku Büşra*

*Tülin Gülhan*

*Gözde Şenkaya, Dilek Himam*

MAKE UP & HAIR

*Argun Tanrıverdi*

COSTUME PHOTOGRAPHY

*Özge Deniz-Özker*

PHOTO DOCUMENTATION

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*Arda Çölgezen*

*Başak Yavuz*

*Bilkan Balkaya*

*Cem Sağır*

*Deniz İnanç*

*Ege Ulucan*

*Fatih Görkem Delice*

*İrfan Çağdaş Özgün*

*Nora Schill*

*Özgün Özer*

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*Yağız Can Mercan*

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*Nigel Ashley*

PROJECT ASSISTANT

*Cenker Değirmenci*

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*Cansu Kürkütü*

*Cemre Ersöz*

*Didem Sağban*

*Ebru Bulut*

*Nihan Sayın*

*Ümmü Öztürk*

*Yağmur Akbaş*

*Yağmur Erarlan*

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*Efe Utku*

*İdris Altun*

*Sinan Burak Can*

*Tunahan Şeker*

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*Jörn Fröhlich*

TURKISH TRANSLATION

*Elif Tekcan*



