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# JOURNEY

6 FASHION DESIGNS BY **JÖRN FRÖHLICH & DİLEK HİMAM** INSPIRED BY JOSEPH BEUYS

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COLLECTION DESIGN

**JÖRN FRÖHLICH**

ECO PRINT DESIGN

**DİLEK HİMAM**

MAKE UP

**İZİM MELİKE MORAL**

MODELS

**İZİM MELİKE MORAL, MELDA İNCE, MELEK KIRMAN**

VILLAGE PHOTOGRAPY

**JÖRN FRÖHLICH**

STUDIO PHOTOGRAPHY

**ERSAN ÇELİKTAŞ**



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Joseph Beuys

The “Tatar legend” has become famous, according to which German artist Joseph Beuys fell over the Crimea in March 1944, was critically injured and was nursed by the Tatars. He claimed that his work with felt and fat was inspired by the Tatars, who supposedly nursed him back to health with these materials. His affinity to Nordic mythology, runes, alchemy and sha-manism is also based on this experience (true or not). His work “Sandzeichnungen” photographed by Charles Wilp, show shamanic depictions.

The sustainable “JOURNEY” collection by Jörn Fröhlich and Dilek Himam is inspired by Beuys’ relationship to shamanism and nature, which is reflected in the use of felt, enriched with natural colors and decorations.

The overall aesthetic of the tops and skirts is based on the clothing of the Crimean Tatars with earth tones and simple cuts without fastenings. The dresses are made from used sheets and bed linens that have been printed with natural colors. The flat pattern of the felt tops is derived from the Futhark rune “R”, which means “journey”. The eco print design process was an experimental journey in itself - welcoming and exploring each result with curiosity and respect.



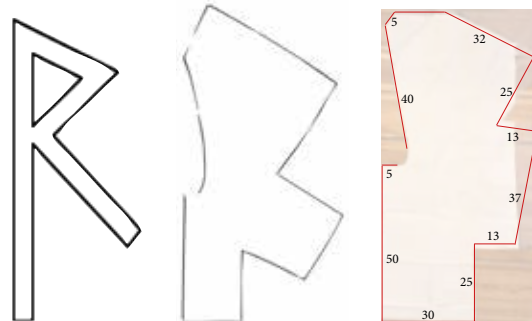
Futhark runes (selection)



Crimea tartars and shamans



J. Beuys, “Sandzeichnungen”, chromogenic print, 1980



Raidho rune & extraction and development into flat-pattern



Work in progress | From flat pattern to nature prints

































Jörn Fröhlich graduated from Berlin University of Fine Arts (UdK) with a masters degree in stage and costume design following his traineeship as couturier for historical costumes at the State Theatre of Darmstadt (Germany). As production manager in the costume department of the German Opera on the Rhine, Düsseldorf (Germany) he staged numerous plays, operas, plays and ballets from 2002 - 2005.

In 2005 he expanded his artistic skills towards commercial fashion retail filling the position of visual merchandising manager at Breuninger Dept. Store in Stuttgart (Germany).

In 2008 he established the design label JOFRO.COM 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 currently coordinates and supervises the graduation projects in fashion collection and visual merchandising in the Dept. of Fashion and Textile Design. This is his third collaboration with textile designer Dilek Himam.

Dilek Himam works as Assistant Professor at the Department of Fashion and Textile Design at Izmir University of Economics since 2001.

She received her bachelor degree from the Textile Engineering Department at Uludağ University in 1999 and her master's degree from the Department of Sociology at Ege University in 2005.

She finished her Phd. at the Department of Traditional Turkish Arts Dokuz Eylül University in 2012.

Her academic interests are on fashion theory, contemporary fashion and dress history, material culture studies, museology studies and gender studies.

She has been teaching courses like Art and Design Studio, History and Culture of Fashion, Dress History and the applied Workshop for Fashion.

Her textile designs are mainly based on collages of used materials and eco-prints.

In this area she has completed a series of successful exhibitions.





