

# maviology

SPRING-SUMMER 2020

Maviologic Manifesto — 1 ALL BLUE — 2 Sustaining Empathy in a Fit Room — 8 GLOBAL BLUE — 12 LCC x London Design Festival — 20 Walker's Wonderful Things — 24 #ilovemavi — 28 Curves Young Forever — 30 Between Tea and Me — 34 Picasso the Mediterranean — 36 Scan to Ride — 38 Plovdiv — 40 Indigo Turtles Press Trip — 44 Greta Grotesk — 47 The color of 2020 is Mavi — 48

## SUSTAIN

[www.mavi.com](http://www.mavi.com)





# Maviologic Manifesto

- I Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.**
- II The concept is composed of a composition of pillars: economic, environmental, social, profits, planet and people.**
- III Sustainability is the ability to exist constantly. In the 21st century specifically, it refers to the capacity for the biosphere and human civilization being able to coexist.**
- IV To deal with the impending, uncertain, and possibly extreme effects of climate change is an emergency to manage for all.**
- V To help organizations ensure efficient and manageable processes and systems is the strongest part of corporate social responsibility.**
- VI With massive media coverage and huge public interest, finding ways to operate in a responsible manner is increasingly important to have a positive impact on society.**
- VII Because of the serious problems related to the energy supply, the development of renewable energy sources is urgently needed.**
- VIII To describe the efficiency of a given procedure for solving problems is a must, and analyzing the efficiency and concentrating on research must to be a policy for all.**
- IX When authorities ask for a timeframe for solutions on sustainability, the only answer is: “Time becomes irrelevant when it’s a matter of life.”**
- X Let’s SUSTAIN!**



**Mavi's  
most  
sustainable  
collection  
to date:  
All Blue**



Photos of Serenay Sankaya: Xavi Gordo - Photos of All Blue: Emre Doğru

**A**S A BRAND whose heart beats with denim, Mavi keeps its denim culture alive in creative and different ways. Mavi will launch its new global strategy All Blue, concurrently in Istanbul, New York, Berlin, and Vancouver for Spring 2020.

Denim lives at the core of All Blue and takes its shape through Mavi's commitment to quality, delivering the fabric to us in its pure, unfiltered form. The energy of nature and humanity serve as the inspiration for All Blue, which is brought to life through the lens of Mavi's denims. All Blue places denim, the heart of Mavi, at its center, and consists of jeans, denim jackets, denim bustier tops, and denim overalls.

Denim lives and breathes with us. The materials Mavi uses to create its fabric come from nature itself: water, air and earth. All Blue is Mavi's most sustainable collection to date and each piece reflects Mavi's love for nature in different ways. Water is the key element that makes denim production possible and the entire manufacturing process begins with this fundamental respect for water. All Blue's denim creations are produced with innovative techniques that use less water, less energy and less processing, with the used water then treated back to its cleanest form.

Mavi draws inspiration from nature's pure ingredients, and all the jeans in All Blue are 100 percent vegan. The collection celebrates Mavi's respect for the earth and humanity, and its fabrics contain recycled cotton, organic cotton, and upcycled materials. The All Blue collection delivers simple denim looks, free of excess, and Mavi's gentle touch keeps the softness of the jeans alive.



LET'S SUSTAIN!



Cüneyt Yavuz, CEO of Mavi, described All Blue: "As a brand, our heart beats with denim and we strive passionately to develop the best, most innovative jeans in the world. Our focus on quality, the key value that lies behind Mavi's sustainable growth, goes beyond the product. We drive our brand into the future with our respect for humans, passion for innovation, and by always doing business based on data and efficiency, as we add the Mavi quality to everything we do. This approach now brings to life All Blue, our global brand strategy, and a new synonymous collection of ecofriendly products. Mavi has adopted efficient resource utilization for many years. Together with our strategic partner Erak, we used 62 percent less water and 28 percent less energy in jean production year on year (compared to 2018). Furthermore, 49 percent of our denim production involved laser and sustainable washing processes. We continue to work with the same excitement to achieve even better results every year."

All Blue, the most sustainable of Mavi's collections, offers products that respect nature and feature the true, unfiltered version of denim. The entire manufacturing process begins with respect for water, which is treated to its cleanest form.

With no animal products used in manufacturing, all jeans in the collection are also 100 percent vegan. Each piece in the All Blue collection reflects Mavi's love for nature in different ways, and are crafted from recycled cotton, organic cotton, and upcycled materials.



**mavi**  
**all blue**

Prague based artist Eva Kot'átková's piece for the 16th Istanbul Biennial is titled *Machine for Restoring Empathy*. Presenting empathy as a force through which to act and understand our world, the work takes the form of a room-sized installation that hosts a sewing and storytelling workshop. Operated by people who sew together strips of fabric to accommodate a group of animals, people, plants, objects or other beings that either lack something, or feel incomplete, broken or wounded; this machine is a kind of living organism which provides a room for sharing as well as for protest. At periodic intervals, the participants share stories about our relationship with others in this world, suggesting why it is important to speak for those who are not given a voice.

# Sustaining Empathy in a Fit Room



## Eva Kot'átková says...

**How a machine works: Attempting to build a machine, attempting to come together, attempting to formulate the basic demands. The beginning of a protest, the beginning of the operation of the machine.**

People appear in response to an advertisement, an open call / They do not know how many will be present / But they do know that the invitation is extended to everyone without exception / An encounter across species / Participation is conditional upon extreme tolerance to the differences and needs of the other / Anyone bothered by stones or octopuses should not come / Moving from the place where you currently reside can be resolved in various ways / For anyone unable to arrive under their own steam, we will provide transport / Once everyone is present we will make every effort to meet your specific needs and wishes / If you wish to stay overnight, that is not problem: sleeves, hoods and other textile shells are large and can accommodate more than one person at a time / Before entering, forget all existing hierarchies, erase them from your head if you have one / If you are aware that this is something of a tall order, please attend a course to unlearn what the body has been taught and liberate it / We'll simply begin when everyone is present, don't even ask how we'll know / There is nowhere to rush, take your time in finding your own place in the group, occupy the existing space / Find

a comfortable position that you can maintain for a while / Choose the bodies you want to be in closer contact with, and remember that a knowledge of anatomy is not a condition / No one is discriminated against or excluded or stigmatized in any way / Encountering difference is how meaning is generated / Make sounds as required, but not in such a way that you restrict those around you / Try to reach mutual agreement / Anyone who feels incomplete will find missing parts here - all you have to do is reach agreement with them on cooperation / Ask them whether they need you or whether they are satisfied in their incomplete form / If you feel broken, there is cardboard and thread for repairs here / For those that do not have a voice there is a loudspeaker available or someone else can speak on your behalf / Anyone who needs water or anything else, please send a clear signal / We will gradually learn each other's language / Being together for a while will be both a load test and experiment / It will encourage us to seek a state acceptable to everyone so that no one participates in oppressing another / Slightly moist and slightly dry / Noise alternating with whispers and silence / Legs, arms, wings and

# YOU ARE A BODY EQUIPPED TO DEFEND AND REBEL



WE ARE NOT MEASURING IN ORDER TO JUDGE, BUT SO THAT THE FABRIC FITS WELL



*The Machine for Restoring Empathy, 2019.*  
Installation, performance Courtesy the artist.  
Commissioned by the 16th Istanbul Biennial.  
Produced with the support of Piri & Igno van Waesberghe.  
Presented with the support of Embassy of the Czech Republic in Ankara.

tentacles side by side without distinction / Everyone is both independent and a part / Someone will help you untangle arms or hair / If you do not know what is yours when saying goodbye, we will help you orientate / But not according to the usual formulas: we are not interested in gender or origin, please leave behind or discard any documents before coming here / It is up to you as to whether you want to keep your eyes open / The risk is that you leave here in a couple or in a group or you decide to stay / While you are with the others we will take measurements, try on sleeves and openings for the head or other part of your bodies, the means of fastening and

the texture of the fabric best suited to your body / Do not be disturbed by the sound of the scissors / You are absolutely safe / We are not measuring in order to judge, but so that the fabric fits well / Every deviation from an oppressive norm is a challenge for us, it makes a pleasant change from our usual routine and is a form of resistance / As soon as we have the basic design, we'll take a break / But do not force yourselves to be still, only for as long as it feels natural / Our cut allows for the natural movement of the body in this way it will naturally push into the fabric, creating impressions and folds and making clear where further alterations need to be

made / As soon as it is ready we will give you a sign to test the elasticity of the sleeves and the clearance at the waist / Everyone decides on the level of coverage themselves: anyone who speaks better from a concealed position will not be prevented from doing so / Now you are one body that shares one piece of roof and clothes / It will be difficult for your opponents to find arguments: we have representatives of all species / And each one of us has something to say about different forms of violence and oppression / You are a body equipped to defend and rebel / The machine for the restoration of empathy must be put into operation.



# Global Blue

80s and 90s authentic finishes and silhouettes are updated in modern denim and fashion fits, anchored by Mavi's perfect fit promise. Deep indigo shades, 90s vintage and authentic washes, and 80s bleach are central to this season, while whites and neutrals round out the fresh summer look.

## The Mavi Spring 2020 Collection is all about volume and proportions.







Talents:  
**Olivia Vinten**  
**Dasha Maletina**  
**Jacques Stephan Pougnet**  
**Ivan Kozak**  
 Photographer:  
**Emre Doğru**  
 Stylist:  
**Carlo Alberto Pregolato**



High-waisted styles remain popular and are offered in every silhouette. Key styles for Spring 2020 include STELLA - a new high-waist relaxed 90s Mom jean, SCARLETT - a high-waisted skinny, CLARA - a festival favorite high-rise short, ROMEE - a wide leg style, as well as 80s voluminous fashion styles. The 90's look is highlighted by drop-shoulder oversized jackets and the NIKI high-rise relaxed straight leg in 90's high and low contrast indigo casts.

Urban Utility is another key look for Spring 2020, designed in fits from straight to tapered with zip and patch pocket, non-denim fabrications and prints, as seen in the new DENISE relaxed cargo.

The VICTORIA is a wide leg, five-pocket style inspired by 90's workwear and finished in a lightweight denim for summer. Colored stripes in non-denim complete the line in a soft, earthy color palette.

The Glam Vintage group returns for Spring 2020, updated with feminine details in light-to-mid indigo shades, and offered in the popular mid-rise skinny ADRIANA and the folded-hem skinny LEXY. The vintage look takes shape with naturally frayed, cut off hems.

Sports Active continues to drive the sportcore trend with bright and colorful details. Vibrant pops of color from neon yellow to bright orange on jeans and jackets create eye-catching moments. Neon rubber branding is expertly placed on the jeans to reflect the same neon stripe details for a tasteful look. TINA is a tapered style that provides the comfort we are looking for in the line. 90's cargo pockets on elastic waist, hem detailed jeans offers a fresh and trendy touch to the active sporty denim.

The Super Shape line's fabric performance is enhanced with a fabric construction that creates smoothness and softness in a perfect shape. The fabric innovation provides everyday comfort while the finishes are clean and sophisticated in dark indigo shades. Key fits in the Super Shape line are the mid-waist skinny ADRIANA and the everyday high-waist skinny TESS.

**High-waisted styles remain popular and are offered in every silhouette.**





**Mavi Black**

Renowned for its clean, smart look and unique details, Mavi Black returns for Spring 2020 with upgraded packaging and innovative technological touches. High-end hardware and statement inner hem details highlight attention to detail in every aspect. An urban premium approach to construction and finish gives each jean an elevated appeal. New casts harvested from superior fabrics include deep indigo with a blue-black finish, deep /dark bases and ultra-black. Each jean is expertly finished with a gentle fade and authentic wear marks to add subtle character to each wash.

**Urban Vintage**

Mavi's Urban Vintage range is an enhanced version of the classic American jean, built for urban modern life. Authentic details are combined with finer thread weights and tonal stitch colors. New back pocket embroidery techniques highlight the vintage character of this all-day casual look. Available in light-to-mid shades, washes are foggy with natural vintage effects such as rips and pinching. Slim and skinny fits are central to this group, with excellent comfort stretch and superb recovery. Hooded denim jackets and functional shirt details underline this start-up comfort story for a young generation.

**Ultra Move**

Ultra Move features skinny fits with performance fabrics, made for movement. Deep indigo, smoke casts with vintage abrasions are central to this look. High-contrast finishes and foggy washes evoke a European & masculine feel. Real denim aesthetic with contemporary red and white selvedge details. Built from versatile stretch denim, fabrics are super comfortable for an active lifestyle. New metal hardware and clean vintage details give this collection a premium feel for a modern guy.



# London College of Communication x London Design Festival

## EMERGENCE: Service/Social/ Sustainable Design



Emergence describes the potential of individual parts of a system to work together to give rise to diverse and dramatic behaviors. As issues around sustainability and societal inequalities become more pervasive, complex and urgent than ever before, now is the time for collective action.



NOW IS  
THE TIME  
FOR  
COLLECTIVE  
ACTION



Emergence sees students and staff from the Design School at London College of Communication working with collaborative partners to present an exhibition and events programme exploring what design can do to achieve goals of sustainable production and consumption, biodiversity, inclusiveness, social cohesion and environmental sustainability. With a focus on design projects for services, social innovation and sustainability, EMERGENCE shows the work in bringing sustainability and responsible design practices to the heart of everything we do.

Featuring workshops and tours, performances and screenings, talks and discussions, installations and displays – EMERGENCE is the call to action for positive change.





Walker's collages from  
tonbury Festival

Could Not Britain



HUGH NEWMAN  
ON CAMEL HILL  
Cecil Beaton

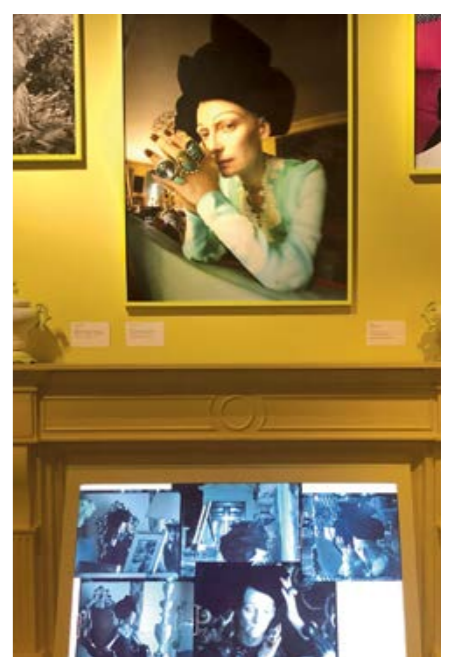
# Walker's Wonderful Things

*It would be terrifying if we forgot about the world around us.*

— Tim Walker

**T**IM WALKER IS the first living photographer to have a show at the Victoria & Albert Museum. His show is the largest exhibit of Walker's photography to date and he has created ten new series of photographs specifically for *Wonderful Things*, each one inspired by an object from the museum's collections and archives.

During a year spent "floating down the corridors" and unpacking boxes with the Victoria & Albert Museum curators, Walker was looking for "sublime objects" that provoked an emotional response. "It's about me finding a charged object that has illuminated and touched me, and then I've turned that into a world," he tells AnOther. The first room showcases examples of his body of work, which spans more than two decades, but that's all you get to see of his past work. Walker worked as Richard Avedon's fourth assistant in the early '90s before getting a job archiving Cecil Beaton's work, and he still commands the resources to create images that are fantastical and playful, a strange and joyful world for both subject and viewer.





“Walker, too, seems somewhat otherworldly. Describing his work, he chooses his words carefully, punctuating them with pauses. It’s easy to become drawn into his universe.”  
**Hanna Hanra, *The Cut***

“Fantastical. Fairytale. Magical. ... Yet as this exuberant solo exhibition at the V&A proves, the British photographer’s special brand of surrealism, honed over decades working for fashion magazines, is far from saccharine innocence.”  
**Rosemary Waugh, *Time Out***

“In general, the mood is vibrant and upbeat. Grace Jones is lit up in devilish red; a model appears Joan of Arc-like with shorn head, sword and halo, as stained glass light ripples over her body. Walker’s muse Tilda Swinton appears, staring defiantly at the camera, wearing gold turban and gobstopper rings, her eyebrows calligraphy lines, in a series inspired by her distant relative, the poet Edith Sitwell.”  
**Hannah Marriott, *The Guardian***



The exhibition is in ten rooms, each centered around an object, plus a room of portraits that act as an introduction, and a Chapel of Nudes. The new images in the show all feature couture fashion; each image is credited accordingly, but really it’s just a vessel to Walker’s world of dressing up and performing. At the end of the show are two 12-foot-high replicas of his sketchbooks, one with the show’s titular quote scrawled on it. Although Walker presents his work as photography, he observes the world through these journals. They are, in a way, the most precious and telling part of the exhibit. “It would be terrifying if we forgot about the world around us,” he says.

*Tim Walker: Wonderful Things* exhibition runs until March 8, 2020.



Amor/Amor  
 1998  
 Tim Walker  
 Bridgette/High Society  
 London, 1997

Walker/She  
 1998  
 Tim Walker  
 London, 1997

# #ilovemavi

Influencers from different countries show their love for the Mavi brand by posing in Mavi products.



@ceefardoe



@chloeinroses



@jasmine.lorimer



@leylekhavadaa



@modaturkusu



@ktyisire



@bothchicas



@dentellefleurs



@jkee\_cali



@haelandjax



@senayozok



@winnspiration



@camillemicho



@itsashnicholson



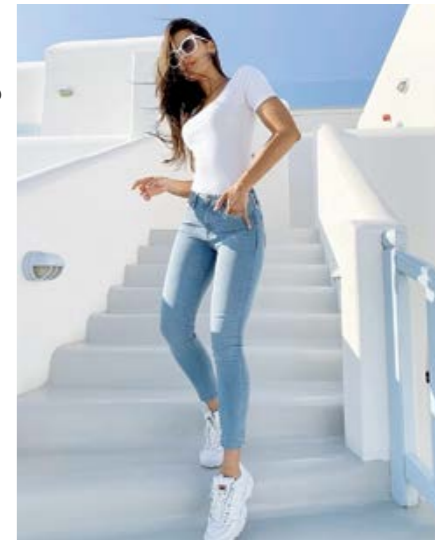
@beckjstevens



@thebeauty2go



@vivitowers



@unzipfashionmanagement



# Curves Young Forever

**T**HE CLASSIC CARS, motorcycles and scooters' reunion on the Aegean small island Leros, proves the importance in design from the 40's and 50's.

Vintage vehicles could be considered a 21st-century treasure. Huge fans, bike nerds and multimillionaires are willing to hunt these hidden gems from around the globe. Why are vintage vehicles so treasured? First, they are distinguishable for their original design and a unique retro style that makes each different than the rest. Even though they can all look alike, each has its own particular characteristics that define them.





Their common points are their curves, and their styles serve as inspiration when creating new custom ones.

With polished chrome, clean retro lines, and chic curves, these models perfectly capture the 50's aesthetic of the brands' heyday. There's a timeless quality that makes them as much at home today, as they were back then for their owners. It's that inimitable character that made them so distinct and loved, from their teardrop headlights to their enduring reputation for intransigent reliability.

A consummate classic is always timeless. It's always right at home, no matter where it goes. Meeting old models of KTM or Ducati with polished chrome and retro curves, combines nostalgic class and modern engineering for a timeless look and a ride like no other. Uncompromising quality from premium Italian, French or German engineering means the 50's cars design is every bit as rugged and reliable as the classics.

**T**HIS FALL, SAINT-SULPICE Square in Paris hosted a tea forum, which looked like a neighborhood event from afar but was in fact quite special, bringing together various communities that have different relationships with tea, the world's most commonly consumed beverage, and presenting their diverse rituals.

The history of tea varies according to different sources, with one website dating it to ancient China, almost 5,000 years ago. Legend has it that in 2732 BCE, Emperor Shen Nung discovered tea when leaves from a wild tree blew into his pot of boiling water. The story goes that he took an immediate interest in the pleasant scent of the brew and drank some. With such a long history, tracing the roots of tea and basing the findings on credible sources is nearly impossible. Various resources claim

that the tea plant may have originated in regions around southwest China, Tibet, and Northern India. Chinese traders may have traveled throughout these regions often and encountered people chewing tea leaves for medicinal purposes, leading to wider dissemination of tea. The centuries that followed became known as the romantic age of tea with plenty of references to tea in poetry and the arts. After arriving in Europe, most likely in the 16th century, tea initially came to America in the mid-1600s by way of the Dutch settlement of New Amsterdam. The colony was captured by England in 1664 and renamed New York, where tea trade flourished. Today, tea is the world's most popular beverage after water.

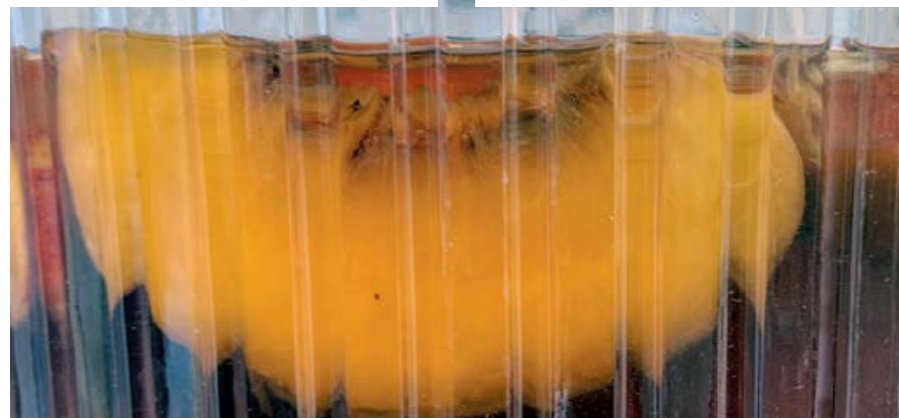
In Asian culture, the tea rituals practiced by the Chinese, Koreans, Japanese, Indians, Vietnamese and

Taiwanese follow the traditions of the past. Toward the west, distinct cultural characteristics emerged, for instance in Russia and Turkey, where the teapots used for brewing and the shapes of the glasses used for drinking tea changed significantly. As tea travels further west and around the world, it acquires different tastes and is consumed with different motivations in each community. For instance, for the sumptuous, leisurely afternoon tea tradition, which still prevails, we probably owe a thank you to Anna, the Seventh Duchess of Bedford for creating the famous English tea ceremony to curb her afternoon food cravings. English tea rituals, which are celebrated widely across the world, have lately become a trendy craze for tourists and locals alike. After all, if Her Majesty the Queen of England enjoys it, we may as well enjoy it too!

WORLD'S MOST POPULAR BEVERAGE AFTER WATER



# Between Tea and Me





# Picasso the Mediterranean

The exhibition gives an overview of the life and work of Pablo Picasso in the Mediterranean by showing the richness of links uniting Picasso with this geographical area.

**F**OR PICASSO, the Mediterranean Sea is multi-faceted, simultaneously experienced and imagined, from the port landscapes of his native Spain to the studios of his final years, by way of holidays on the Côte d'Azur and the South of France, culminating in Antibes, Vallauris and Cannes. Picasso, who travelled little, nonetheless moved around the northern shore of the Mediterranean area and explored the cultures of this region. He also absorbed and was inspired by Mediterranean culture through books, museums (the Prado and the Louvre) and the numerous postcards and reproductions he received. All sources that nourished his work from the beginning of his career were in Musée national Picasso-Paris's selection, *Obstinément Méditerranéen*. The exhibition gives an overview of the life and work of Pablo Picasso in the Mediterranean by showing the richness of links uniting Picasso with this geographical area. Thanks to innovative audio-visual equipment and a collection of exceptional works, the exhibition allows us to contemplate the Mediterranean of the Spanish artist in a poetic and immersive way, from the landscapes he painted of the ports in Malaga and Barcelona to the works of his later years, via Antibes and Vallauris in the sun-drenched Midi. His Mediterranean influences will also be highlighted, from the Iberian pre-historic to Ancient Greece and the Orient, via North Africa. Based on the richness of the Musée national Picasso-Paris collections, and their archives and photographs in particular, as well as masterpieces presented in Paris for the first time, the exhibition aims to contrast the 'Picasso-Mediterranean' event that has brought together more than seventy institutions in ten Mediterranean countries and three million visitors since 2017.

# Scan to Ride



**T**O TEST A Porsche 911 at 290 km at the Sitges track in Spain, or take a spin with the Audi A5 on ice? For car enthusiasts, trying extraordinary experiences can be a pleasure above all else. While the automotive industry uses these pleasure experiences as a marketing tool, they also think about and plan for the near future. There are two scenarios that global companies can choose from: the first is to continue the business by transforming, and the second is to stop and shut down the company. The signs that transformation has become crucial for the industry can be seen in the

streets of nearly all cities around the world. As the shift to electric motors, ending diesel engine production and strategies to prioritize hatchback and SUV models instead of sedans come to the forefront, the demand for cars is decreasing. Electric vehicles, a major trend especially in Europe, will be a determining factor of the near future. Some countries have already announced a date when the sales of non-electric vehicles will end. Soon, no vehicles with diesel engines will be manufactured in Europe. As a matter of fact, the technological developments over the last 15 years were pointing

to this. Hybrid models that combined new generation electric motors and conventional engines were the most apparent indicators of the changes in the century-long manufacturing methods and the shift from internal combustion engines to electric motors. The second revolution came with the advent of the Internet as conversation about smart car technologies began. Autonomous vehicles started changing not only manufacturing but also the way we drive. This is how the industry also began to transform through ride share systems and a new approach to car rentals. The century-long history of

cars, which we can now call a source of waste, is being disrupted today. Those that can accurately calculate how fast conventional engines will disappear, how long it will take for new technologies to evolve, and when professions such as spare parts sellers or drivers will become obsolete, and that can future-proof themselves will continue to be the players of the future. For the rest, the future looks bleak. Although the disruptive changes in telecommunications technologies have yet to occur in the automotive industry, signs of a similar transformation are already apparent.

As the number of ride share vehicles keeps growing every day, car ownership in the cities will inevitably decline. Currently, 95 million vehicles are sold across the world every year, and the next growth rate is expected to be around 1.5 percent. Factors such as urbanization and growing cities, macroeconomic issues, governmental restrictions and tax impositions will slow down growth further in this industry. The expectation is that by the 2030s, one out of every ten vehicles sold will be used for ride sharing. Already today, we are witnessing significant changes in

consumer preferences. People are changing the way they use vehicles for transportation. The need for mobility is decreasing. Trust in manufacturers has also become questionable in certain countries. The technological evolution necessitated by the transformation ahead has already happened. Onboard software and safety systems for autonomous driving are in place, now waiting for the industry to transform. Since the systems are installed and operational, we need to prepare to let go of the driving pleasure as well. Be ready to hear the slogan "Sell your car, buy time" more often.



# Plovdiv: Crafted Streets, Exposed Interiors



A historic moment for a historic town:  
Plovdiv was chosen as the European Capital of Culture for 2019.

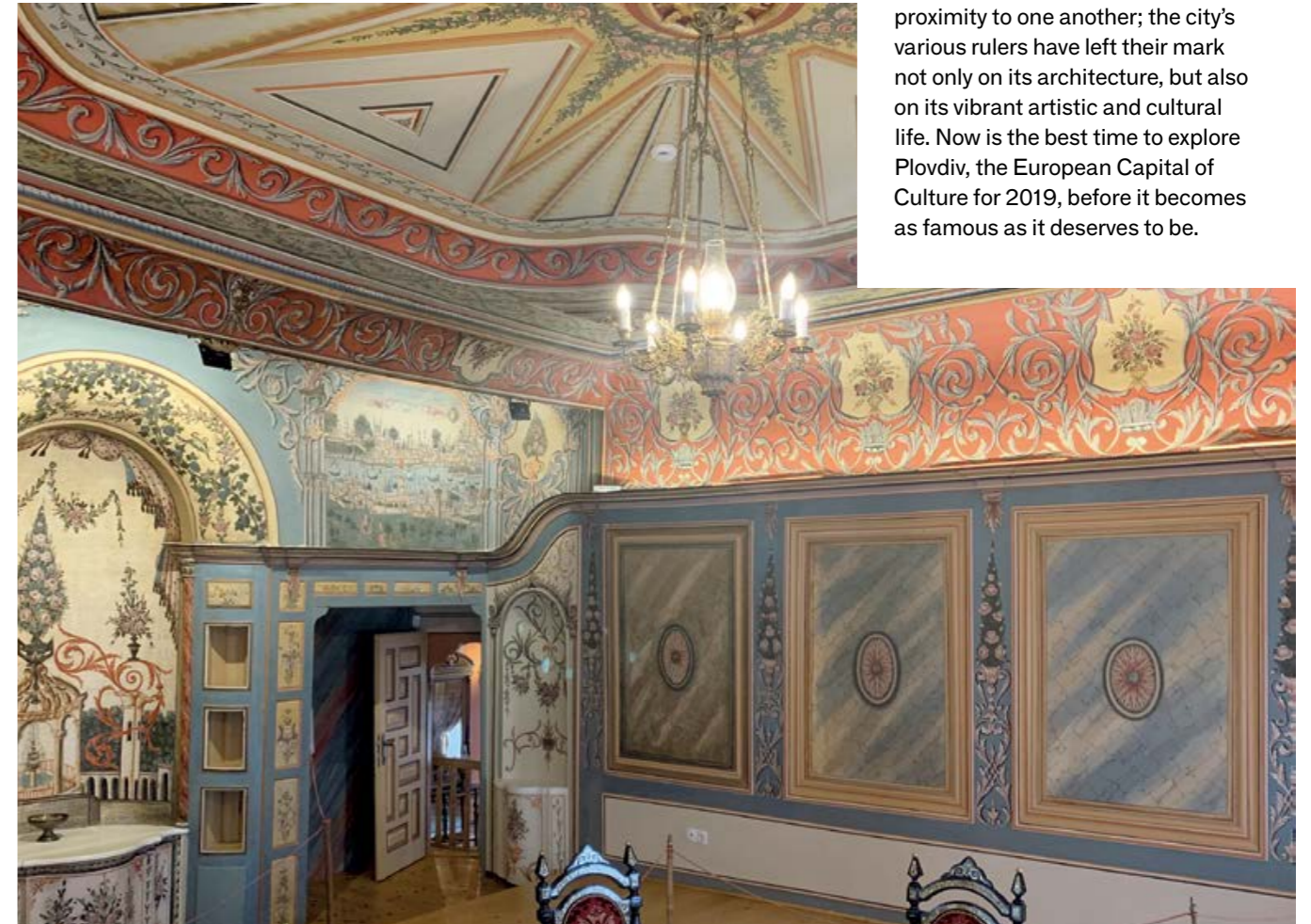
### Plovdiv

The second largest city of Bulgaria with 344,000 people, situated at the far east of Europe. Squeezed between the Balkan and the Rodopi Mountains, the historic town has survived for thousands of years on the crossroads between Western Europe and the Middle East. Plovdiv claims to be the oldest continually inhabited European city, with more than 6,000 years of history. Evidence of that can be seen in many architectural landmarks dating back to Thracian, Greek, Roman, Byzantine and Ottoman times. The city on both sides of the Maritsa River is also known for its ethnic diversity. Many of its 340,000 inhabitants belong to the country's Turkish, Roman, Armenian, Greek and Jewish minorities, all of which have quite a strong influence on the city's vibrant cultural life.



### European Capital of Culture (ECOC)

The foundation of what would later become the "European Capital of Culture" was laid in 1985 by the then Greek Minister of Culture, Melina Mercouri. Athens was appointed the first "European City of Culture" in the same year. Since 1999 the programs' name has been changed to the one we now know and use. The purpose of the title "European Capital of Culture" is to emphasize the diversity of European culture and to draw attention to Europe's different communities with a simultaneous focus on our cultural differences and similarities. The aim is to bring economic, political and social benefits to the cities and countries, and to maintain the EU exchanges and interconnections.



**ECOC Plovdiv 2019**  
 “Plovdiv 2019” entered its most dynamic and important stage in the realization of the project with a brand-new look. The new visual identity had a special message for the public during the preparations, one that promoted new positive energy in collaborations, with a clear sign that will distinguish and define the city. Through artistic intervention, the project cluster Urban Dreams aims to revitalize and open up dysfunctional spaces, buildings and objects as parts of a “parallel abandoned city”. Abandoned buildings from the recent past, some of them prominent architectural achievements, became spaces for cultural activity and social interaction. The most visual side effect of ECOC Plovdiv 2019 was the renovated civil architectural legacy of the old town. These family houses, owned by the 19th century textile traders, were generally hidden for a century. The renovation projects in central Plovdiv’s cobblestone streets found the interior design treasures, which were relatively unknown to most travelers. Remnants of the empires still survive in compelling proximity to one another; the city’s various rulers have left their mark not only on its architecture, but also on its vibrant artistic and cultural life. Now is the best time to explore Plovdiv, the European Capital of Culture for 2019, before it becomes as famous as it deserves to be.



# Indigo Turtles Press Trip

AS PART OF THE US 2019 strategy, Mavi proposed to host an immersion trip with a group of editors to Istanbul and Antalya to experience the Indigo Turtles initiative that is near and dear to the brands' heart. Justine Carreon (ELLE.com), Aemilia Madden (Zoe Report) and Josh Glass (CR Fashion Book.com) were invited on a well-rounded, detailed and exciting trip to explore Istanbul and Antalya. The Mavi team, including CEO Cuneyt Yavuz, greeted the guests at the Ciragan Palace where everyone enjoyed the beautiful view by the Bosphorus. The following day, the group boarded a flight to Antalya, the city and coast

where the Indigo Turtle initiative takes place in southern Turkey. The group headed over to the Indigo Turtles camp to visit the site and meet with the volunteers, and enjoyed a fantastic BBQ dinner with the team, all while learning about the project, its purpose and how the volunteers help the overall cause. Day three was the longest, but one of the most fulfilling days for the press group. Everyone met up at 4am to head to the beaches of Belek, where they got to experience how Mavi is saving the Mediterranean sea turtles, which are classified as endangered species. For an estimated 110

million years, this species, which has been a part of nature since the dinosaurs, shared the same seas and coasts long before human beings.

Currently, there are seven different sea turtle species around the world and they all face the threat of extinction. Two of these species regularly visit the Mediterranean coasts to nest. Apart from *Caretta caretta* and *Chelonia mydas*, the leatherback turtle, daytime nesting turtle and hawksbill turtle have also been seen on these coasts, even if very rarely, for feeding or have accidentally arrived to the Mediterranean.







### HOW JEANS ARE SAVING TWO SPECIES OF TURTLES



For sea turtles—a 130-million-year-old animal of which nearly all species are classified as endangered—in reproduction, they must mate underwater before the female climbs onto land to deposit her eggs into nests tucked beneath dry beach soil. These eggs (an average of 100 at one time) incubate for nearly 60 to 80 days until baby turtles burrow to hatchlings emerge from underground and crawl their way to the sea. The natural obstacle course—covered first from the water—is worsened not only by predators such as foxes and birds of prey but even more so by human intervention, with beach erosion, artificial light, and plastic garbage leading to many hatchlings' deaths. In fact, only 40 percent of the baby turtles make it to sea at all, and over 90 percent die shortly thereafter.



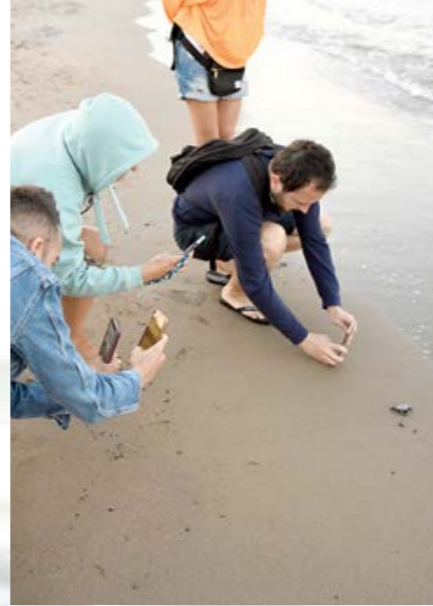
The Turkish fashion brand *Maia*, which started making denim in 1991 after producing jeans for the likes of Gap and True Religion, has its main store in home, nearby in Bursa or in flight from its factory in Istanbul's western district of Çekirgeci, the coast of Bursa in the Bursa province is home to the highest number of nests of Caretta Caretta (loggerheads) and Chelonia Mydas (green) sea turtles. It has also become a major tourist destination in recent years thanks to its turquoise, Turkish Mediterranean scenes and Casaca-style five-star resort beach.



In fact, Antalya is the center of Turkey's tourism industry, attracting 30 percent of foreigners coming to the country. In 2011, its capital city was the world's third most visited city, eclipsing New York. All of this tourism, of course, has generated an enormous amount of waste in the area's marine waters, which play an important role in the ecosystem. Not only do sea turtles help maintain healthy seagrass beds and coral reefs, which provide key habitat for other marine life, their eggs affect the vegetation, species distribution, and stability of sandy shorelines.



For the past six years, *Maia*, whose name itself means "blue" in Turkish, has supported the Biological Research Society (BRS) with the Indigo Project. Through programming such as



# Inspired by GRETA THUNBERG'S Handwriting

TIME's Person of the Year 2019



Photographer: Anders Hellbergw Source: Wikimedia Commons

IN AUGUST 2018, OUTSIDE THE SWEDISH PARLIAMENT BUILDING, GRETA THUNBERG STARTED A SCHOOL STRIKE FOR THE CLIMATE. HER SIGN READS, "SCHOOL STRIKE FOR CLIMATE."

**T**HE TEENAGER WHO SAID, "Every Friday, I miss classes to sit outside my country's parliament. I will continue to do so until leaders come into line with the Paris agreement," succeeded in making her voice heard across the world. There are probably very few people who haven't seen her photos with a banner in her hand. Inspired by the handwritten sign that climate activist Greta Thunberg (16) has been using since beginning her climate strike in August 2018, a startup called Uno has produced a font of her handwriting available for free download. Greta, who first heard about climate change when she was eight years old, learned that this was something humans created. It didn't take long for this brave girl, who became the voice of sustainability with her calls and impactful discourse, to become a source of inspiration outside the climate crisis circles as well. "If I live to be 100, I will be alive in 2103. Adults often don't think beyond the year 2050. But by then, I will, in the best case, not have lived half of my life. What we do or don't do right now will affect my entire life and the lives of my friends, our children and their grandchildren," says Greta, voicing her concerns and supporting them with highly consistent information and data. We don't know if these concerns will drive authorities toward taking action but she has already influenced typographers. Maviology expects the movement that started with Greta Grotesk Regular to evolve as organizations sensitive to this cause use this font.

Download Greta Grotesk.





# The color of 2020 is Mavi\*

**F**OR OVER 20 YEARS, Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries including fashion, home furnishings, and industrial design, as well as product packaging and graphic design. For 2020, PANTONE chose Classic Blue, Mavi's corporate color and the inspiration of the brand name. "Instilling calm, confidence, and connection, this enduring blue hue highlights our

desire for a dependable and stable foundation on which to build as we cross the threshold into a new era," were the words to announce the decision. A timeless and enduring blue hue, PANTONE 19-4052 Classic Blue is elegant in its simplicity and has always been a favorite color for Mavi. PANTONE 19-4052 Classic Blue brings a sense of peace and tranquility to the human spirit, offering refuge. Aiding concentration and bringing

laser like clarity, this reflective blue tone fosters resilience.

As technology continues to race ahead of the human ability to process it all, it is easy to understand why we gravitate to colors that are honest and offer the promise of protection. Non-aggressive and easily relatable, the trusted PANTONE 19-4052 Classic Blue lends itself to relaxed interaction.

\* Mavi means blue in Turkish.



Maviology

Publisher on behalf of  
Mavi Giyim San. & Tic. A.Ş.  
Elif Akarlilar

Associate publisher  
Pınar Gözeri

Editor  
İzzeddin Çalışlar

Design  
Esen Karol

Contributors  
Aydan Açıkalm  
Esra Güven  
Öykü Sarıyer

Cover Photo  
Emre Doğru

Fonts used in this issue  
Saira Stencil One by  
Hector Gatti, Omnibus-Type  
Greta Grotesk by Uno  
Milas Text by  
Oğuzhan Cengiz  
F Grotesk by Radim Pesko



Published by  
Mavi Giyim Sanayi Ticaret A.Ş.  
Sultan Selim Mah.  
Eski Büyükdere Cad. No: 53  
Kağıthane 34418 İstanbul  
Phone: +90 212 371 20 00  
info@mavi.com  
www.mavi.com

Printed by  
Mas Matbaacılık San. ve Tic. A.Ş.  
Hamidiye Mah.,  
Soğuksu Cad., 3, 34408  
Kağıthane, İstanbul, Turkey  
Phone: +90 212 294 10 00  
book@masmat.com.tr  
Certificate No: 44686

Printed in İstanbul  
January 2020



adam beyer, ben klock, bjarki, catnapp, christian löffler (live), denis sulta, dj python, erdem tunalı (live av), gülnihal, kelly moran (grand piano av), max cooper (live av), oceanvs orientalis / ex nihilo (live av), paul kalkbrenner, paula temple, red axes (live), seefeel, skee mask, steffi, tzusing, umfang and many more.

organization

**ZORLU**  
PERFORMANS  
SANATLARI  
MERKEZİ

partner

**CHARMUSIC**

tickets

zorlupsm.com passo.com.tr