

# maviology

SPRING-SUMMER 2017

## Urban Flowers

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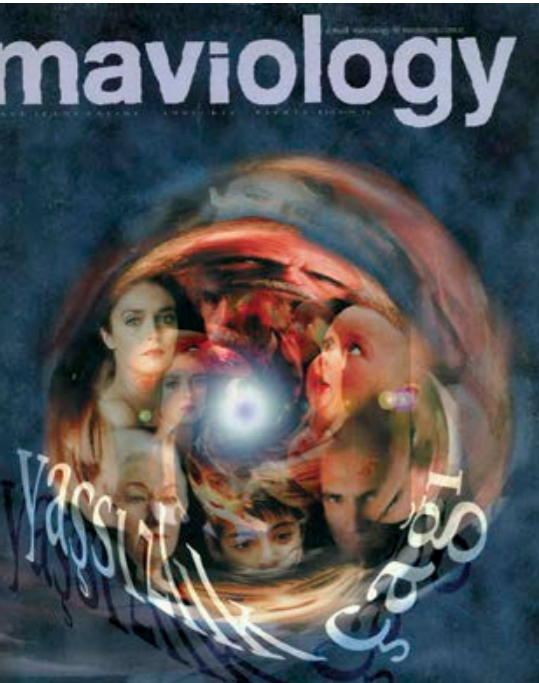


Photographer: Sener Gülsöken



# An Urban Flower

**T**WENTY YEARS AGO, I was 32 and a writer working on the first issue of *Maviology*. I was in one of Istanbul's central neighborhoods and it was a time when urban culture was beginning to take off. This magazine was going to stand out immediately because it would catch the wave of the impending new millennium and very soon around the world nothing would ever be the same again. I became a regular writer and, after a few years, editor. In a country where non-mainstream periodicals were not very periodic, *Maviology* changed its designer and editor only three times. However, it changed its form and editorial features multiple times and it has published without interruption. It remains a functional means of communication for Mavi.



1997

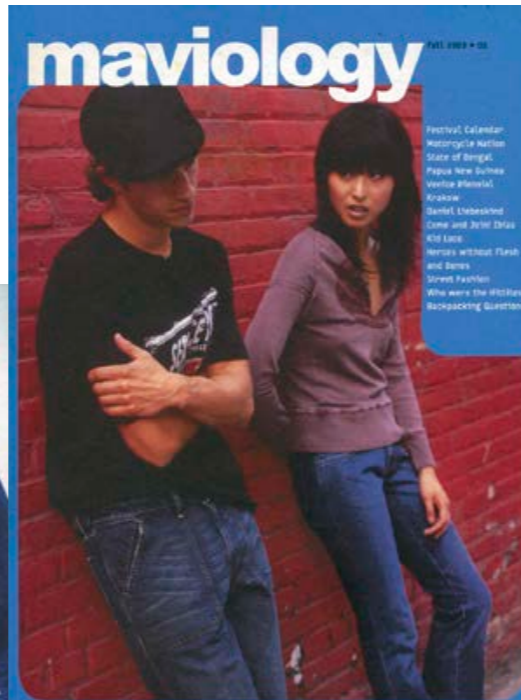
1998-2002



Over the past ten years, *Maviology* has crisscrossed the globe countless times and brought the world's most interesting places and people to its readers.

Abuquiu, Abu Simbel, Addis Ababa, Agra, Aichi, Alacahöyük, Alaçati, Alexandria, Almaty, Amasya, Amsterdam, Angkor, Antalya, Antigua, Antwerp, Aphrodisias, Aswan, Athens, Austin, Bago, Baku, Bali, Bangkok, Barcelona, Belek, Belgrade, Beirut, Berlin, Bilbao, Bodrum, Bratislava, Brussels, Cairns, Cairo, Canberra, Cannes, Cappadocia, Cayo Levisa, Cefalù, Charleston, Chiang Mai, Chom Thong, Český Krumlov, Colombo, Copenhagen, Córdoba, Dakar, Dubai,

2003-2007



2010-2011



2008



2009

Dubrovnik, Essaouira, Fethiye, Florence, Frankfurt, Geneva, Ghilane, Goa, Goroka, Gothenburg, Gozo, Granada, Greenwich, Hannover, Harajuku, Harran, Al Hauraia, Havana, Hong Kong, Hyères, Ibiza, Istanbul, Jaipur, Jerusalem, Jodhpur, Juist, Kandy, Katmandu, Khövsgöl, Kırklareli, Kiev, Ko Samui, Konya, Kraków, Kuala Lumpur, Kyoto, Lamu, Las Vegas, Lesbos, Lhasa, Lisbon,

2012-2013



London, Long Island, Los Angeles, Luang Prabang, Lusaka, Lyon, Machu Picchu, Madrid, Marrakesh, Maryland, Mauritius, Melbourne, Memphis, Merzifon, Milano, Minneapolis, Minorca, Montreal, Mountainville, Moscow, Mumbai, Munster, Mykonos, Nazca, Negril, New Delhi, New York, Nimes, Noale, Opiki, Osaka, Paris, Petra, Philadelphia, Pergi, Pompeii, Port Moresby, Prague, Pretoria, Pyongyang, Reno, Reunion, Rio de Janeiro, Rodrigues, Roses, Salvador de Bahia, Salzburg, Saint Petersburg, Sanaa, San Diego, San Isidro, Santa Fe, Santiago de Cuba, Santo Domingo, Sao Paulo, Sarajevo, Savannah, Semipalatinsk, Seville, Sicily, Sidney, Sigiriya, Singapore, Split, Syros, Taghit, Tangier, Taos, Tehran, Tijuana, Tikal, Thimphu, Treviso, Tokyo, Toledo, Troy, Toliara, Tunis, Udaipur, Ulaanbaatar, Valletta, Vancouver, Varanasi, Venice, Verona, Vienna, Wadi Halfa, Warsaw, Wolfsburg, Yangon, Zaragozaza.

2014-2017



*Maviology* has continually sought out cities. What can you find in this or that place? Who does what? What will inspire our readers? For twenty years, *Maviology* has lived by asking these questions. It has been a flower that blooms everywhere and, in pursuit of the new, the beautiful, and the rare, it blossoms anew each season.

İzzeddin Çalışlar



# Mavi S/S 2017 collection

**I know a heavenly fruit the Cuban isle,  
in the Mexican bay basket**

**NAZIM HIKMET / HAVANA INTERVIEW**



## *La casa Habana*

- > 50's Cuban lifestyle
- > Exotic pieces, hot colors, flirty tops, tropical shirts, vintage graphics, off-shoulder blouses
- > Bombers, cropped jeans, lace details, vintage denim shorts
- > Botanical inspirations, tropical utility, red and pink, contrast layering

## Denim Studio

- > Wardrobe must-haves
- > Slim jeans and casual shirts
- > Dark denim, smart look



**Traveling is feeling like a poet,  
writing a card,  
wanting to hug.  
Embracing in a doorway  
longing for calm  
stopping to kiss.**

**GABRIEL GARCIA MARQUEZ / TRAVELING IS...**



### High-rise is the Best

- > Luxury, premium denim
- > Soft touch, body-hugging jeans
- > High-rise skinny layered with crafts
- > Jersey with sophisticated neck and hem details



**Havana,  
Lucid, shadowed reminiscent garden  
in an infinite insomnia  
harnessing the dawn.**

**JORGE ENRIQUE GONZALEZ-PACHECO / HAVANA**

### Girly Blossom

- > Crochet and hand-made layering pieces
- > Green-cast contrast washes
- > Artistic hem details
- > Naturally worn looks mixed with modern pieces



### Tropical Boyfriends

- > Key fits: Kiss and Leone
- > Rigid denim look in heritage washes
- > Hand-made whiskers and natural brushing
- > Relaxed and cool



### Romantic

- > Stone washes and superlight denim
- > Ripped and repaired
- > Romantic frill tops, ruffles, gingham
- > Cotton poplin, natural colors
- > Indigo stripes



### New-age Rebel

- > Confident with her denim
- > Classic whites in comfort denim
- > Bodycon jerseys and urban tops
- > Bombers and bikers
- > Zip details
- > Black is a must

**Gold, ivory, or blood,  
the shades enclose  
You, as his fingers  
once, invisible rose.**

**JORGE LUIS BORGES / A ROSE AND MILTON**



### Denim Muse

- > Folk embroidery on marble denim
- > Crop tops with natural yarn mixes
- > Hem details on vintage denim
- > 90's indigo colors
- > Easy and stylish



### Denim-Makers

- > Ripped and repaired true-blue denim
- > New key item: denim jacket
- > Overall printed, washed jerseys
- > Urban mood mixed with vintage

**Two gardenias for you  
With them I mean to say  
'I love you, I adore you, my love'  
Give them all of your attention  
Because they represent your heart and mine**

**ISOLINA CARRILO / TWO GARDENIAS**



### Sunshine White

- > Skinny fits in super-soft white jeans
- > Simple layering pieces
- > Chic and effortless holiday mood



### White on White

- > Different shades of white
- > Jersey and woven mixes
- > Layers of white with jean jackets
- > Aqua blue denim
- > Holiday mood

Mavi S/S 2017 Collection  
Photographer: Emre Doğru  
Stylist: Carlo Alberto Pregonolato  
Hair: İbrahim Zengin  
Make up: Hakan Kültür  
Talents:  
Marique Schimmel  
Carla Ciffoni  
Francisco Lachowski  
Victor Norlander

**When someone leaves,  
it's because someone else  
is about to arrive.**

**PAULO COELHO / THE ZAHIR**

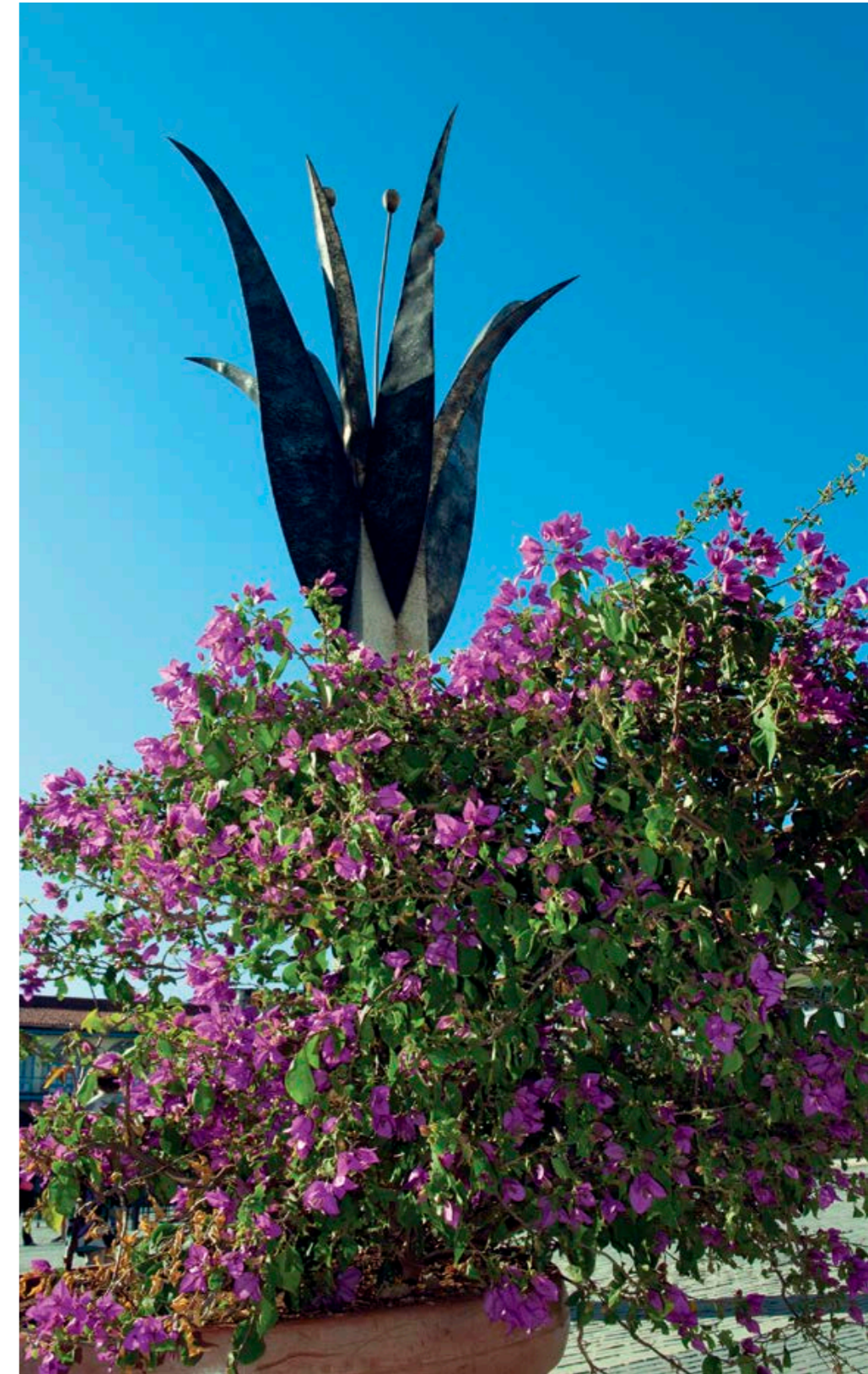


# Cuba's Urban Flowers

**T**HE CITIES OF Havana and Santiago, under restoration district by district for years, are shedding their dilapidated cloaks to unveil their colorful colonial personalities. The most visible change in the post-Fidel era is the meticulous, almost pampering service city visitors receive. From the beginning, the Hotel Nacional has been the place to stay. It symbolizes 1950s' grandeur and dolce vita. One of the reasons for its charisma, even for non-residents, is its garden. The same tropical plants adorning the garden line the streets and are in the squares of the two cities. Another way to become familiar with the island's unique floral fauna is to hop on a bicycle with a basket, into a '56 Chevy or one of the taxis that resemble plastic oranges, each a source of entertainment in its own right.

The poverty and repression, felt more keenly in the outskirts of Havana, have begun to dissipate slowly with the expansion of tourism. Visitors to Cuba today see that little remains from the past thirty years apart from portraits of Che Guevara and Fidel Castro with accompanying socialist tracts. Therefore, those interested not only with geography, but also history and society, must see Cuba before its transition is complete.

In 1936, the mariposa (butterfly flower) became Cuba's national flower and a symbol of the country. Though an invasive species, it has thrived in Cuba's fertile soil and tropical climate and is very common. Resembling jasmine, the flower reaches a height of nearly one meter. The fragrance of this frail white flower is so strong that it welcomes you long before









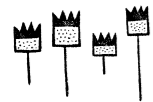
Santiago, Cuba



you draw close. To see over three hundred species of orchids, leave Havana for the province of Pinar del Rio and the Guanahacabiles National Park, which is on the UNESCO Biosphere Reserve list. Architectural banana and palm trees are practically symbols of Havana, and palm trees can reach heights of 30 meters. While it is possible to see palm trees throughout the Caribbean and South America, they are particularly at home in Havana. The ceiba tree, another Latin American plant, can grow to heights twice that of palm trees.

The relationship between Havana and plants can be seen in two ways. One is to play botanist. As in all regions in touch with nature, here too, there are endemic plants such as the seagrape (uva caleta), royal poinciana tree (aka flame tree) and sugar cane. To discover Cuba's flora this way, go to the Jardín Botánico Nacional de Cuba, next to Lenin Park in the south of Havana. The second way to see Havana's relationship with plants is to simply admire their position in the urban fabric. This requires no exertion at all. Just open your eyes and inhale while you stroll the streets. Havana returns maximum visual impact for minimum effort. In addition to mojitos and cigars, plants are also worthy of mention.

Text & photographs: Saner Gülsöken



# Mavi loves music

2012. Istanbul.  
Cemil Topuzlu Open-air Theater.  
Morrissey at the Mavi Music concert.  
Photographer: Uğur Bektaş

*Since 1999, Mavi has been instrumental in bringing major names from the music world to Istanbul for 'Mavi Music Nights'. In this time, it has set the stage for 66 concerts by 35 groups and artists, making it possible for 30,000 music aficionados to hear great music.*



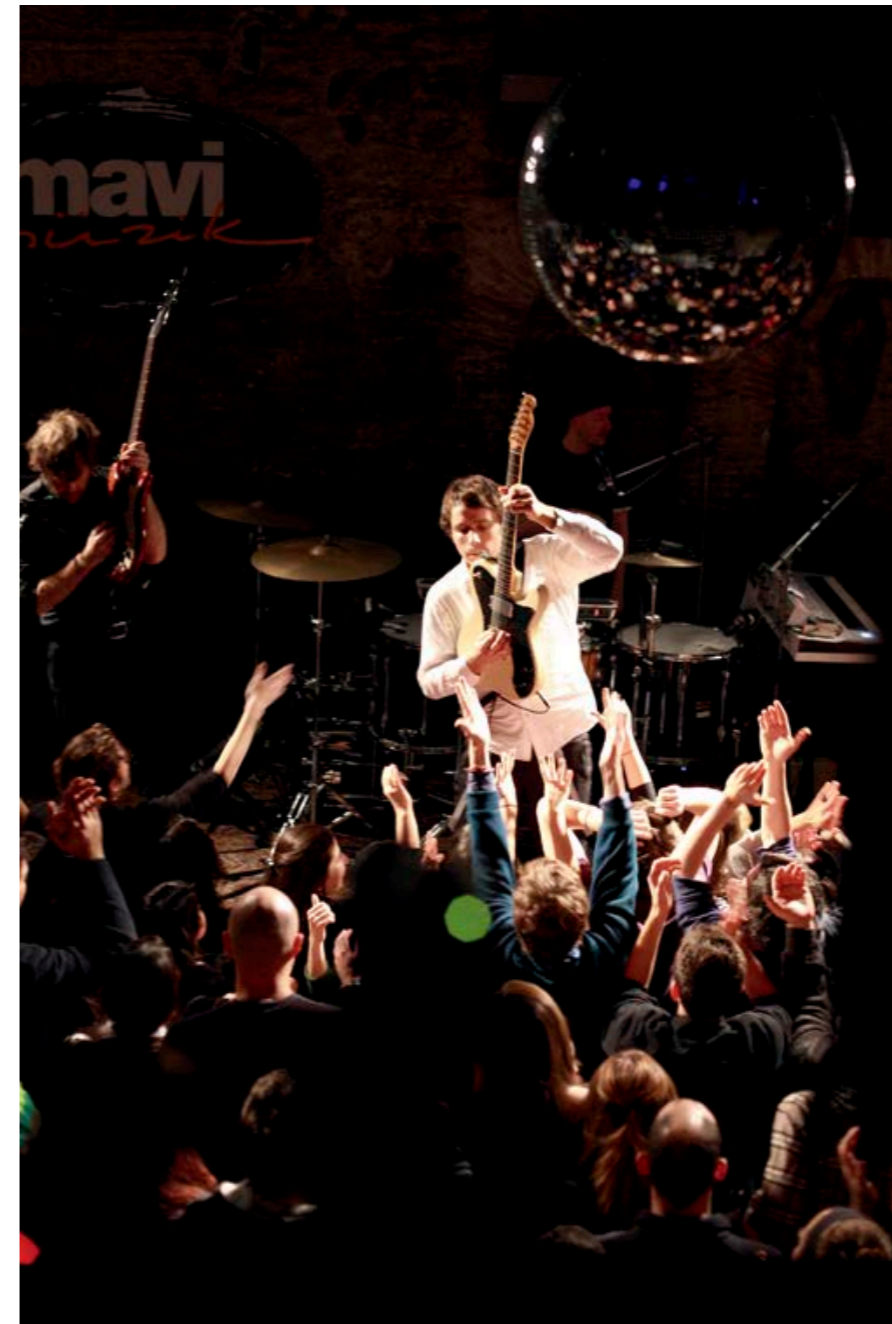
2012. Istanbul. santralistanbul. Mavi youth at the Red Hot Chili Peppers concert. Photographer: Uğur Bektaş



3-5 March 2018 Istanbul Mavi Music concert Marianne Faithfull Photographer: Uğur Bektaş



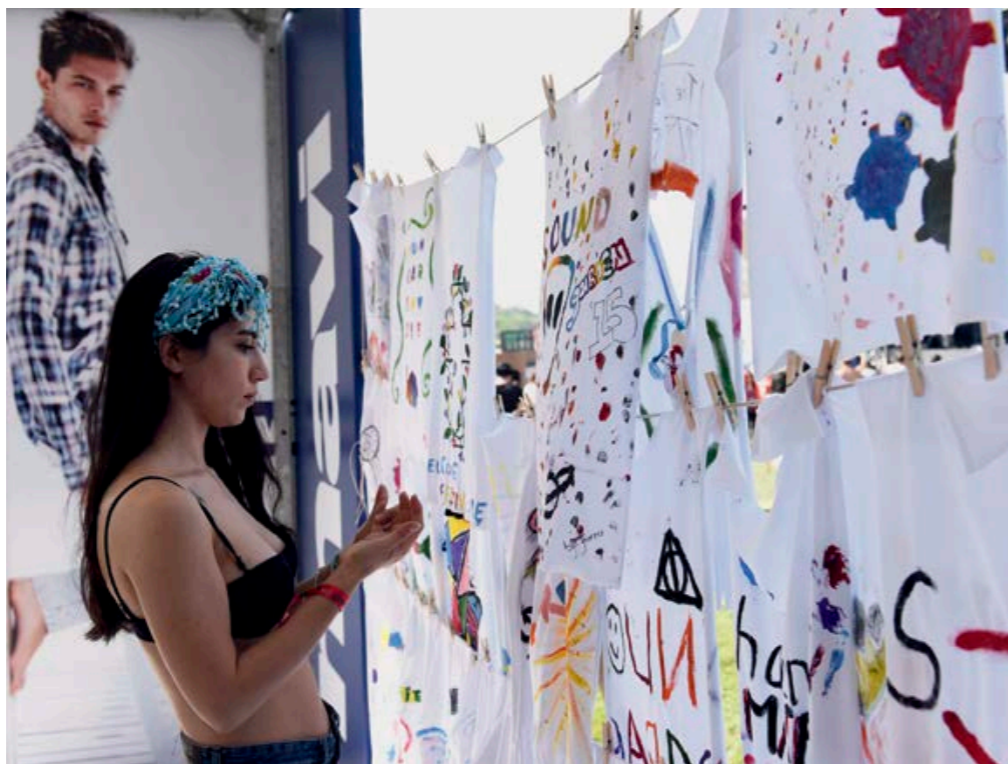
20-21 April 2007 Mavi Music concert Oİ Va Voi Photographer: Uğur Bektaş



In addition to Marianne Faithfull, The Tiger Lillies, Stereolab, Blues Explosion, Chicks on Speed, Nouvelle Vague, Morrissey, Red Hot Chili Peppers, among other established artists that have appeared on stage under Mavi sponsorship, the six SOFAR concerts to date have given new talents an opportunity to get their foot in the door commercially.

Mavi's relationship with music goes beyond activities under its brand name to encompass music festivals such as Babylon Soundgarden, the International Istanbul Jazz Festival and Rock'n Coke, where young people come together.

2 February 2010 Mavi Music concert Peter Bjorn & John Photographer: Uğur Bektaş



From Mavi's activity tents at Rock'n Coke and Babylon Soundgarden events.  
Photographer: Uğur Bektaş



What's more, Mavi's activity tents at the festivals spawn a creative, dynamic atmosphere unique to Mavi. The t-shirt design workshops and activities like tie dying, jewelry making and denim coloring make the Mavi tents a bustling, animated center at these festivals. Festivalgoers are also an inspiration for Mavi's collections. Mavi puts the specially designed festival t-shirts on sale and some Mavi stores have display windows reflecting the festival themes.

Over the years, a memorabilia collection stemming from Mavi's love for music has grown in its archive. Here are some special snapshots from this unforgettable nights' collection for Istanbul from selected years.





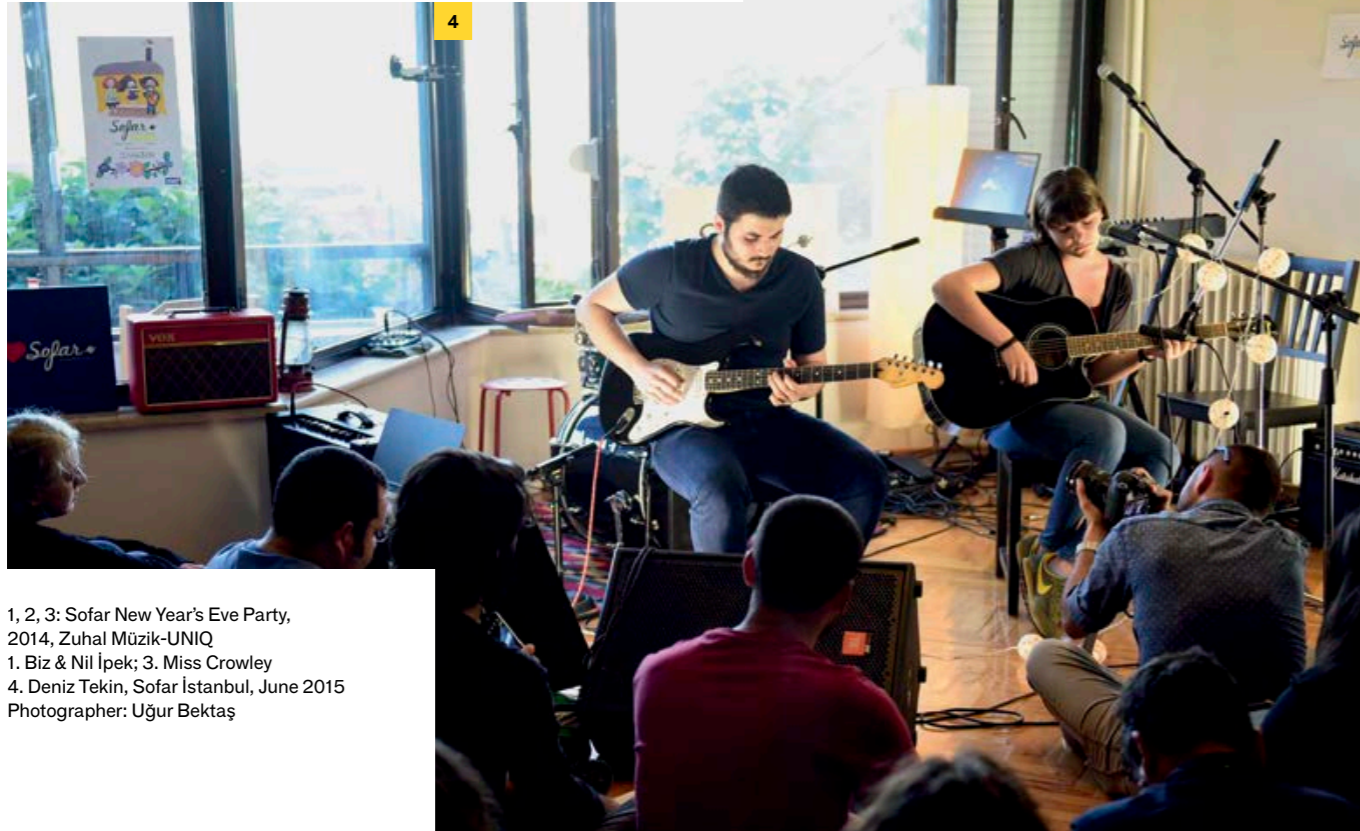
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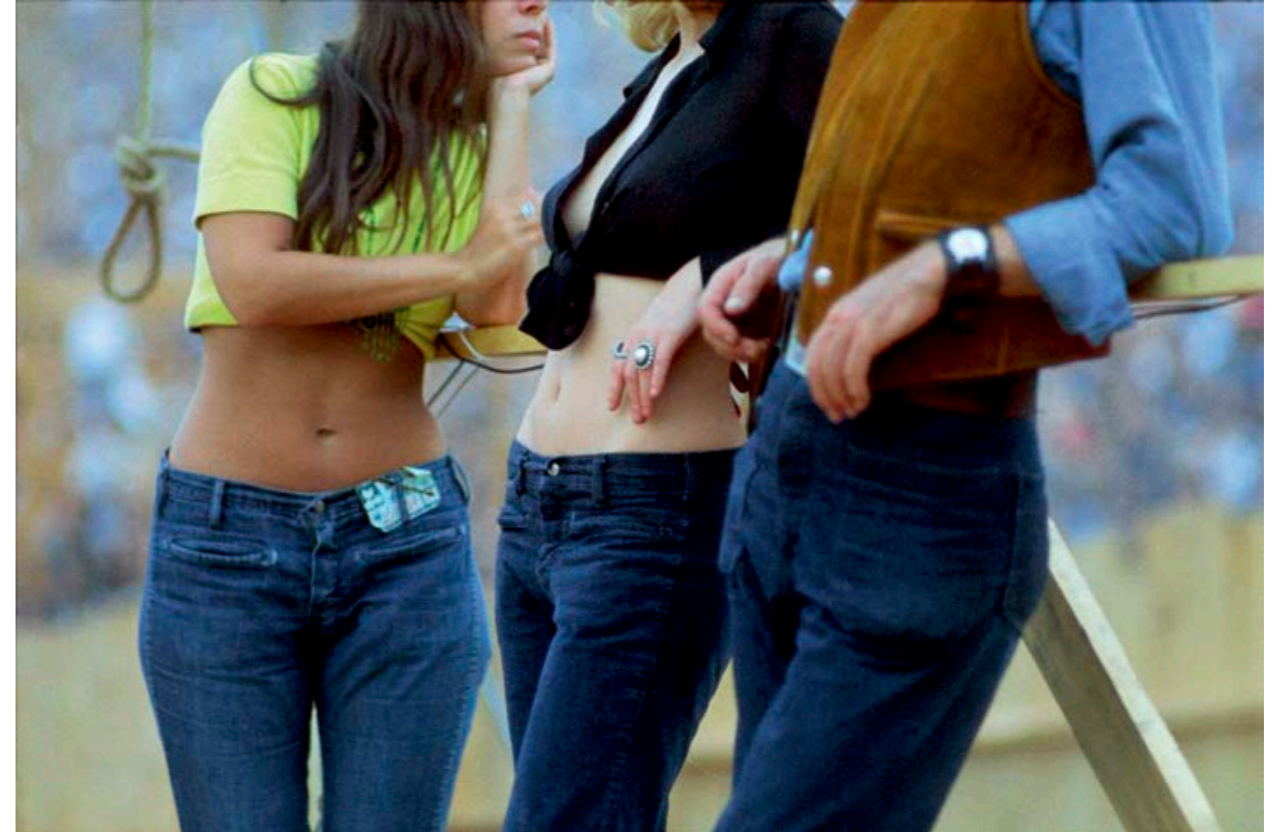


3



4

1, 2, 3: Sofar New Year's Eve Party, 2014, Zuhul Müzik-UNIQ  
1. Biz & Nil Ipek; 3. Miss Crowley  
4. Deniz Tekin, Sofar İstanbul, June 2015  
Photographer: Uğur Bektaş



1969. Elliott Landy  
USA. Bethel, NY.  
Beside the stage at the Woodstock Festival.

# A new book by Mavi



1971. Dennis Stock  
USA. Colorado.  
Members of a bikers gang. Sons of silence.

1976. **Chris Steele-Perkins**  
GB. England. London.  
Adam and Eve pub in Hackney.



1982. **Harry Gruyaert**  
Italy. Assise.



1987. **Constantine Manos**  
USA. Florida.  
Daytona Beach.



1990. **Ferdinando Scianna**  
Italy. Ravenna.  
Group of teenagers.

**D**ENIM BY MAGNUM  
by Mavi, because...  
Simply put, because they are  
Magnum photographers. Magnum  
photographers are reporters.  
Magnum photographers are  
storytellers. Whether capturing  
extraordinary moments, or the  
mundane and ordinary, they record  
history as they live it. Habitually  
first on the scene, they are  
among the last to leave. Magnum  
photographers work with no sense  
of time, conditions or limits.

Luminaries from photojournalism's  
Golden Age from the 1950s to the  
1980s, Magnum photographers  
evolved from reporters to artists,  
while documenting war zones and  
Hollywood stars, the daily life of the  
everyman and the glamorous jet  
set, and they pried open doors to  
inaccessible politicians. Magnum  
photographers look at the same  
things others do, yet see what others  
cannot. They influence perception  
and reveal understanding.

Magnum photographers are defined  
by their inexhaustible, professional  
passion and ingrained curiosity.  
Mere flawless photographic  
technique does not satisfy them.  
Instantly and astutely, they assess  
the moment and what ensues.  
Their responsibility is to expose  
underlying reality and open  
eyes. Magnum photographers  
are cultural heroes.

In many ways, Mavi, its history  
and ethos, parallels Magnum's.

2003. **Nikos Economopoulos**  
Turkey. Central Anatolia region.



Mavi is designers and creators, and they are all leaders in Mavi's denim-focused fashion brand. Established in a small Istanbul workshop in the 1950s, Mavi, as a concept, gestated for over three decades before becoming a brand in 1991. Mavi was born into this deep denim culture, bathed in blue ('mavi' means 'blue'). Mavi blazed a trail as Turkey's first denim brand. Like Magnum, Mavi is unconstrained by time, circumstance and limits. Infatuated with denim's charisma, Mavi's history is intimately intertwined with that of denim — from the fabrics' humble beginnings clothing railroad workers, to becoming the chosen uniform of generations of youth, garnering space on runways graced by top models, stretching into premium design, high-tech fabrics and emerging into its present empire built on universal apparel. Denim has nurtured in Mavi an inexhaustible, professional passion and ingrained curiosity. A true denim enthusiast, Mavi recognizes needs and perceptions,



2004. **Chris Steele-Perkins**  
Serbia. Belgrade.  
After a pop concert.

1996. **Stuart Franklin**  
Mexico. Mexico City. Coyoacan.  
Students playing guitars.



2006. **Thomas Hoepker**  
USA. NYC. Opening of Apple Store on 5th Avenue.  
30 ft. high glass cube with Apple logo.  
Apple employees greet their visitors.

2012. **Jim Goldberg**  
USA. Los Angeles, CA.  
'First Kiss'.



2011. **Nikos Economopoulos**  
India. Varanasi.



reflecting this in the creation of denim fashion. Denim, as a medium, not only taught Mavi how the fabric can endlessly create fashion, but obliged Mavi to strive for the perfect fit and feel. Some encounters are inevitable. This book grew out of a collaboration between Mavi and Magnum, two institutions passionate about their work and with similar philosophies. Moments captured by the world's sharpest eyes leap from the page. The addition of personal anecdotes deepens the alliance built on curated scenes from the intersection of denim and Magnum's rich history. Mavi is convinced that there will never be a world without denim. Each new denim generation deserves a better world and superior jeans. It is Mavi's strongest desire to be the hero of the denim world.



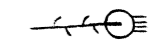
2004. **Ferdinando Scianna**  
Spain. Seville.  
Mavi Jeans campaign.



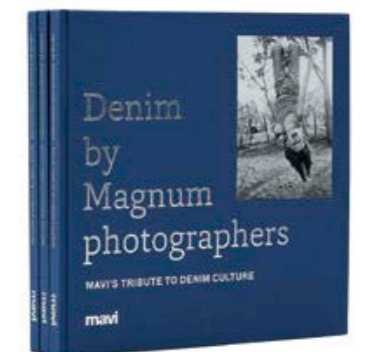
2011. **David Alan Harvey**  
Brazil. Rio de Janeiro.

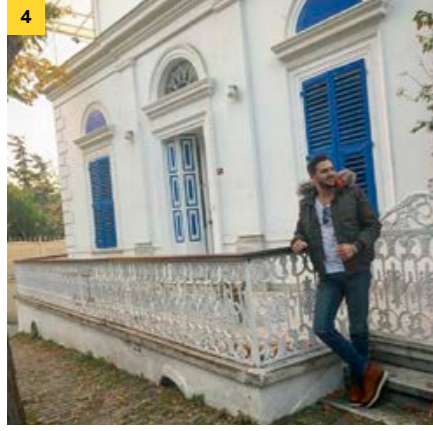
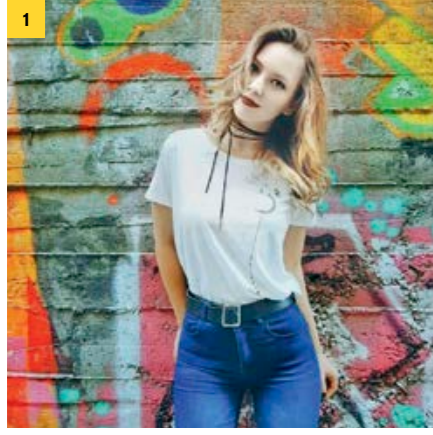


2000. **Harry Gruyaert**  
France.

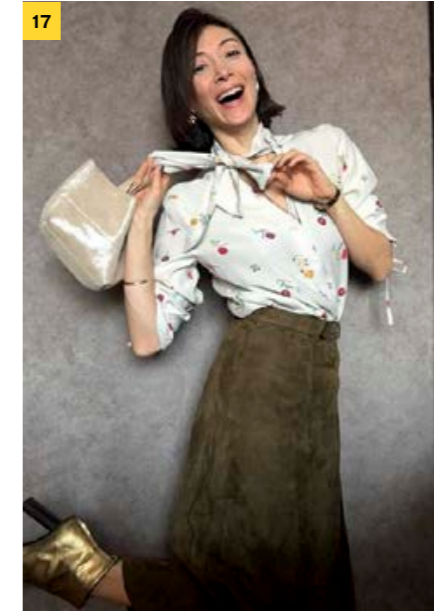
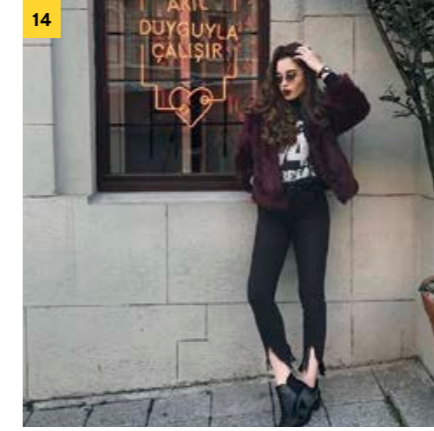
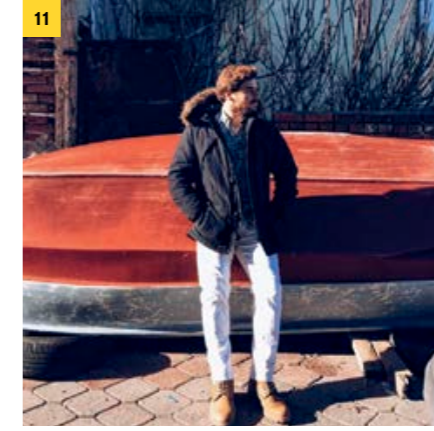
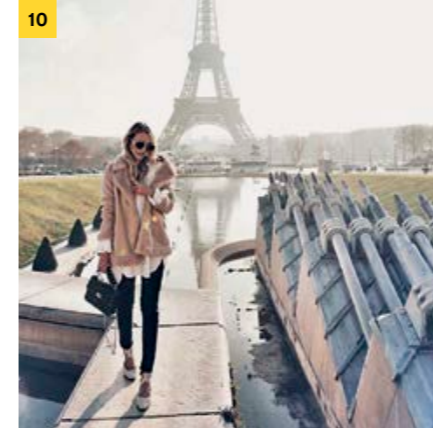
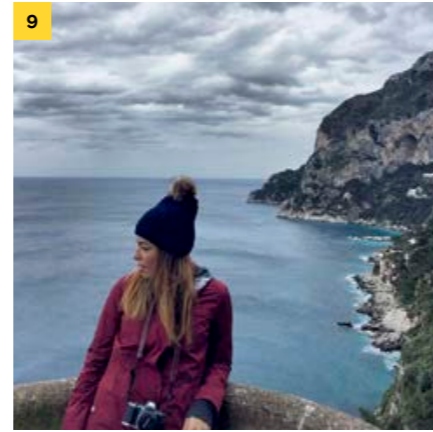
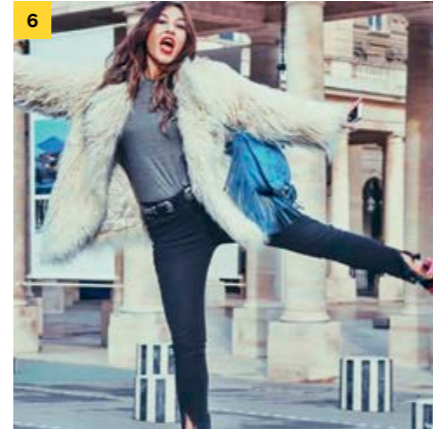


2016.  
*Denim by*  
Magnum Photographers.



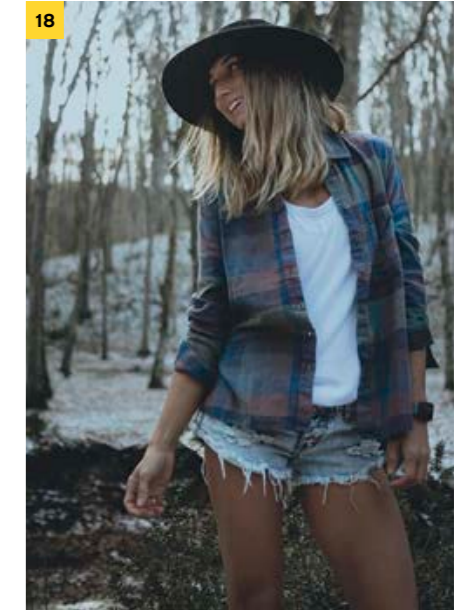


1. Ayca Kaçmaz
2. Alexander Kenton
3. Ania Boniecka
4. Cihan Mücahit Akın
5. Kayla Seah
6. Dilara Köşeler
7. Paola Alberdi
8. Laurie Ferraro
9. Sena Ercan



10. Leonie Hanne
11. Salihcan Bayar
12. Merve Altıntaş
13. Julia Mateian
14. Esra Koçhan
15. Sude Naz Cilve
16. Büşra Mutlu

17. Ayşe Köroğlu
18. Gökçen Arıkan
19. Melis Aydın
20. Melis Helvacı



# I love Mavi



First-generation fashion bloggers approached fashion through their personal preferences and, while exhibiting their own styles, created a new source of inspiration. The competition among them to discover and reveal the new and the beautiful quickly transformed the concept of blogger into something more serious. They began to be known as 'influencers' due to their impact. For the past ten years, Maviology has had its eyes glued to them, regarding them as the primary pool of inspiration and each of them a separate tastemaker. For those who want to keep up with the latest fashion, we offer you a selection of some of Mavi's favorite US bloggers.

# Who is Who, in Mavi's US Blogger Network?



## Danielle Bernstein

[www.weworewhat.com](http://www.weworewhat.com)  
[www.instagram.com/weworewhat](http://www.instagram.com/weworewhat)  
**1.6M followers**

Danielle is an absolute city-girl embodying NY cool and East Coast style. Clean, minimal and fashion-forward pieces are staples in her style.



## Paola Alberdi

[www.blankitinerary.com](http://www.blankitinerary.com)  
[www.instagram.com/blankitinerary](http://www.instagram.com/blankitinerary)  
**601K followers**

An up-and-coming Mexican-American-Spanish blogger, Paola's style is very much classic and girly-chic. She enjoys playing with silhouettes and colors and has an engaged following that is growing everyday.



## Mija Flatau

[www.mijaflatau.com](http://www.mijaflatau.com)  
[www.instagram.com/mija\\_mija](http://www.instagram.com/mija_mija)  
**871K followers**

Mija is a Munich-bred, LA-based blogger with a very uniquely minimal West Coast style.



## Sonya Esman

[www.classisinternal.com](http://www.classisinternal.com)  
[www.instagram.com/sonyaesman](http://www.instagram.com/sonyaesman)  
**1.8M followers**

Sonya is the uber-cool, girl next door with a huge influence in the blogger-sphere. She is followed not only by fashion lovers, but by other prominent bloggers as well.

## Nichole Ciotti

[www.vanillaextract.me](http://www.vanillaextract.me)  
[www.instagram.com/nicholeciotti](http://www.instagram.com/nicholeciotti)  
**401K followers**

Nichole is the sporty-spice as the saying goes. Her style is clean, comfortable and denim-heavy, and she is very authentic which her followers respond to.



## Courtney Tropp

[www.alwaysjudging.com](http://www.alwaysjudging.com)  
[www.instagram.com/alwaysjudging](http://www.instagram.com/alwaysjudging)  
**278K followers**

Courtney is the rock 'n' roll rebel of the group. Her style is super Cali grunge with a hint of Woodstock.



## Jessi Malay

[www.mywhiteT.com](http://www.mywhiteT.com)  
[www.instagram.com/jessimalay](http://www.instagram.com/jessimalay)  
**337K followers**

Jessi is the triple threat of the team: a songstress-model-blogger. Her style is very much Cali glam, body-con and skin-showing with a hint of Coachella-chic.



## Brittany Xavier

[www.thriftsandthreads.com](http://www.thriftsandthreads.com)  
[www.instagram.com/thriftsandthreads](http://www.instagram.com/thriftsandthreads)  
**528K followers**

Brittany is an all-American girl with a bit of a European flare. She follows the rich-in-color trends closely and likes to mix those pieces with basic staples.



## Jen Selter

[www.jenselter.com](http://www.jenselter.com)  
[www.instagram.com/jenselter/](http://www.instagram.com/jenselter/)  
**10.5M followers**

Jen is a social media sensation with her infamous derriere. She has a fitness blog and is known as a fitspo (fitness inspiration). She's athletic and enjoys athleisure on a daily basis.



**Crème de Michelle**

www.cremedemichelle.com  
www.instagram.com/cremedemichelle  
**122K followers**

Michelle is another New York based Francophone, simple and elegant-chic, but never giving the trends a cold shoulder is what makes her successful.



**Cassandra DiMicco**

www.dressed4dreams.com  
www.instagram.com/dressedfordreams  
**55.3K followers**

Cassandra is your ultimate city-girl! She picks up on all the current trends and enjoys creating glam or downtown looks.



**Carina Rodriguez**

www.heropenwindow.com  
www.instagram.com/heropenwindow  
**17K followers**

Carina's based in New York and recently became a mother. She was a big fan of the Feather Collection and an even bigger fan of our maternity wear! Her style is Northeast-prep meets city-chic.



**Charlotte Bridgeman**

www.winstonandwillow.com  
www.instagram.com/winstonandwillow  
**105K followers**

Probably one of our biggest fans within the US, Charlotte loves her Mavis more than any! Since moving here from Australia, she's embraced a mix of New Yorker chic and a Mediterranean laid-back vibe.



**Anthony Urbano**

www.ohanthonio.com  
www.instagram.com/oh\_anthonio  
**66.3K followers**

Anthony is a very fashion-forward and on trend blogger. You can easily spot the newest of the new on one of his social feeds.



**Jenny Tsang**

www.tsangtastic.com  
www.instagram.com/tsangtastic  
**100K followers**

Even though she is not from France, Jenny's style is the epitome of French-chic!



**Kate Ogata**

www.thefancypantsreport.com  
www.instagram.com/kateogata  
**81K**

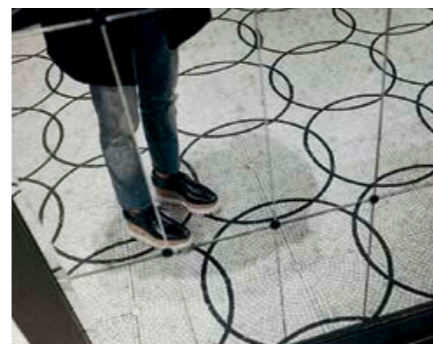
Based in San Francisco, Kate has made a name for herself in the denim industry for partnering up with many key brands. She likes clean lines, classic basics and comfort. Boyfriend styles are her go-to's.



**Natascha Elisa**

www.insearchofsadie.com  
www.instagram.com/nataschaelisa  
**72.2K followers**

Natascha is a big player in the model-blogger community. Even though she doesn't have millions following her, she has a very engaged fan-base and is big in the Tumblr/Pinterest realm.



**Diana Z**

www.z-hours.com  
www.instagram.com/zhours  
**60K followers**

Diana truly encompasses the word minimalistic. She is somewhat grungy, and has a very artistic approach to blogging.



**Tandya**

www.simplytandya.com  
www.instagram.com/simplytandya  
**37.4K followers**

Tandya was named the "Next Big Thing" in the Marie Claire October 2016 issue.



**Cheralee Lyle**

www.ascotroad.com  
www.instagram.com/cheraleelyle  
**66.1K followers**

Cheralee is a friend of Charlotte's from Winston and Willow, and she has been a true follower of the brand as well. She's a native Australian, who is now based in New York.



**Amy Marietta**

www.amymarietta.com  
www.instagram.com/amy\_marietta  
**66.9K followers**

She loves the brand so much so she keeps up with our newest collections each season.



**Crystalin Da Silva**

www.crystalinmarie.com  
www.instagram.com/crystalinmarie  
**58.5K followers**

Crystalin's style is very Franco-American with lots of greys, blacks, stripes and heavy on denim.



**Gabby Smith**

www.gpvsdiary.com  
www.instagram.com/gpvs\_  
**19.9K followers**

Gabby is the ultimate Mediterranean girl, bred in Australia and based in LA. She rarely puts on anything that doesn't scream boho-comfy; however when she does, no other blogger can rock high-waisted skinnies like her.

# 20 Years of Maviology

A Countdown from 2017 to 1997

2017

Maviology is 20 years old!

2016

Maviology celebrates Mavi's 25th birthday with model Lucky Blue Smith fashion shots. Lucky Blue appeared on the cover of GQ's first issue of 2017.

2015

Maviology's article, "Denim Watch by Three Magnum Photographers," inspires the 2016 book Denim by Magnum Photographers.

2014

Maviology announces the Indigo Turtles project aimed at saving 15,000 sea turtles in the Mediterranean. The project continues under Mavi's sponsorship and has exceeded its goals.

2013

Brazilian model Francisco Lachowski (Chico), who has participated in Maviology's fashion shoots, is still a prominent figure for Maviology.

2012

Maviology introduced Mavi Gold and the White-Trim concept with photographs by Mariano Vivanco. Our dream team of Kendra Spears, Aline Weber, John Kortajarena and Adam Senn are among the top 50 models in the world.

2011

Mert Marcus gave his slant on Los Angeles lifestyle in his fashion shoots for Maviology. The following year, LA style became the dominant trend.

2010

Just months after appearing in Maviology for their high-profile design projects, Erginoğlu & Çalışlar Architects are recognized as the best in the world at the World Architecture Festival.

2009

Maviology announces the development of various Brooklyn neighborhoods beyond the Williamsburg quarter, including Greenpoint and Bushwick in NYC, where many celebrated artists live and work today.

2008

Maviology memorialized its TOG Atak social responsibility projects through photographs by Ahmet Polat. These photographs became an art exhibition and the symbol of the new-generation youth movement.

2007

In its tenth year, Maviology becomes Turkey's first youth culture magazine to publish in English abroad.





1997



1998



2001



2002



2005



2009



2011



2013



2016

2006 Maviology is among the first to publish news about organic denim production.

2005 Maviology describes Istanbul as one of the most pleasant cities in the world. In 2007, Istanbul is declared as the coolest city by many global travel magazines.

2004 Maviology introduces the American director Topaz Adizes as a promising young director. Adizes receives the Best Short Film award at Aspen Shortfest 2007.

2003 Maviology discovers a note inside the jackets of US soldiers during the Gulf War. Only Maviology readers learned about it.

2002 Maviology visits New Art, Iran's first contemporary art exhibition, and announces it to the world.

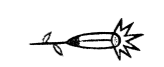
2001 Maviology goes to Ibiza and claims it is a clubbing paradise. Ibiza is still so in 2017...

2000 Maviology's theme, dedicated to the Millennium, is "The Power of Zero," and probably for the first time ever a magazine is printed with an enormous hole right in the center.

1999 Maviology congratulates Orhan Pamuk for his novel My Name is Red, anticipating the writer's Nobel Prize awarded seven years later.

1998 Maviology reveals the world's oldest blue jeans; a 17th century pair in Nimes, France.

1997 Maviology claims that, within ten years, cyber schools will replace classroom education. It was sorely mistaken.





Syros, Greece

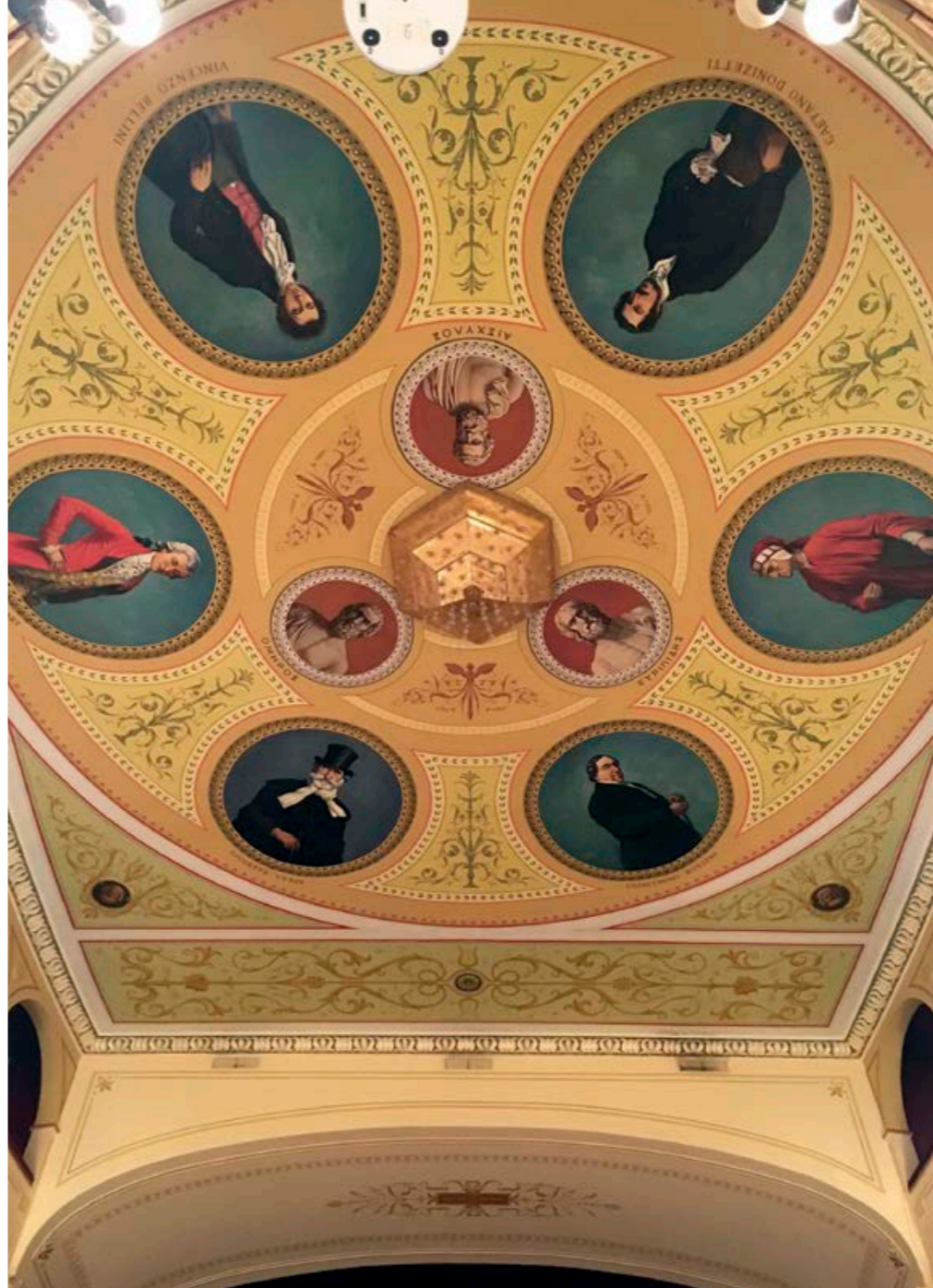
# The Industrial Heritage of Syros

“GREEK ISLAND” AND “industrial design” are not terms commonly seen in the same sentence. Syros is also not one of those tourism centers noted for beautiful scenery, like Mykonos, Santorini or Patmos, which are collectively referred to as “the islands” in summer. It cannot rival Olympia, the Parthenon or Delos for relics of Ancient Greek civilization. It’s one of the Cyclades Islands in the Southern Aegean and it is noted primarily for its industrial heritage. In the 19th century, the island’s capital, Ermoupoli, became home to Greece’s earliest industrialization. Because of the direction its rapid development took, the island contains clues about

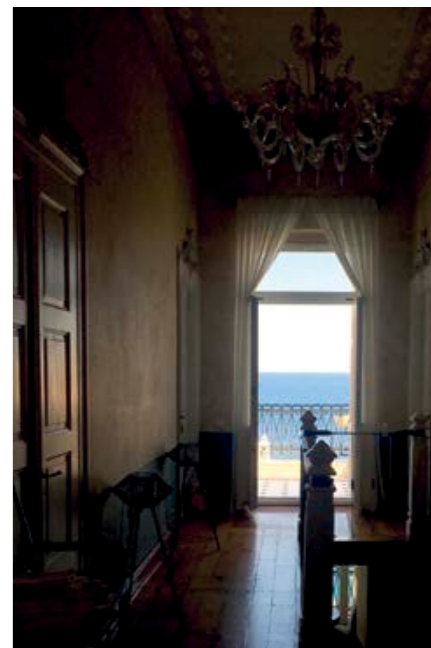
every phase of industrial history. One of these is, undoubtedly, carved out in its architectural anatomy. The harbor settlement, which assumes the form of a natural amphitheater, is distinct from the typical Greek islands; the magnificent neo-classical buildings, squares and streets give it the air of a European capital. For example, people wandering around City Hall in Miaouli Square or whiling away time in the nearby cafes can forget they are on an island.

While Syros has a rich archeological past, it has two aspects that distinguish it. The first is the Apollo Theater,

which resembles La Scala in Milan, and is a symbol of the wealth that came with Syros’ transformation into an international commercial center from the 1820s. Designed by the Italian architect Pietro Campo, the building bridges Greek Classicism and the Renaissance. The rare fusion of the Catholic and Orthodox population resulting from the sharing of wealth is also apparent in the religious buildings constructed in the same period. Using the influence it had attained from shipbuilding, and the leather, silk and metals trade, Syros played a vital role in shaping the Greek constitution. What’s more, it claims the country’s first post office.



Apollo Theater



Although the island’s economic importance declined after World War II, a second significant revival in industrial design occurred on the island in the 1970s. On display at Ermoupoli’s Industrial Museum, a unique institution for the Greek islands, is a two-seater Enfield 8000 electric car, a forerunner of today’s electric cars. The reason the 104th vehicle from a production run of 120 manufactured in England between 1973 and 1977 is in this museum is Giannis Goulandris, the 1970s owner of the Neorion company, which was founded on Syros in 1861. Goulandris bought Enfield Automotive in 1972

# Ai Weiwei on Aegean tragedy



Enfield 8000 electric car on display at Ernoupolis's Industrial Museum



and, setting his sights on electric automotive design and manufacture, brought this endeavor to the island. The Enfield 8000's revolutionary aerodynamics, the brainchild of Konstantine Adraktas, ran counter to conventional ideas of the day. The then-governor of California, Ronald Reagan, sent a cargo plane to bring three Enfield 8000s to California for use in his clean air campaign. Despite dreams of entering the US market, Greek bureaucracy and industrial regulations undermined manufacturing on Syros.

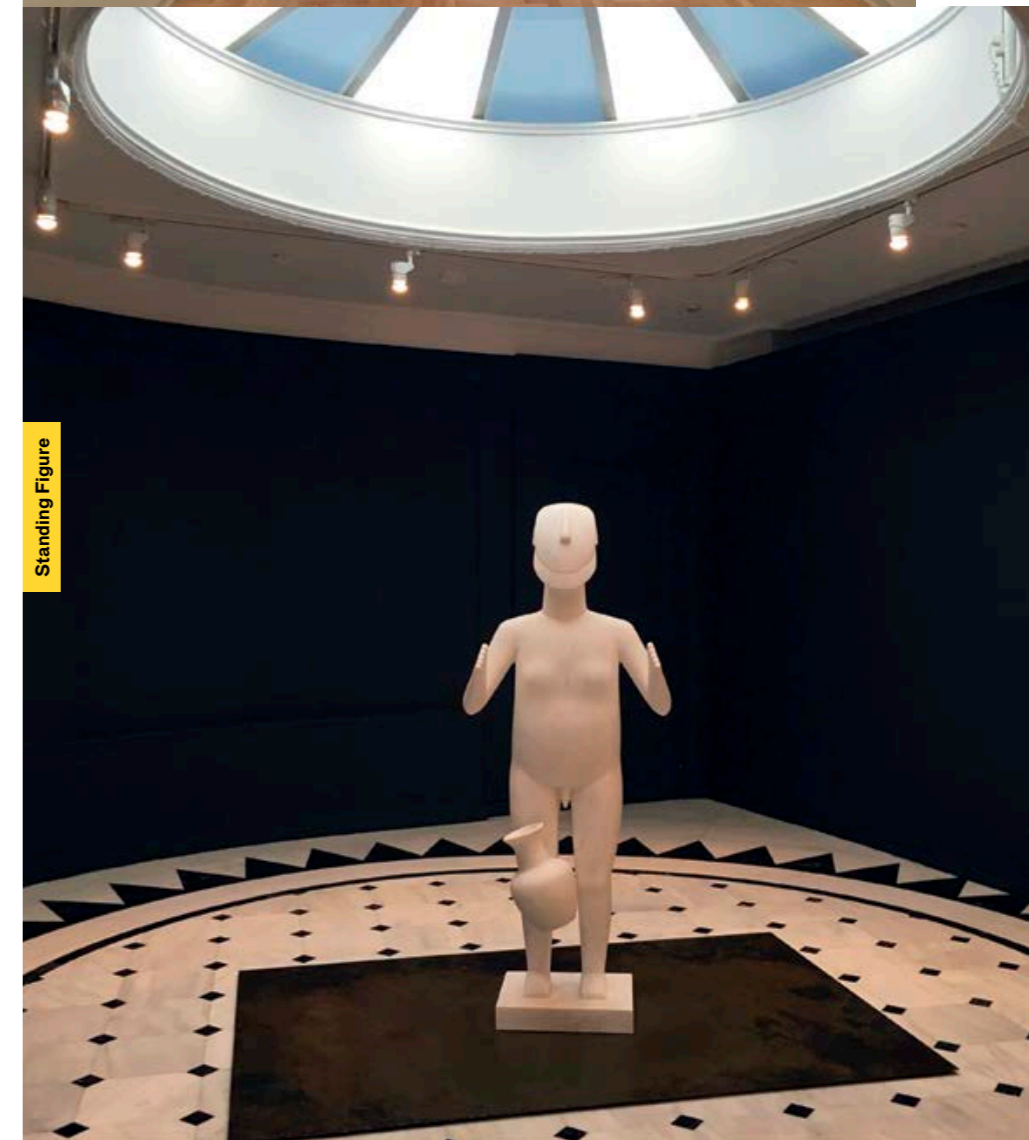
Syros is, therefore, an escape from the Aegean Island crowds both for the few tourists who venture there and for its inhabitants, who live unobtrusively, seemingly far from anywhere, playing backgammon in coffee houses and gazing at magnificent architecture.



CHINESE ARTIST AND ACTIVIST Ai Weiwei presented his first solo exhibition in Greece "Ai Weiwei at Cycladic" last autumn at the Cycladic Art Museum. The display is billed as the artist's first to be hosted by an archaeological museum for the reason of Ai Weiwei's exploring history and cultural heritage, as well as current social and political affairs. 25 works, including previous projects such as "Grapes" (2011), "Divina Proportione" (2012) and "Mask" (2011) were accompanied by the photojournalists' works on Aegean immigration issue.

Ai Weiwei created a new work specifically for this exhibition, building a bridge between his practice and Greece's history, and engaging directly with the museum's permanent collection alongside of which his work now sits. Standing Figure is a marble colossus, a schematic, upright male figure with the smooth, angular features that characterize much of the sculpture of the Cycladic art.

The artist set up a studio on the eastern Aegean island of Lesbos earlier last year in an effort to draw attention to the refugee and migrant crisis. Since his first visit to Lesbos, he has posted hundreds of daily photos and videos, mostly candid shots providing insights into the living conditions within the camps. The iPhone Wallpaper is a collage of 12,030 images taken by the artist on his smartphone between January 2015 and April 2016. It forms a single image made up of thousands of captured moments. Weiwei also



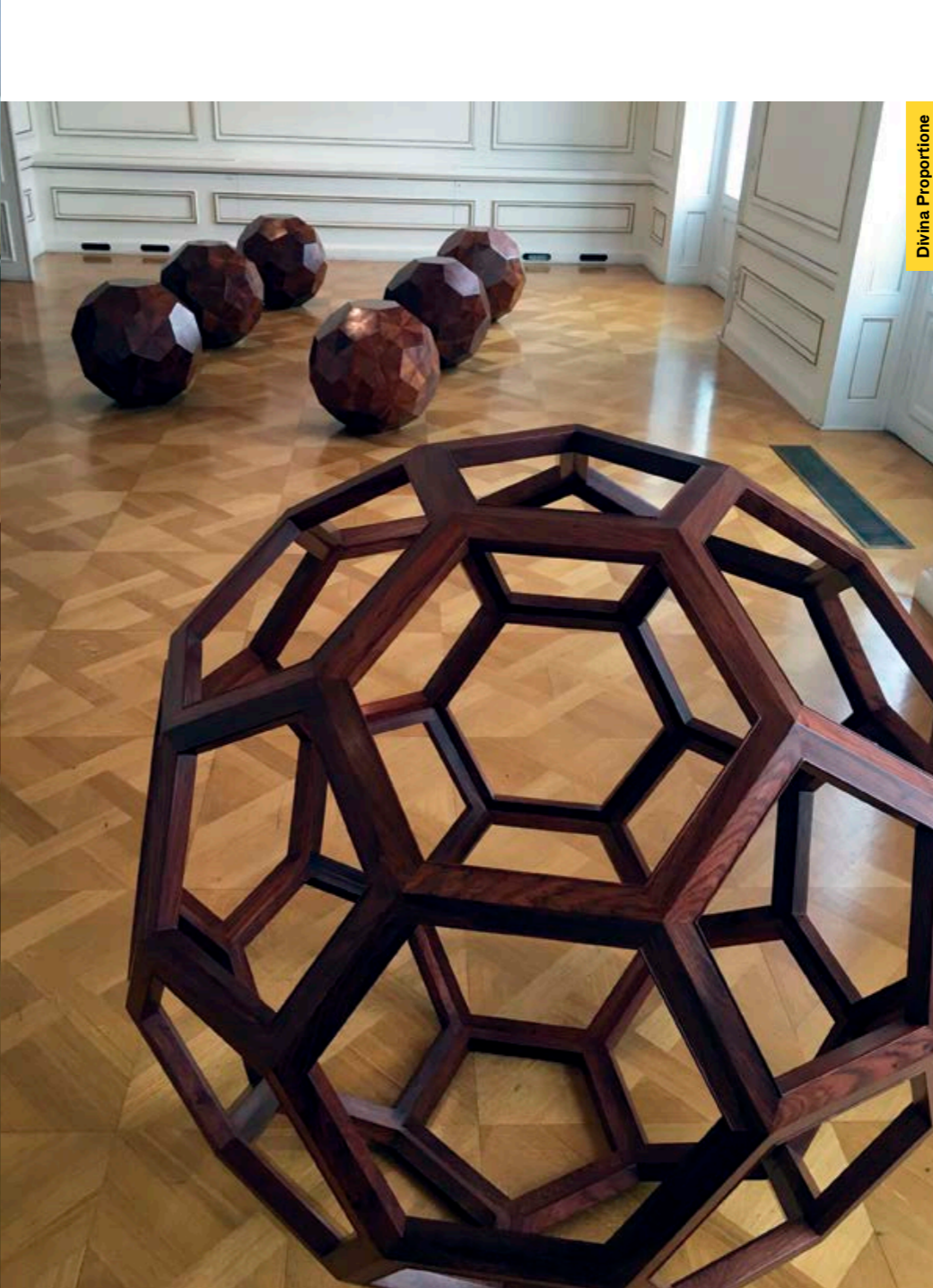
Standing Figure



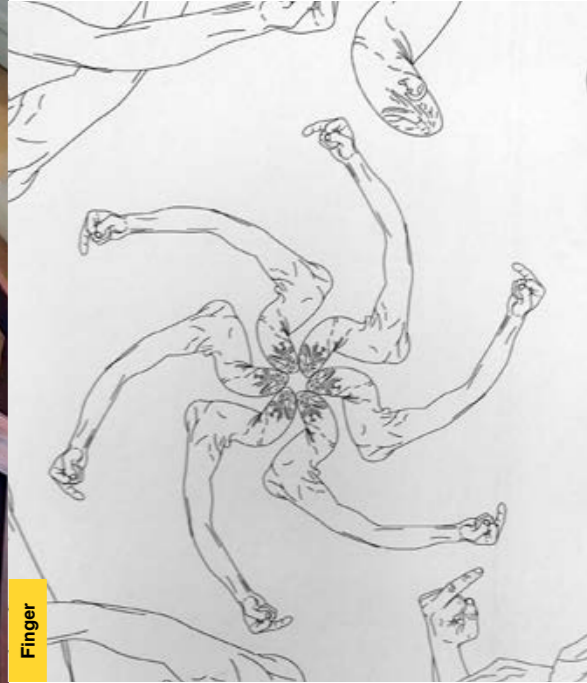
Ai Weiwei



Rebar and Case



Divina Proportione



Finger

visited the Idomeni refugee and migrant camp located at the Greece-Macedonia border. Ten percent of the show's total proceeds, including sales of tickets, merchandise at the museum shop and sponsorships, will benefit a carefully selected number of NGOs involved in the management of the refugee and migrant crisis across Greece.

Born in Beijing in 1957, Ai Weiwei is one of the most significant and outspoken artists to emerge from China in recent decades. As an artist, architect, writer, filmmaker and political activist, he has been highly and openly critical of the Chinese government's stance on democracy and human rights. He has investigated government corruption and cover-ups, as well as the quality of human life in modern-day China. In 2011, following his arrest at Beijing Capital International Airport on April 3rd, he was held for 81 days without any official charges being filed; officials alluded to their allegations of "economic crimes." Upon his release, he was prohibited from traveling abroad, engaging in



Tyre





iPhone Wallpaper



Cao



Surveillance Camera With Plinth

the animal that looks like a llama but is really an alpaca



Mask

public speech, and was subjected to continued government surveillance. His passport was eventually returned to him in 2015. Ai Weiwei is best known for his sculptures and large-scale installations, which conceptually marry traditional Chinese craft and modes of thought with contemporary political messages. In his sculptural works he often uses reclaimed materials such as ancient pottery, wood from destroyed temples, marble and jade, uniting past and present; the old China and the new. As well as engaging in many long-term research projects such as his "Citizens' Investigation" into the Sichuan Earthquake victims in 2008, Ai also served as artistic consultant on the design of the National "Bird's Nest" Stadium for Beijing's 2008 Olympics and has had major exhibitions and pavilions all around the world.





**W**HEREVER YOU GO in South America or the Mediterranean, you encounter bougainvillea. This attractive, brightly colored vine's habitat spans the globe. There is an interesting story behind its prevalence. The protagonist of this story is a French admiral, who could have had no conception of the outcome of his work.

At his birth in Paris in 1729, no one would have guessed that Louis Antoine de Bougainville would permanently change Mediterranean flora. The son of a notary public, he lost his mother at the age of five yet received a good education under his stepmother's supervision. After his father died and

his uncle took him under his wing, he joined the navy and was posted to Canada. State policies under Louis XV were to retain Canada as a colony. Bougainville, proving his worth by fighting in all the military campaigns to this end, received a stream of promotions and he earned a place as a founder of Nouvelle-France. However, this is not his claim to fame.

In 1763, after the winds of war had passed, Bougainville undertook an ocean voyage with two ships with the intent of establishing a colony on the desolate Falkland Islands. He took with him Antoine-Joseph



Pernety, a natural scientist who had studied Magellan's route well. His presence was instrumental in developing Bougainville's areas of interest. Henceforth, he would tour the world pursuing scientific discoveries and his new companions would be his scientists.

The actual topic of this article is a chain of events sparked by the botanist Philibert Commerson's gift of a flowering plant he had discovered in Brazil in 1767 to Joséphine, Napoléon's legendary love. Bougainville had discovered and named innumerable pieces of land over the course of his two-year journey.

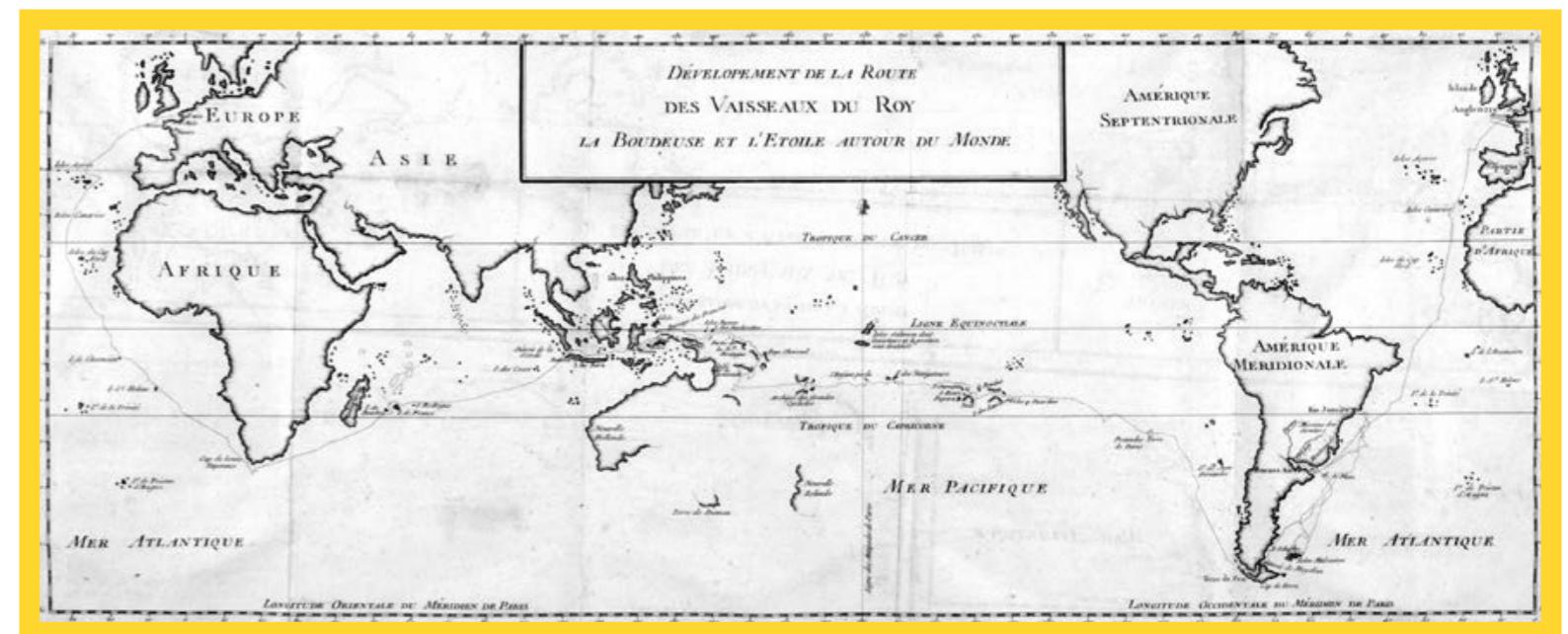


Louis Antoine de Bougainville

# A Man and a Plant



The world tour of Bougainvillea





But it was this vine that takes center stage because, named after Bougainville, it transformed a continent, spreading like wild fire, first in Southern Europe and then to all the shores of the Mediterranean, adding character to all water basins.

Assuming significant duties on his return to the navy, from 1792 Bougainville again devoted himself to science and to his children's education. Plants were central to his life and he became a revered count and the owner of a magnificent garden. To tend it, he hired as gardener the young Christophe Cochet who, with Joséphine's assistance, brought rose seedlings from China, thus creating a profitable 28-hectare rose-growing business for him and his family.



Many historical personalities are remembered for their works, and they have statues erected in their memory, signs pinned to their past residences, or hallowed graves, such as those at the Pantheon. In contrast, Bougainville is remembered through the countless places and things bearing his name, which is a rare tribute.

While scrub is traditional to the Mediterranean, it is possible to see bougainvillea wherever people have settled. Those who love this vine, invasive by nature and of striking colors ranging from yellow to purple, willingly suffer its thorns.

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&

DI NOS



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