



the idea of antidepressive wear

// the idea of antidepressive wear is a performative extension of a fashion design concept created by a fashion artist Tomaž Tomljanović a.k.a. dualik as a reaction to forced mindset of contemporary society - an individual condemned to constant self-inventing and discovering his or her value as a participant of this western world. It is a project merging different artistic disciplines and creators.

// Tomaž Tomljanović a.k.a. dualik // fashion artist

// <http://www.dualik.com>

// Ajda Tomazin // choreographer, performer, designer, photographer **//** <http://imaginationofexpectations.org/>

// Lili M Rampre // choreographer, performer, dance pedagogue

// <http://metawhoresproductions.com>

// Petra Hazabent // creative producer and curator

// <http://nagib.si>

// **the idea of ANDW** is performative series encouraging a collective research of the technologies of the self - caring for oneself being the most important subject. Kill your adjectives, Drop your habits please, Change or be changed and Please do play are 4 “maximas” set up as a springboard for the artistic dialogues, structured not as a passive discussion, but rather as an action of different artistic movements.

Bringing together practitioners from different artistic backgrounds to touch upon a proposed subject opened up the process of creations as well as modes of presentations and a playground for *a new genre to appear - performing fashion*. The relevance of „performing fashion“ and not „fashion performance“ proves itself through many current societal issues – gender questions, attention economy, consumerism and sustainability, the value of live-experience as an endangered type of engagement in the world of social networks and cyber spaces.

The research is set in different environments and cities where series of events (described under the methodology and actions) will be realized in order to intervene, to unite, to move and most of all to research what moves people today. In **London** - the whole July in collaboration with *The Place theatre* and *Tripspace (still in process of dialogue)*, **Vienna** - the whole August in collaboration with *Ministry of Culture Slovenia* and *SKICA organization*, **City of Bochum in North-Rhine Westphalia** - the whole November in collaboration with *tanzrecherche NRW*.

kill your adjectives

drop your habits please

change or be changed

please do play

// Creative process

Merging different creators with intention to re-think their values and ways of creating, it is a vision of work ethics to be inscribed in concrete materialized solutions. How can we access and reach into the rigid structures and norms of different artistic fields and make them useful for wider society? We understand an artistic process as a platform for the social – common research, meaning it is not an individual's urge or desire that's the sole bearer of leading edge exploration. With such a standpoint we have realized the potential of shared practices for common social issues to be revealed and given voice. Repression and depression in various forms unfortunately being a too common reality, both present an opportunity to recycle them into a positive driving force.

The innovative approach of the research is that it joins fields that share so much, but have not been brought in contact substantially or their interaction hasn't been seriously questioned except for commercial reasons. We would like to achieve a clearer sense of how the two fields merge, how they inform each other, how could one think of the body in the light of the other. Proposed actions therefore aim to reveal more about the subject through practice of fields and as a result tackle the questions of how an urban »heartbeat« of the city, habits, people, artists can move together and communicate through the body and the »second« skin – the clothes in new ways.

// Proposed actions / Methodology //

1 // Wall of values

A specific spot in the city is chosen, which can be on the street or indoors (with a possibility to see into the space from the street), where a „wall“ is set up with displayed poetry on a selected subject written either from local artists our ourselves, together with a bench and a sound system, playing music or earlier mentioned poetry (see pictures). It is a temporary installation where participants are both – the community as well as performers – performing the values, which is captured with a polaroid camera, exhibited immediately on the same wall mentioned earlier!

The installation is a pre-planned action or intervention that can include participating artist of the festival, local community as well as passersby that can read the poetry and listen to the music, both reflecting the values of the city where they can simultaneously choose a t-shirt with a written value on it, with which they feel mostly connected to or got inspired about through the presented music/poetry. DIY approach to fashion emphasizes the urbanity.

Following events have been conceived before in the context of street fashion but are now transform into formats with deepened research focusing on movement; body as a performing agent, not only a carrier of commercial messages to be looked at and consumed.



2 // Loveyourslef zones (a space constructed either in an urban/outdoor space or apartment, studio, stage... depending on the available infrastructure)

After setting the space we would invite local people (different generations, artist, tourists...) into the space and give them tasks encouraging them to share „what is their specific understanding or approach to antidepressive “. The whole process will be recorded. Simultaneously a photo-shooting will be made with an intention to capture people in their “antidepressive” modes, playing and re-making the set designs. Described actions would be purpose to establish a playground for a new genre to appear - performing fashion. What can performing fashion mean, what space and environment does it need to happen? All activities, designs and other visual as well as performative elements would be made under the theme of “antidepressive” state of mind. There are many possible outcomes that can raise from these actions for example a series of pictures (see in the document) or an exhibition, series of posters around the city, postcards...



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3 Choreographed conversations are durational performances/conversations, where people choose to talk about an important subject, proposed earlier and after targeting a subject they are lead through structured tasks to re-enact the conversation, within different (time) frames.

The action proposes a very specific methodology that acts as a prism to split the performing act/event into multilayered matrix for the performer to interact with. Participants articulate and physicalize their own understanding and approach to the suggested topic (for instance the one of antidepressive or the 4 mentioned maximas), and range and issues, using, developing and questioning their movement material.

Choreographed conversations are targeted at dancers, performers, movers, actors – participants of various profile that want to practice their performing skills by bringing into light their personal material and questions as well as by willingness to engage in a group sharing and exchange of individual material to reach a common platform, from which “performing” can start being transportable enough to research it through the lens of fashion concepts.

Examples of choreographed conversations: <https://vimeo.com/71247714>

Movement, performing and visual arts share not only the body with fashion design, but many notions of socially and culturally constructed nature – such as the (male) gaze, body and movement being approached as something else than simply a text or a language to communicate. The research methodology therefore allows us to re-examine how to empower ourselves individually as well as a group through the tools of thinking choreography, street-fashion and visual design, all the aspects of our immediate selves – in our skin, on our skin, between the skins!

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// END //////////////////////////////////////

// the idea of ANDW is playing with many formats and at the same time it is dealing with an important subject of todays society, opening a lot questions and possible outcomes.

the idea of ANDW // tour dates:

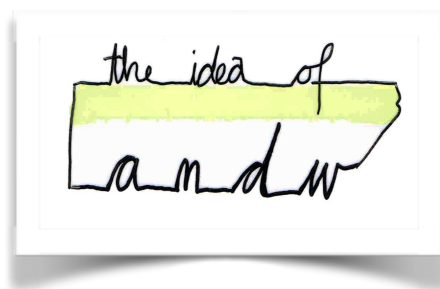


2015

June	// Maribor, Slovenia	Production house Association Nagib Maribor
July	// London, England	The Place theatre and Tripspace (in discussions)
August	// Vienna, Austria	Ministry of Culture Slovenia and SKICA organisation
November	// Bochum, Germany	Tanzrecherche NRW

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