

andrea crews

bigarren eskua deuxième main
second hand segunda mano

testua / by: uxeta labrit
irudiak / images: andrea crews / consonni

Janzten dugunaren arabera kokatzen gaituzte gizartean edo gizartean kokatuak izateko janzten gara?

Zer janzten eta nola janzten dugun ikuspuntu ezberdinetatik aztertu daiteke (soziala, antropologikoa, filosofikoa,...) baina gure eta gurearen moduko aldizkarietan, alderdi komertzial eta petardoa azalarazten da gehienetan. Moda sailetan, "Corporación Dermoeástica" zigilua duten ar eta emeei ateratako argazki fashion eta politez bete eta amaitu dugula iruditzen zaigu. Eta estetikaren apologia hutsal hori ez bazaigu berez gaizki iruditzen, tarteka, Andrea Crews kolektiboaren "Segunda Mano" gisakoekin topatzea ilusio berezia egiten digu, ikuspegi berriak irekitzen dizkigulako.

Nor da Andrea Crews?

Segunda mano 1998 urtean sortu zen, Bordelen, Arte Ederretako ikaslea zen Maroussia Rebecq-ek, jabetxe batetan, birziklatutako arroparekin egindako bilduma baten desfilea eta enkantea antolatu zuenean. Maroussia eta kideak, Andrea Crews izenarekin sinatu zuten euren proiektua. Andrea Crews proiektu eta markaren atzean dagoena simple eta era berean anbizioa da: bigarren eskuko arropak lehengai gisa erabili jantzi bilduma bat egitea. Horretarako baztertua

izan den arropa jaso, josteko makinak eta bestelako tresnak lortu eta guzti hauen inguruan diseinatzaile eta estilistak bitzea izaten da oinarria.

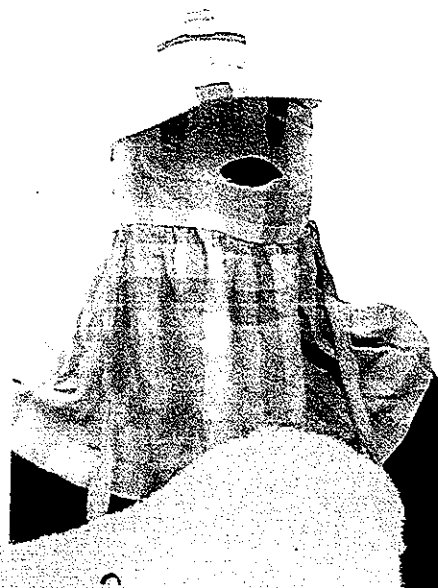
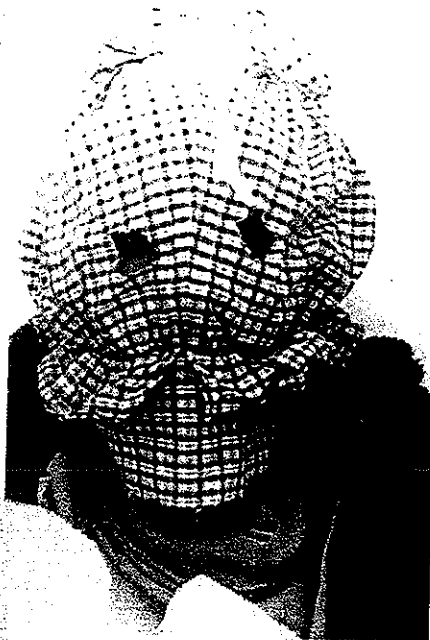
"Deuxieme main" gogoeta-ekintza proiektu bat da. Bertan sormena, lan humanitarioa eta ekonomi sare berriak uztartzea bilatzen da. Ongizate gizarte berak sortutako soberakinekin itzalean dagoen gizarte horren aurpegia agerian geratzen da. "Segunda Mano" proiektua Consonniren eskutik dator kigu Bilbora. Consonnitik dioten bezala, << gaur egun marka handiek beharrak sortu eta eurak bakarrik ase ditzaketela sinestarazten digute. Andrea Crews fenomeno horiek agerian uzten ditu zuzeneko oihartzun soziala duten proposamen alternatiboan bidez. Agerikoa hankaz gora lagatzen du; erreziklatzea jartzen du kontsumo eroaren aurrean; sistema humanitarioa aldarrikatzen du, izatearen estetika printzipio bat biltzen duen ekintza modua >>. Argi dago, egun, gure egin ditugula ongizate gizarteak ezarritako "beharrak". Bestela hau irakurtzen duzun bitartean soinean daramazunari erreparatu. Honekin ez dugu guztiok pairatzen dugun alienazioa salatuta nahi. Gizartean bizitzearen ondorio, naturalak dira, Kontua ez da Poi Pot-en jarraitzaile bihurtu, jantzi eta erlojuak erre eta bizitza bizigarriagoa egiten duten luxu eta tontakeriei uko egitea. Baina haien inguruan modu aktibo batetan hausnartzeko tresna eskaintzen digu Segunda Mano proiektuak.

Bilbao Solo

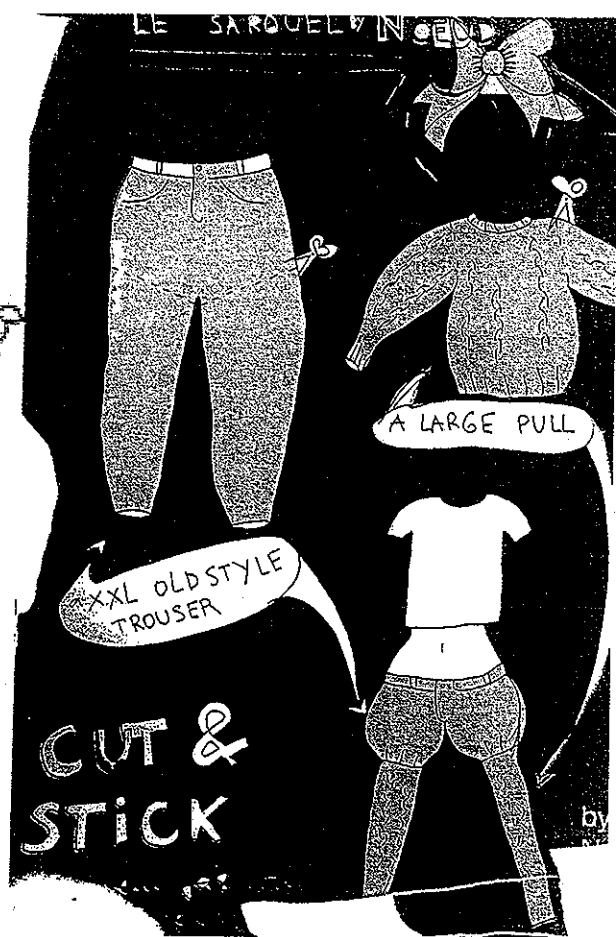
Proiektuaren mamia bigarren eskuko arropak birziklatzea eta eurekin bilduma berezia egitea izanik, proiektu hau era ezberdinean garatzen dute toki ezberdinetan. Oinarria bera izanik, Mexikon, Indonesian, Berlinen edo Parisen landutako proiektuek osagarri bereizgarriak dituzte. Bilbokoak, Bilbao Solo du izena. Proiektua gauzatu aurretik, Maroussia Rebecq-ek Bilbora bisita egin eta bertako estilista eta diseinadoreak ezagutuz gain hiria arnasteko aukera izan zuen. kontaktu horren emaitza proiektuaren izenburua. Bilbao Solo, Hiriko karitate elkartearen laguntzaz, erabilitako 2 tona arropa jaso eta Andrea Crews-ek zuzendutako jostun taldeak, irailaren 12an hasi eta astebetez arropa guzti hau erreziklatu eta bilduma sortzen jardungo da. Tailer hauetan artista, jostun, diseinatzaile eta lan egiteko gogoia duen edonork parte har dezake. Diseinatzaile ezagun batzuk ere parte hartuko dute, besteak beste, Miriam Okariz, Ion Fiz, Ailanto, Alicia Rueda eta Angel Viidak euren presentzia baieztatzen dute. Lana amaitu eta irailaren 26ean aurkeztuko da bilduma Erriberako merkatuan Modorra jaialdiaren bigarren edizioan.

Ekimen irekia da "Segunda Mano". Jendearen parte hartzea irekia da arropa tailerretan, Modorra jaialdi bertan, bai eta Bilboko moda dendetan, tailerretan sortutako jantziak salgai jartzerakoan.





Info gehiago eta izen emateko
www.consonni.org
www.andreacrews.com
(bisitak merezi du)



Are we slotted into brackets in society on the way we dress or do we dress to find our place there?

We can investigate the way we dress from several different points of view (socially, anthropologically, philosophically...) but in our fashion mag and those of its ilk we really only see the most overbearing and commercial side of things. In the fashion section, it seems that we start and finish with the beautiful fashionable photos of people who have the "Corporación Dermoestética" brand stamped across their foreheads. And while we don't actually find that a bad thing per se, the likes of the Andre Crews group's "Second Hand" collection strikes a special chord with us because it opens up new frontiers.

Who is Andrea Crews?

Segunda Mano was set up in Bordeaux in 1998, when Maroussia Rebecq put on a catwalk of designs for sale made from second hand clothes in a restaurant in the same city. Maroussia and company used the name Andrea Crews for the whole thing. The idea behind the project and brand name Andre Crews is both simple and ambitious at the same time: the creation of a collection with second hand clothes as the main prime material. To do so, they collect clothes that have been thrown away, get their hands on sewing machines and bunch together a group of

designers and stylists. That's the basis to it all.

"Deuxième main" is a project of action-reflection. The intention is to join creativity, humanitarian work and to set up an economical network. They show up the hidden side to our society through the use they make of the clothes discarded by that very same society. Consonni are the ones responsible for bringing "Segundo Mano" to Bilbao. In their words: "these days the big brand names create needs and they make us believe they are the only ones who can fulfil them. Andrea Crews rip the mask off all of this with projects that create a direct social response. They turn everything on its head; they confront over the top consumerism with recycling, they defend humanitarianism, they search for the aesthetic principal of being through fashion". It's quite clear that we have assumed what our society today has stipulated as our needs. If you don't believe what you're reading, just stop for a moment and take a look at what you're wearing. That's not to say that we mean to denounce the alienation that we all sometimes undoubtedly feel. It's a natural consequence of living in this society. We don't mean for you to turn into a rabid Pot! Pot follower, burn all your clothes and watches and turn your backs on all the little luxuries that make your life that little bit more liveable, but Segunda Mano offers us the chance to sit back and actively reflect on all of this. That's all.

Bilbao Solo

The main idea behind this project is the recycling and the making of a special collection of clothes with second-hand stuff. This has led to the display being designed and exhibited in a variety of ways and places. The base remains the same, but the exhibitions in Mexico, Indonesia, Berlin and Paris have all had that wee special touch to them. The one in Bilbao goes under the sole name of Bilbao. Maroussia Rebecq visited Bilbao before she set the exhibition in motion, and there, she had the chance to meet local stylists and designers. She also had a chance to get to grips with the city itself. The name is the result of that visit. Bilbao Solo. She will receive about two tonnes of old clothes from the local charity organisations and the dressmaking crew led by Andre Crews starts work on September the 12th. They will recycle the lot and get a collection together within a week. Any artist, dressmaker or anybody who is up for it can take part in these workshops. A few well-known designers will also be taking part in the whole shebang. Miriam Okariz, Ion Fiz, Ailanto, Alicia Rueda and Angel Vilda have all confirmed they will be taking part. They will finish up their work on the 26th of September and the work will go on display at the second edition of the Modorra Festival, held at the Eribera Market Hall. This open edition goes under the moniker of "Second Hand". Anybody can take part in the clothes workshops at the Modorra Festival, and they can put their creations on sale at any of the several clothes shop in Bilbao that are also taking part in this event.

You can sign up for this and get more info @

www.consonni.org

www.andreacrews.com

(well worth a visit)

