



Magical Realism

Collection AW 11-12 / SS12

by Tata Christiane



Magical Realism

Collection AW 11-12 / SS12

www.tatachristiane.com
contact@tatachristiane.com



ABOUT MAGICAL REALISM

The collection AW 11-12 / SS12 is inspired by the book *One Hundred Years of Solitude* (original title: *Cien años de Soledad*, 1967) by **Gabriel Garcia Marquez** and by extension inspired by the expression **Magical Realism**, created by German art critic **Franz Roh** in 1925, expressing a genre of fiction, in which magical elements blend into the reality, to create another reality.

As soon as I considerate fashion as a visual art genre and as an element of the World's Fiction, what is real and what is fiction are indistinguishable.

Theo L. D'haen in his book *Magical realism and postmodernism* describe it with this words: "... self-reflexiveness, metafiction, eclecticism, redundancy, multiplicity, discontinuity, intertextuality, parody, the dissolution of character and narrative instance, the erasure of boundaries, and the destabilization of the reader."

This new collection explores this country, the city of mirrors and the subjectivity of reality to propose a world, according to a particular perception.

In the complexity of times. This collection will turn around mocked mood, mixture of fabrics and motifs. Feathers and froufrou. Fantastic and marvellous. And Humour.









ABOUT TATA CHRISTIANE

Tata Christiane is a fashion label founded in 2007 by Julie Bourgeois and Hanrigabriel.

The brand proposes collections with serial and unique pieces and stands with its costume design studio for various cooperations in art performances, theater, cinema, photography and music.

Tata Christiane is a vision of the street costume, it proposes an absurd and disturbing vision of beauty, with decline, maladjustment, extravagance and immoderation. It plays with the borders of elegance and bad taste, digging up our old memories, recycling the waste of our civilisation, and becoming a monomania, a machination and a monstrous and sublime piece.

Tata Christiane could have been a punk, if she was not also an ambiguous queen, a one eyed flautist, a gypsy woman and a street child.

Tata Christiane is for boys and girls, women and transvesties, men and old people, kings and madmen.

The brand developps a collection a year, producing limited serial clothes and uniques pieces. Using hand made, the design and the cuts, the materials and the fabrics, follow from the adaptation of poetic museum / costumes / streewear ... pieces, into a contemporary street costume.



STOCKISTS

Wut Berlin

5-1-15 Jinguumae Shibuya-ku,
Tokyo,
Japan, 150-0001

Magenta

Shop F-10, 1/F, Fashion Walk,
No.19 Great George Street,
Causeway Bay, Hong Kong

Goodz Collect Taipei

Taipei City 106,
Taiwan (R.O.C.) 10685

En face

2 rue jacquard,
75009 Paris

FRONT Japan

FRONT Co.,Ltd.
1-17 Minamituboimachi Kumamoto-shi,
Kumamoto 860-0848 JAPAN

XXX-BERLIN

Skalitzer Strasse 33 - 3 OG
10999 Kreuzberg
Berlin



PRESS

Magazine :

- East Touch Issue 884, Hong Kong.
- Milk Magazine #562
- Uptempo Magazine
- Slim Mag #08
- Exclama Mag
- Chaos Mag
- Factice Mag, mars 2012
- Lancia Trendvisions
- Haute Mag
- Vogue it
- Non Magazine
- J'N'C Magazine
- Blonde Magazine
- BG Magazine
- PROUD Magazine
- Babâm
- HONK! Mag #3
- LUI Mag Italy
- OUT OF THE BOX Mag
- We are Sweet Mag
- SOBAKA Mag

Blog :

- FFFFOUND
- We are Selecters
- Trendhunter
- Inspirefirst
- Outsapop
- Boepalm
- Les Mads
- Kteis.com
- Individuality Joey Ma
- The Cool Hour
- Fashionising.com
- Somethinkblue
- Têtu(e) Blog
- Jamool
- Who's next blog
- Fier Management
- Textilia
- The Bobbin
- Go See
- Mode und Trends von heute
- Fashion Installation/Where Art meets Fashion
- Grapes
- Spiegelleute blogspot
- Style Ranking
- I heart Berlin
- Modabot
- Aufgemischt



EXHIBITIONS

2008

- Showroom “ Wish your Wave “, London:
- Performance “ Les fanstamés “, GALLERIE MYGCROFT, Paris.

2009

- WHO’S NEXT, young designers contest, Paris.
- WEDDING DRESS #4, Berlin.
- DESIGNERS’OPEN, Leipzig
- Dandybox installation, White Rabbit Galerie, Berlin
- Le Citadium, Paris

2010

- Costum installation “ Fiction d un bal, souvenir du Triangle” for the Galerie FRANCE FICTION, BERLIN.
- MODEPALAST, showroom, Vienna.
- Fashionshow in FASHIONCLASH Maastricht.
- Collectiv presentation in Black Box Theater, PROJEKT GALLERIE, Berlin Fashionweek.
- WEDDING DRESS #5, Berlin.

EXHIBITIONS

2011

- SHOW 1811. Fashionshow at Fashion week Berlin January.
- Showroom at PROJEKT GALLERIE, Berlin Fashionweek.
- Collectiv presentation “Down the Rabbit Hole” with The Offer in Black Box Theater. Berlin Fashionweek
- Overhose Designer Showroom, Berlin
- Collect Berlin showroom, Galerie Dam Stuhltrager, Berlin
- WEAR IS ART, DAMTATAC performance with the photographer Daria Marchik. Galerie Dam Stuhltrager Berlin.
- Fashion show at ERKI Moeshow, Tallin.
- Fashion show at FASHIONCLASCH, Maastricht.
- Showroom in WUT BERLIN, Tokyo

2012

- EDGED SHOWROOM. Berlin Fashion week January.
- Exhibition pictures of – “MAGICAL REALISM” CHAPTER 2 by Valquire Veljkovic FOCUS GERMANY presented by Goethe-Institut Curated in collaboration with Designer Scouts at [FAT] Arts & Fashion Week, Toronto.
- MODEPALAST, Vienna.
- ROYAL FASHION Show, Roumanie.
- Collectiv Exhibition ” Carmen Miranda is missing her Banana Headscarf - Reimagined Brazilian Headpieces”, Berlin.
- Fashion show at FASHIONCLASH, Maastricht.
- Showroom and installation in WUTBERLIN, Tokyo, in July.
- Septembre ROOMS “showroom Wut berlin”, Tokyo.

Royal Fashion Show

Craiova, Rumania

May 12th 2012





CONTACT / PRESS

Atelier Germany

Tata Christiane

Am Stadtpark 2-3,
10367 Berlin,
Germany

tel : +49 (0)30 / 347 292 49

cel : +49(0) 178-1687268

contact@tatachristiane.com

www.tatachristiane.com

Distribution Japan

Yann Le Goec, Wut Berlin
yann_le_goec@hpgrp.com

WEB & DOWNLOAD

Download Magical Realism presskit :

www.tatachristiane.com/download/pk_tc_mr_2012.pdf

Download Magical Realism photos :

www.tatachristiane.com/download/ph_tc_mr_2012.zip

View Magical Realism lookbook online :

www.tatachristiane.com/?p=2561

View press online :

www.tatachristiane.com/?cat=232

CONTENT

Magical Realism photos by Valquire Veljkovic

www.valquire.de (model : Zoe Coulon)

Tata Christiane atelier crew photo by Haga

Presskit layout by Haga



