

When local becomes global

Implementation of the idea

Kosovelization



First practice example no1

- Galo de Barcelos may 2015



First practice example no2

- Advertising week in Sežana october 2015



Sežana- the city of poetry

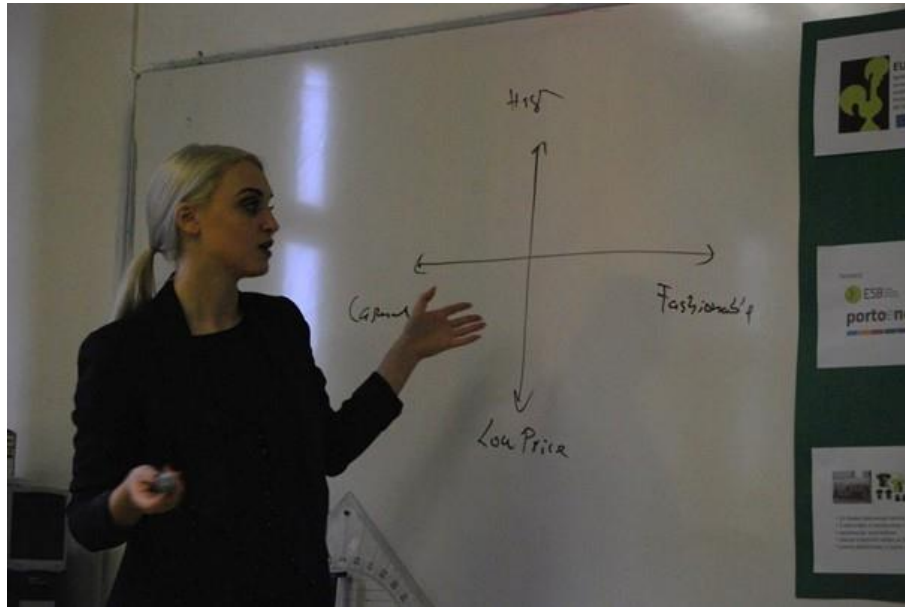
- Cultural centre
- Kosovel memorial room
- Kosovel library
- Municipality of Sežana
- School center Srečko Kosovel Sežana



Developing ideas, marketing and design

- Lea Bernetič
(Fashion Management & Marketing at University for the Creative Arts in London)
- Choosing the best ideas of the contest





Workshops in groups

Reading poetry

Sketching

Designing of patterns

Colouring Small coats

The first testing with Katjuša



Motivation weekend

Srečko - Fashion



ZADAJ...

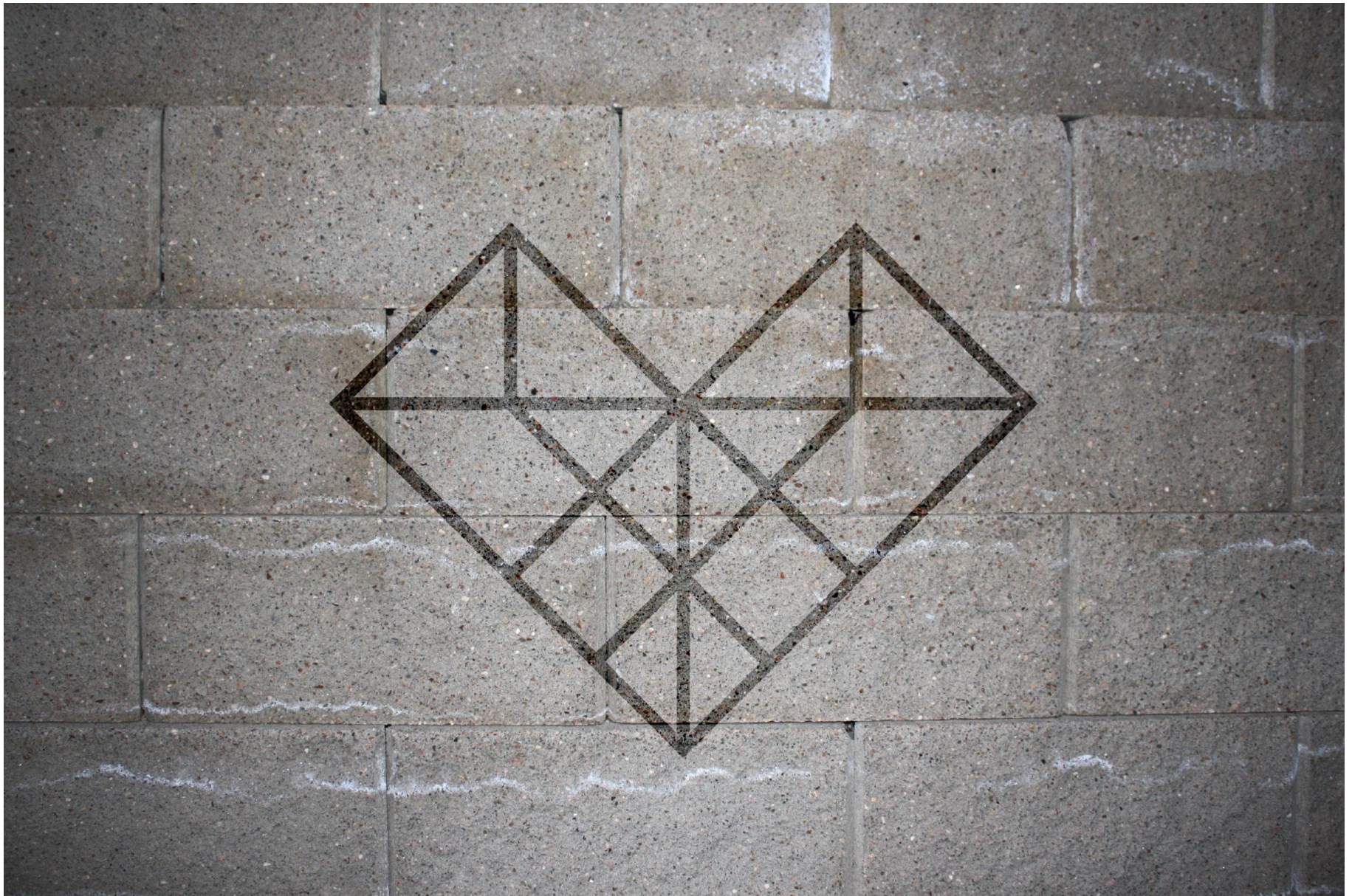




Hecks Korovel

Implementation









NA ULICI

Opotekajoč, o
smeri ne najde
hiše vstajajo,
kot da velika so
platna kvadratna
platna trikotna,
t da so tipke
čudnem klavirju
se majejo
vstajajo.
se stiskajo,
odere se
nje.
en vase
ot

STIK
POVZELI
SKRO.

STIK
POVZELI
SKRO.

STIK
POVZELI
SKRO.

Cosovel concert







človek-
STROJ
BO
UNIČENI!

človek-
STROJ
BO
UNIČENI!

človek-
STROJ
BO
UNIČENI!

človek-
STROJ
BO
UNIČENI!



THANK YOU FOR YOUR ATTENTION

WEAR POETRY!

