

BLAKE HAMSTER

WHO OR WHAT IS BLAKE HAMSTER?

Blake Hamster is a collaborative effort by a loose network of designers, artists, marketers, journalists, authors and musicians from all over the world. It is their aim to experiment with different products, production processes and distribution models while upholding a set of aesthetic and ethic ground rules.

A Blake Hamster release may take on many forms. This time it is a range of shirts, next time it could be anything, from sweaters to a collection of household wares with a stylish twist, to a magazine or an art-show.

Each and every release will be unique in its design, limited in its circulation, of high quality and as ecologically and socially conscious as possible.

BLAKE HAMSTERS ETHICS

Each and every Blake Hamster release is produced under ecological guidelines. Most raw materials derive from ecological agriculture and we try to reduce the use of chemicals harmful to the environment during bleaching and printing as much as possible.

Furthermore each release is produced sweat-shop free and Blake Hamster ensures fair working conditions for everybody involved in the process.



THE IDEA

Blake Hamster's first output is a range of shirts, four male, four female. Every motive is limited to around 50 pieces.

THE FABRIC

The fabric of our women shirts is blended with Seacell, an innovative yarn which is giving off pleasant active agents to your skin while wearing the shirt. The moisturising, nursing, tightening and anti-inflammatory agents are already frequently used in cosmetics and medicine. Seacell was awarded the ecolabel of the European Union.

The fabric of the men shirts consists of 100 % organic, eco-friendly cotton. The dyeing process of the fabric took place in accordance with the guidelines of the International Association of Natural Textile Industry.

THE CUT DESIGNS

The cuts were designed exclusively for Blake Hamster by fashion designers Ulla van den Heuvel and Susan Bauer both working in Munich. Susan and Ulla strived to create a „favourite shirt“, which is both recognisable and comfortable. One of their main ambitions was to find a common ground between art and functionality. They strived to create cuts which should be artistic in their attitude, with lots of astute details, but still easy to wear and combine. They started out by coming up with numerous drafts and concepts as a basis for further experiments. The final version of the male cut is inspired by functional elements of army-underwear prior to World War II. The female cut drew inspiration from a shirt Ulla and Susan stumbled upon in their vast archives.

THE SEWING

The shirts were then sewed in Italy by the renowned Confezioni Barbon. Barbon operates in clothing manufacturing for over 40 years. They produce jersey garments in any kind of composition, both for men and women. Upon their long time customers are Chanel, Etro and Calvin Klein. Barbon's production division is made up of a high qualified staff able to realize and produce items of a high quality standard.

THE MOTIVE DESIGNS

To define the designs of the shirts a competition was held in 2006. Various international artists and designers contributed and the six best, most original entries were realised. The following motives were chosen:
YEAH by Stefan Doesinger, artist, Vienna
POP LIFE by Catriona Shaw aka Miss Le Bomb, artist and musician, Berlin
UNFORSEEN by Diana Keller & Damir Doma, fashion designers, Antwerp
JUMP by Hamansutra, fashion designer, Munich/Tehran
BEAUTIFUL STAINS by Jeroen Jongeleen aka Influenza, artist, Rotterdam/Paris
PROHIBITION by Andreas Döhring aka Beagle, designer, Munich

THE PRINTS

Then the high-quality and water-based prints were applied by Biess in Munich.

THE PHOTOGRAPHERS

During the Summer of 2006 each of the finished shirts was given to a different photographer to realise a series of pictures for the Blake Hamster image portfolio. The contributing photographers are: Michael Heilgemeir, Lisa Miletic, Michael McKee, Dieter Mayr, Martin Fengel and Billy & Hells.

BLAKE HAMSTER.COM

RELEASE NO_001



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Photo by Michael Heilgenert

