

KYBELE

design & handicraft project for and by Turkish women and disabled

ABOUT THE KYBELE DESIGN & HANDICRAFT PROJECT

In Turkey, around twelve million unemployed women and thousands of disabled stay at home, wasting their talents. A research project of the Boğaziçi University shows, that the poorest women have nearly no chances to get educated and find work. For example more than two million girls between the age of 15 and 24 years, do not go to school and 'wait their fate' to get married. Those young women aren't in any way stimulated later to follow courses or attend awareness programs. All this counts also for the disabled Turkish men and women. Handwork is what women practice at home, besides their daily household obligations.

The *KYBELE design & handicraft project* uses the results of these handicraft activities as the starting-point for its fashion products. The project creates attractive and salable fashion based on the diverse local and original Turkish handicrafts by combining it with Contemporary Art, Anatolian Historical Motives, Quality Materials, Handwork Production Techniques and Marketing. Even growing plants in gardens for the fabrics, decorations and dyes is an interesting future plan.

In the *KYBELE design & handicraft project*, every aspect will be organized professionally and carefully, to assist the women and disabled with finding paid work, and it offers them the possibility to function independently from their social environment.



ABOUT THE HANDWORK

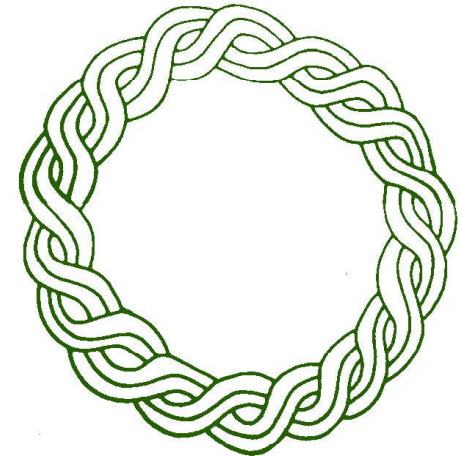
- The concept of the *KYBELE design & handicraft project* is to draw up an inventory of existing handicrafts all over Turkey and bring them to a quality standard. Adding aspects of art, history, technique and fashion will develop the product further for a fashionable use.
- Women and disabled staying at home can work on their crafts there, because many of them are not in a position to leave the house.
- The provide work by handicraft is a solution which does not request a big investment. Handwork is therefore the basis of the content of the *KYBELE design & handicraft project*.
- The possibility for work should be dispersed by the government to diminish the immigration to big cities (polycentric development). Therefore the work has to be brought to the locals unemployed, like women and disabled.

ABOUT USING ANATOLIAN HISTORY

- To present the rich Anatolian history in a broad way.
- To provide original handicraft products to cultural interested.
- To give an original value to the fashion product.
- To present historical material in a contemporary way.
- To make Turkish young people more aware of the rich cultural history of their home country.

ABOUT THE PRODUCTS

- Clothes & Accessories: a total design line.
- Additional decorated products for Home & Kitchen & Garden.



PROJECT CONTENT ASPECTS

- Design - All designs are wearable, useful and original, characteristic for Turkey and contain motives from Anatolian culture and history on a high esthetical level. The designing is to be the permanent activity of this project. So new fashion designs will be developed continually to create an opportunity for young female designers who can't find work.
- Education - Every project facet has to be based upon education and awareness. This automatically means the investment in women and disabled by developing their skills. They will be given the necessary education for designing, embroidery, weaving, sewing, hand printing and other handicrafts. This education can be given by others-skilled or Folk Educational Organizations.
- Production - The production will be organized at small scale in private homes and in small workshops. The main program will be based upon elaboration of the master-copy, cutting fabrics - sewing/embroidery/printing - and all kinds of decorative beads design. Small logos with some project explanation will signature the fashion products. Every product will be controlled at the end to create a standard.
- Marketing will take place by building a web site, making brochures, participating in fairs/shows, offering the products to retail sellers and broad advertisement.

WOMEN PROJECT AIMS

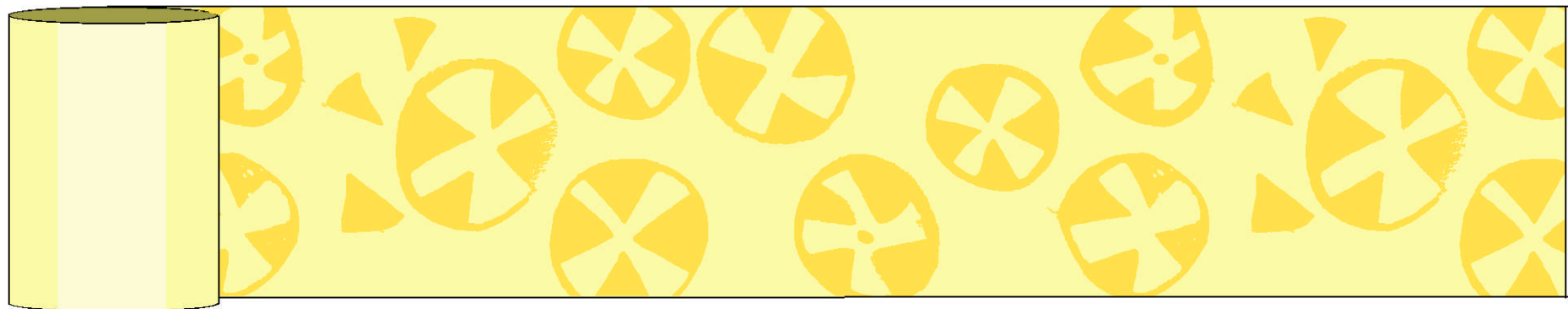
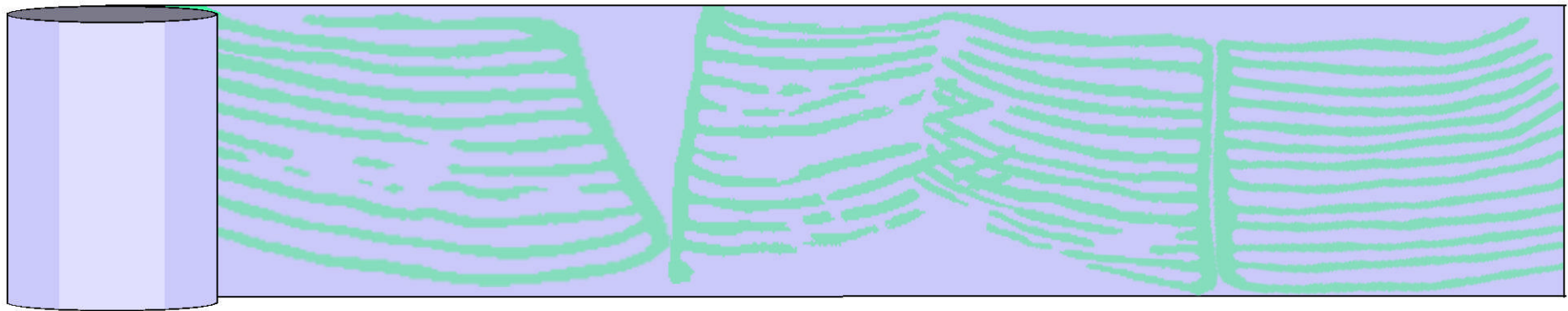
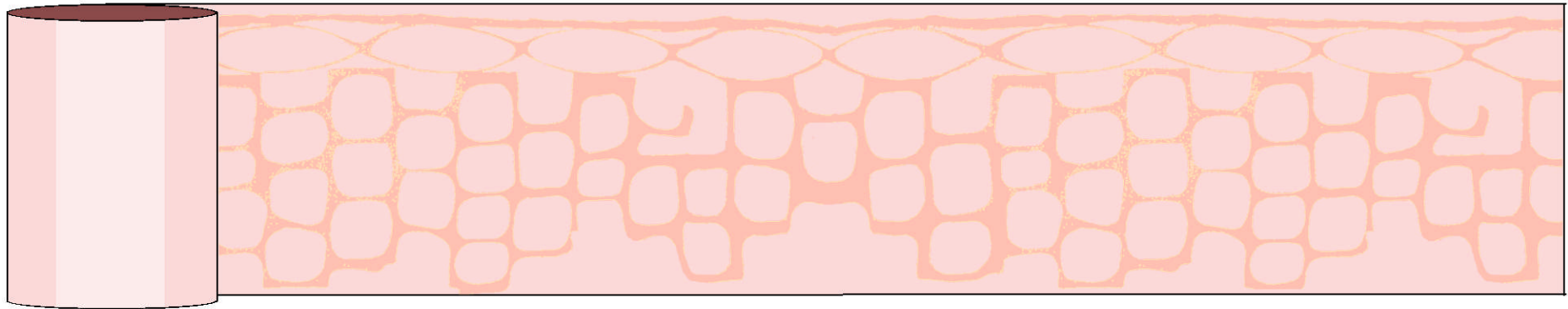
- To provide an opportunity for work and income to unemployed women and disabled. Especially those in poor neighborhoods, who have lost hopes about finding employment.
- To teach and/or develop the skills of women and disabled.
- Education, especially for youngsters motivated and talented (permanent investment).
- Raising awareness.
- Psychological support.

CULTURAL PROJECT AIMS

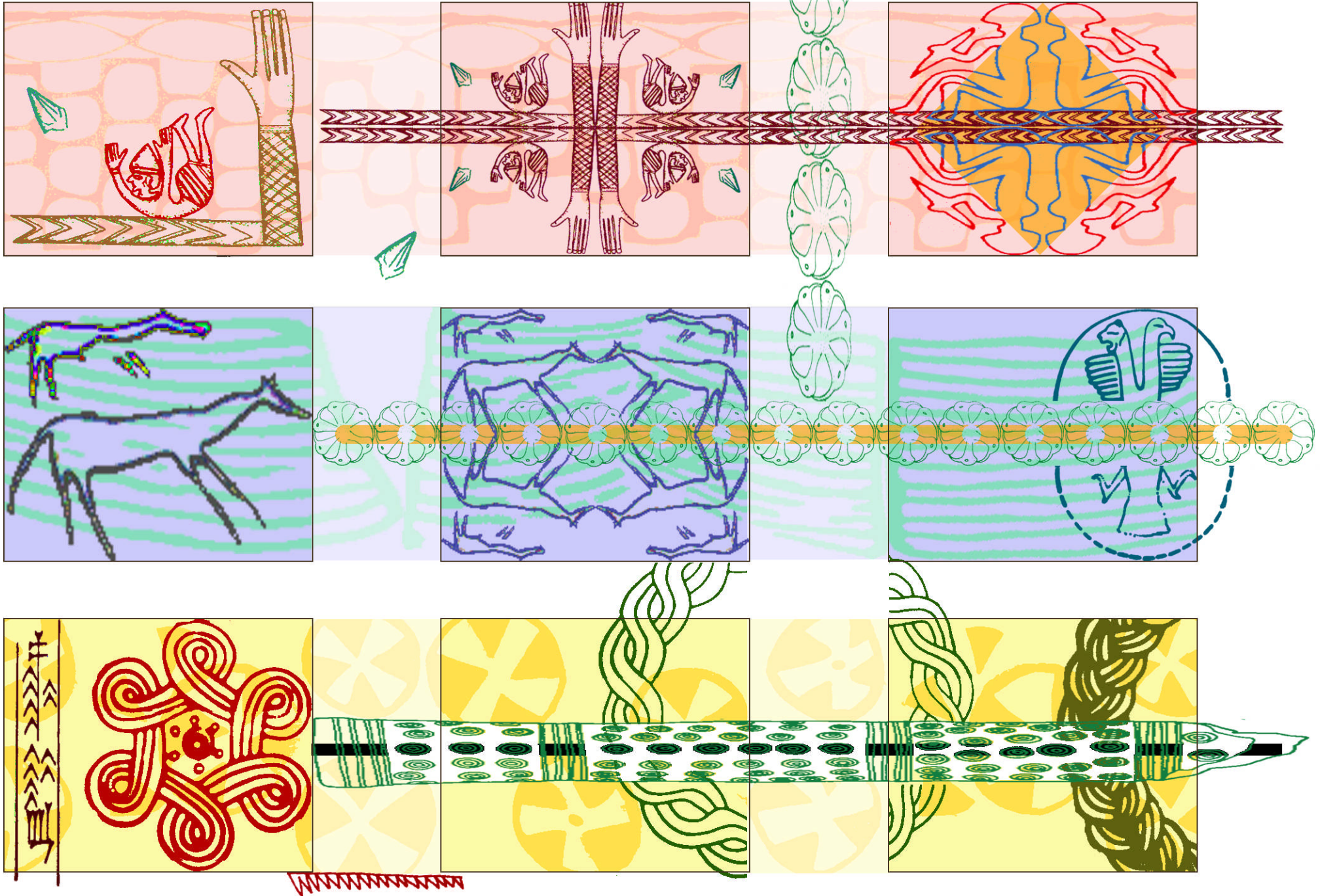
- To provide more esthetic and artistic value to handwork and local handicrafts.
- To provide handwork and local handicrafts the value of design.
- To present and give 'new life' to the motives of Anatolian history in a contemporary product.
- To provide a social and community value to the product.
- To develop original and wearable fashion designs.



Fabric backgrounds



Colors & Patterns

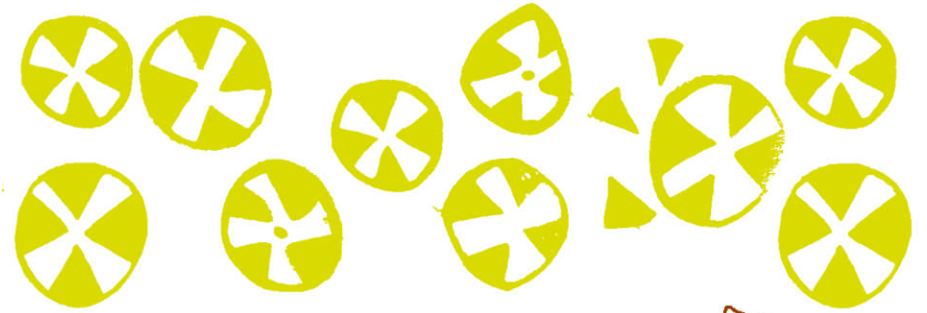
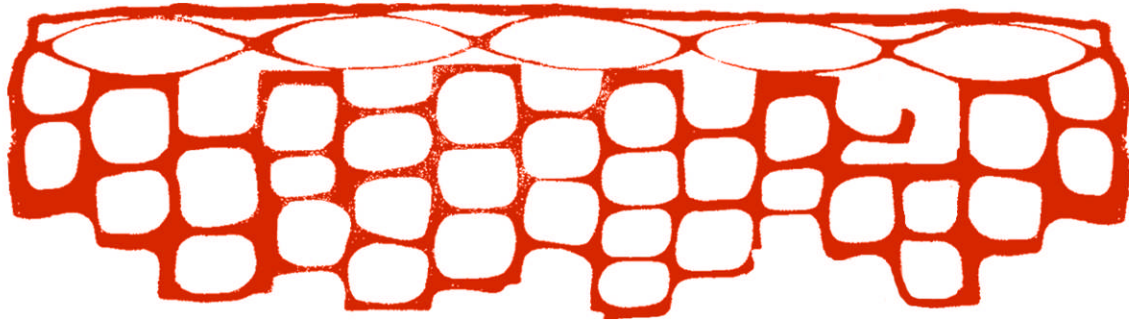


Concept for quality fashion design

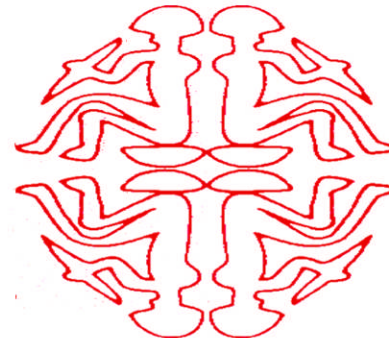
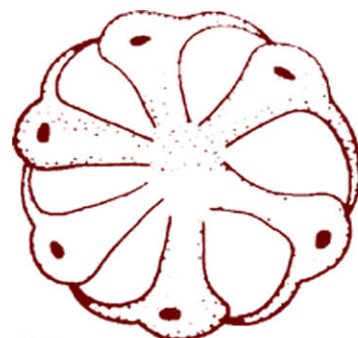
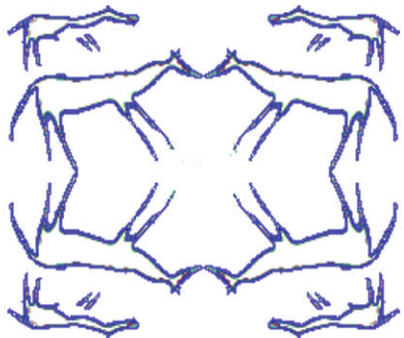


Jewelry & Belts





Ornaments from Turkish historical periods Neolithic, Urartu, Kültepe, Çatal Höyük, translated into patterns for handicraft use: embroidery, beets, paint, weaving etc.



WHO IS KYBELE?

Kybele appears through all Anatolian history as the main goddess: the Mother Goddess / The Goddess of Abundance, and her name changes by time or area: Kubaba, Kuveve, Kubebe, Kubabat, Kupaba, Mater Kubeleya, Kybele. She is always accompanied by two wild cats (lions, leopards): and in Hittite times she keeps in her hand the pomegranate, the symbol of abundance.



On the left the Hittite relief statue of **Kubaba**.

She is the Hurrian Goddess of the city of Carchemish. She was usually depicted as a regal woman wearing a long robe, either standing or seated on a throne. She holds a mirror and a pomegranate, symbols of magic and fertility. She was adopted by the Hittites after the fall of the Hurrians, and eventually evolved into the Phrygian Goddess Cybele, later known as Cybele to the Romans.

Personal statement of the initiator of the *KYBELE design & handicraft project*, Ms. Arianna Cibic:

“The fact is, that Turkish women are not being interested in frequenting the educational courses or programs raising awareness. I discussed this question in different places (Folk Education, Chambers...) and I didn’t get a satisfying answer. Nobody could tell me the main reason for this attitude. I have a hypothesis, that the women are not interested in education, if it does not result directly in employment or paid work. So I thought it is, first of all, necessary to provide work and create the opportunity for earning a salary. Later on, the women could become more interested in being educated and develop themselves further towards their indecency based upon their talents.”

Ms. Arianna Cibic thanks everybody profoundly who was dedicated to this project.

