

# HAWROT

COSTUME DESIGNS

Joanna Hawrot, the winner of The Fashion Designer of the Year #BEGINDESIRE title in the HUSH Selected 2014 contest, CEO of HAWROT brand. She has been designing thematic seasonal concepts, alluding to prêt-à-porter and haute couture since 2008. The designer realizes the philosophy FROM FASHION TO ART, presenting her collections by means of interactive multimedia art installations.

Her designs gained international recognition during the most significant brand events in New York, Berlin, Paris, Düsseldorf and Tokyo. Joanna Hawrot draws inspiration from oriental culture and tradition, and creates the bridge between Asian culture and modern Europe. Kimono, the hallmark of the brand, is presented through the scope of illustration, painting, and modern technologies. Joanna Hawrot accomplishes fashion and art projects in cooperation with the most important cultural centers in Poland and abroad.

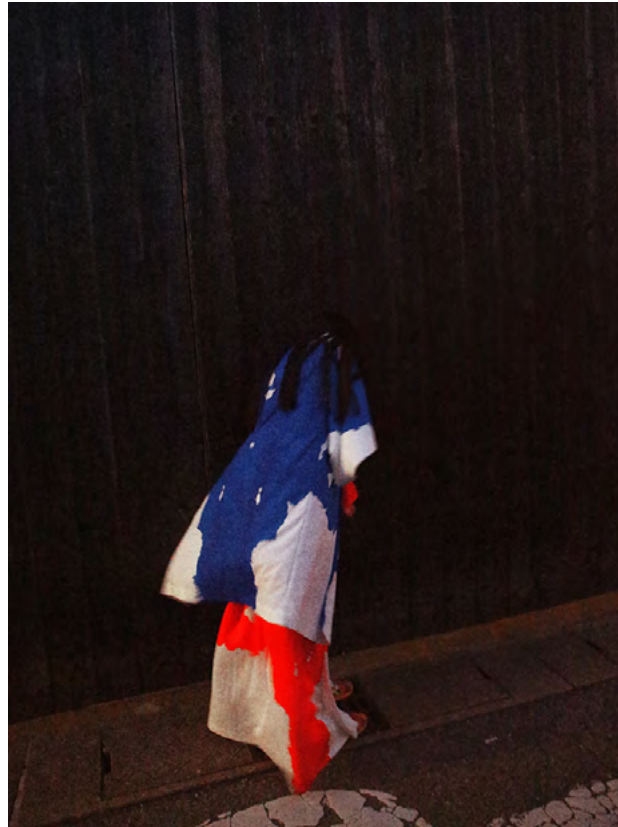


## HAWROT x Angelika Markul





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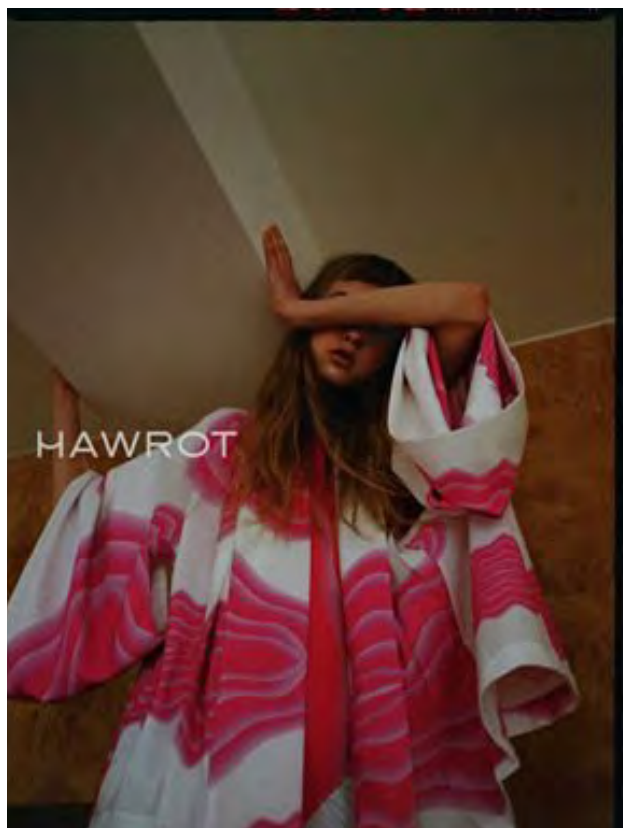




## HAWROT x Angelika Markul



HAWROT x Maurycy Gomulicki x Kasia Bielska  
#PSYCHO\_PUSSY





HAWROT x Maurycy Gomulicki x Kasia Bielska  
#PSYCHO\_PUSSY





HAWROT x Maurycy Gomulicki  
#PSYCHO\_PUSSY



HAWROT x Maurycy Gomulicki  
#PSYCHO\_PUSSY





HAWROT x Maurycy Gomulicki  
#PSYCHO\_PUSSY fashion show



<https://www.facebook.com/watch/?v=760476917680905>



# HAWROT x Aleksandra Waliszewska x Zuza Krajewska





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## HAWROT x Aleksandra Waliszewska





## HAWROT x Aleksandra Waliszewska



HAWROT x Aleksandra Waliszewska x Zuza Krajewska  
exhibition, performance





HAWROT x Aleksandra Waliszewska x Zuza Krajewska  
exhibition object



The embroidered furisode kimono and an obi fukuro belt with Aleksandra Waliszewska's painting „IDOL”.

LETO Gallery, Warsaw



## HAWROT for National Museum, Warsaw



Collector's kimono dress was created specially for the National Museum in Warsaw as part of the „Thirsty Beauty” project. Author's fabric was made on the basis of the painting titled „Apocalypse” by Aleksandra Waliszewska.

Fashion show KOLOR, National Museum, Warsaw

<https://www.facebook.com/watch/?v=2313030732061458>

## #SHUNGA collection



#SHUNGA collection is an expression of the designer's fascination with Japanese eroticism. In Japanese „Shunga means -spring paintings. They were bold and sophisticated woodcut designs created in the Edo era. The collection subject talks about sexuality without limits. #SHUNGA collection, included multicolored patterns beased on traditional Japanese woodcut. The were interpreted on a modern way by a Polish illustrator- Sonia Hensler. They present a interpreted in a modern way by a Polish illustrator-Sonia Hensler. They present a passionate game between lovers who derive sensual pleasure from a sexual act.



## #SHUNGA campaign





## #SHUNGA campaign





# #SHUNGA\_GIRLS

## Artistic project



#SHUNGA\_GIRLS is a Polish-Japanese project that presents seven women from the world of art, fashion and business. It is an attempt to find an answer to the question, what female sexuality is now. The main characters of the project are: Marysia Sadowska, Jaga Hupało, Biho Asai, Akkiko Kasuya, Marta Niedźwiecka and Julia Izmałkova. The project's main goal was to create women's sexual consciousness and freedom.

<https://www.youtube.com/watch?v=AZc5HOE6KNA&t=234s>

# #KIMONO\_GIRLS

Artistic project





## The Wall of Mexico Hollywood production



Joanna Hawrot has designed 30 costume designs for the Hollywood super-production directed by Magdalena Zyzak and Zachary Cotler. The movie was shoot in Mexico. The cast included Marisol Sacramento, Alex Meneses, Mariel Hemingway (granddaughter of Ernest Hemingway) and Jackson Rathbone, known for his role in „Twilight”.



## The Wall of Mexico Hollywood production





# TATSUNO ART PROJECT

## festival of contemporary art, Japan

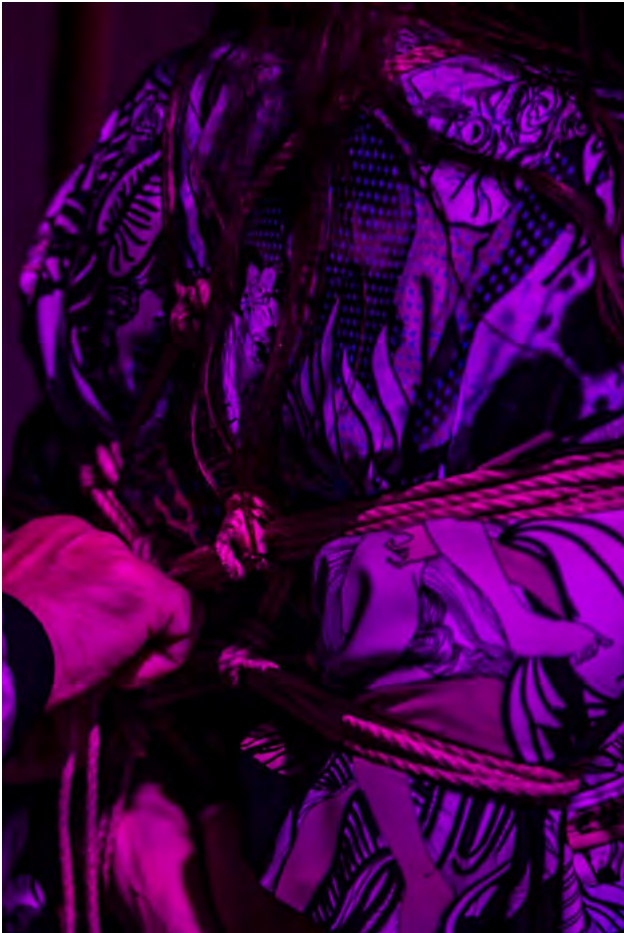


Joanna Hawrot has held a multimedia lecture #FROM\_FASHION\_TO\_ART during the prestigious TATSUNO ART PROJECT- a festival that combines Japanese national heritage with international contemporary art.

On a special invitation from Biho Asai, Joanna Hawrot presented a unique #SHUNGA kimono at the YUBI Gallery in the Nagoya. That work of art was created according to idea „wearable art”.

# #SHUNGA\_SHIBARI

## Warsaw Gallery Weekend, Studio Theatre, Warsaw



The experimental performance #SHUNGA\_SHIBARI was an interdisciplinary project, directed by Joanna Hawrot. The designer invited GanRaptor, a shibari art master, and a feminist-Zofia Krawiec. The Japanese ritual of painting the body with a rope, created a mix of multimedia, fashion, modern music and shibari art. The performance was a part of the #SHUNGA\_GIRLS campaign, linked to #FROMFASHIONTOART philosophy. Its premiere took place as part of the FASHHART BY LETO during the Warsaw Gallery Weekend.



## #SHUNGA\_FLUTE



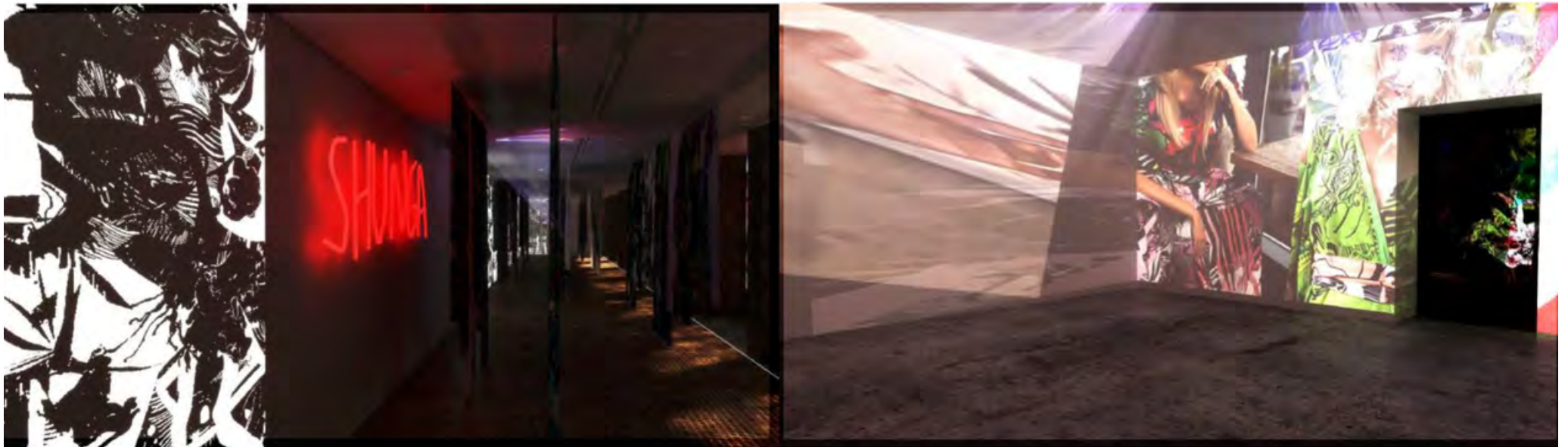
The premiere of #SHUNGA\_FLUTE, a performance directed by Joanna Hawrot, took place during the Night of Museums in Warsaw. As part of the event, a Polish flutist-Justyna Adamczyk performed a Japanese song titled „VOICE” by Tōru Takemitsu, wearing a hand-painted kimono with Japanese calligraphy.

Night of Museums, Warsaw



# #SHUNGA\_GIRLS

exhibit concept





## HAWROT x Biho Asai #SHODO collection



#SHODO (art of Japanese calligraphy) collection was made in cooperation with Japanese calligraphy master, Biho Asai. The results of the HAWROT x Biho Asai collaboration were a limited-edition collection and hand-painted kimono. The characteristic designs inspired by Japanese forms, were marked with symbols of nature and emotions. The collection was made using 3D printed fabrics.

<https://www.youtube.com/watch?v=P6purx5GFEM&fbclid>



## HAWROT x Biho Asai #SHODO collection





# BIWAKO BIENNALE 2016

## multimedia instalation, Japan



ヨアナ・パウロット | Joanna Pawlowska  
#KASSILYGAME | 2016 | 2016 | 2016  
"KASSILYGAME" 2016 | 2016 | 2016

The project was developed in cooperation with Kassily Wandinsky. It refers to the conscious creation of a new visual language, the alphabet of color and code-words. Together they created a new grammar of artistic language based on the assumption that the color can live only in conjunction with the letter as a message. Reaching to the source of the nautical alphabet, the form and content. The result is a visual game called #KASSILY-GAME, recorded as fabric prints, which can be read in any way possible.

#KASSILYGAME  
multimedia instalation



<https://www.youtube.com/watch?v=YIYvrEOqtnE>



# MULTIMEDIA FASHION SHOW

## Museum of Japanese Art and Technology Manggha, Krakow



Interdisciplinary project directed by Joanna Hawrot took place at the Museum of Japanese Art and Technology, Manggha. It combined a multimedia kimono fashion show with symphonic Orchestra Lutoslawski Modema concert. It was a Polish premiere of two pieces created by a Japanese composer of contemporary classic music, Toshio Hosokawa. Joanna Hawrot's kimonos were showcased on dancers performing a modern dance improvisation (butho, 5th rhythm, contemporary dance).

# ATTACK! EXHIBITION

Museum of Japanese Art and Technology Manggha, Krakow



The ATTACK! project combined three key elements: Fashion, Photography and Multimedia. The exhibition was the result of cooperation between Joanna Hawrot and photographer-Katarzyna Widmańska. Together they have created a futuristic world, named ANIME-disturbing, ultra-modern and multi-dimensional.

The photographs are accompanied by Hawrot's kimono designs and expressive film created by fashion duo REDRUM IMAGE. The intensity of the image, fast pace of movements and Japanese costumes created a picture that balances on a edge of the fashion video and disturbing action movies.

<https://www.youtube.com/watch?v=0wHYjWAwY0pqsh541ZpHciQ2BR1g>



# ATTACK! EXHIBITION

## Museum of Japanese Art and Technology Manggha, Krakow



## MULTIMEDIA PERFORMANCE RE-VISION

Cricoteka, center for the documentation of the art of Tadeusz Kantor, Krakow



Fashion show in the form of an innovative performance-the designs were placed in a strong audiovisual context, combining elements of video art, live music, mapping and opera singing.

Joanna Hawrot compiled static forms with dynamic accents, setting on the details, which introduced the show. The designer invited local artist for cooperation-a creative duo REDRUM IMAGE that was responsible for the visual side of the project, a soprano singer Joanna Dobrzyńska and a composer Błażej Wincenty Kozłowski.



# MULTIMEDIA PERFORMANCE RE-VISION

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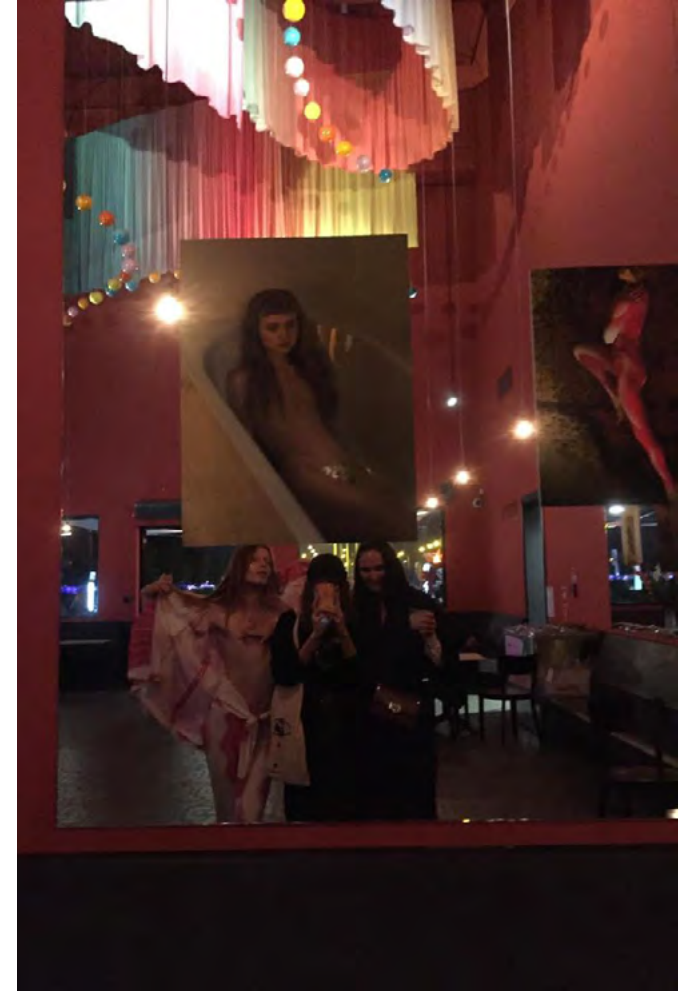
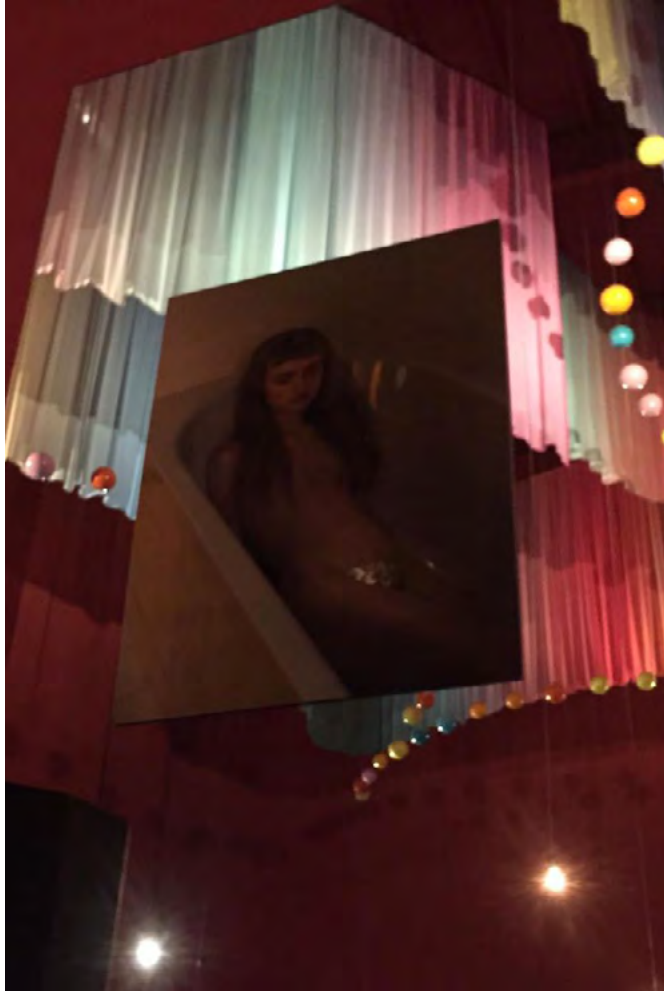
# HOLD THAT POSE

voguing show





LET YOUR BODY BE FREE  
Fashhart by Leto Hawrot & Kasia Bielska



# ŽELAZNE WAGINY

photo session for a comedy theater performance

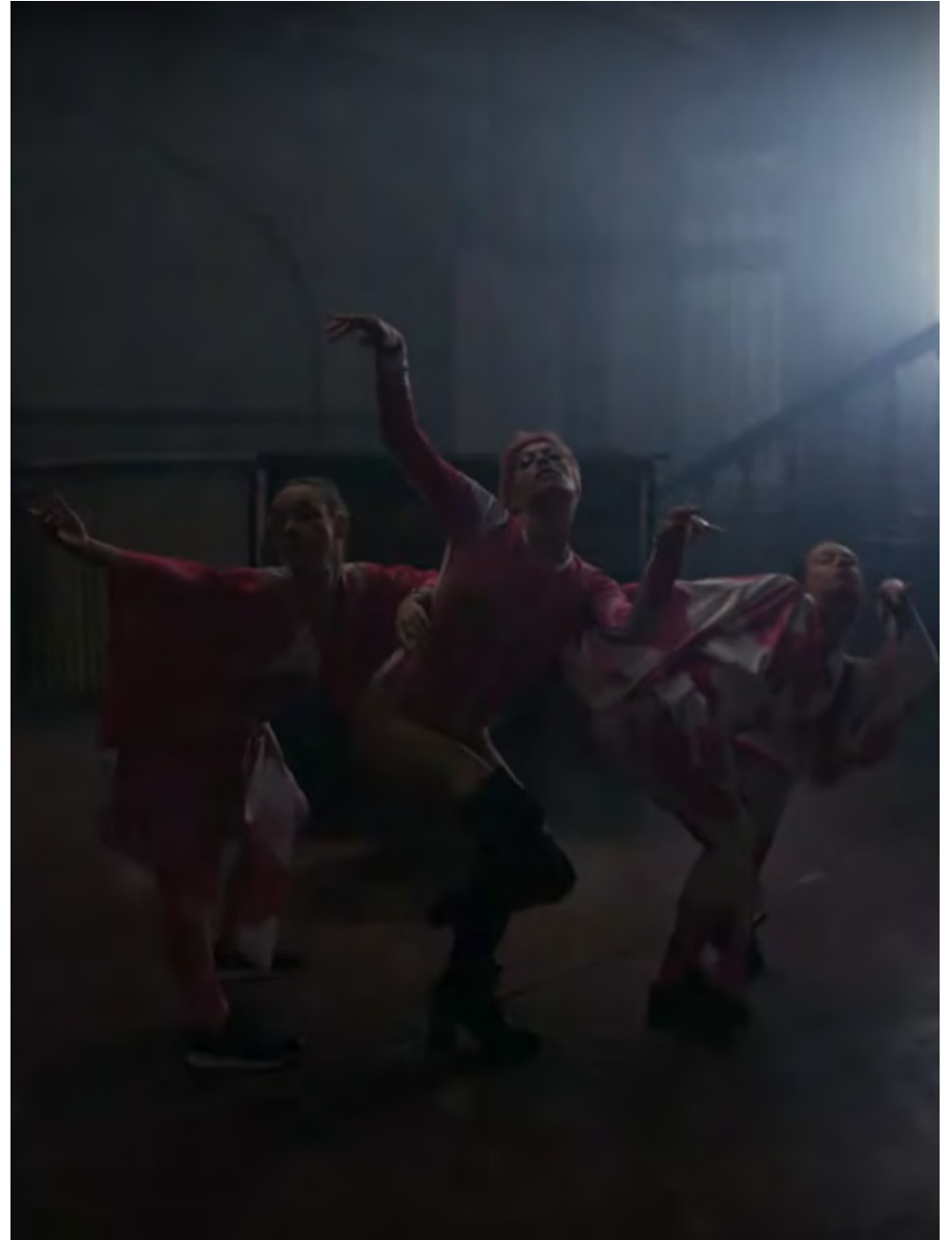




#KIMONOLOVERS  
costumes for video clips



#KIMONOLOVERS  
costumes for video clips





# #KIMONOLOVERS global community



#KIMONOLOVERS is a community of people who collect Hawrot's kimonos. Actresses, artists, writers, singers and famous people from the world of culture, art and business.

# #KIMONOLOVERS global community





# LIFTING

## tv show production





## #KIMONOLOVERS publications in magazines





# #KIMONOLOVERS stage costumes



# HAWROT x Press



Art&Business ELLE TVP DZIENNIK POLSKI Twoi Styl nasze miasto  
 wysokie obcasy gazeta 20m wysokie obcasy A! RADIO KRAKOW  
 RMF Classic laMODE.INFO GRAZIA BAZAAR sophisti.pl  
 COSMOPOLITAN VU Fashion Post FB fashionmedia.pl Party



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