

GUILD – LASNAFORNIA

ENGLISH

1 The goal of the series was to promote the new capsule collection and to draw attention to the importance of cultural unity. The problem we noticed is growing racism, cultural dividedness and the constant battle between playful youth and local urban planning that seems to prefer cars over bicycles, parking lots instead of parks. We believe, friendships start in young age and especially on the playgrounds. This is where languages, friends and memories are made. No matter the background, ethnicity or age. The series are cherished by the youth but also noticed by older generations.

2 The series were photographed in Lasnamäe - a Soviet district built from 1970s to 1990s - that is the most populous neighborhood in Tallinn and yet, one of the most controversial ones. Being mainly Russian-speaking, the local Estonians make up a minority. In 1980's the Estonians were fighting against the brutalist construction of the area that did not match with the overall aesthetics of the country. "Stop Lasnamäe" was one of the slogans that was even woven into the songs of the Singing Revolution.

Today, the buildings are still standing and the locals still despise the area for its appearance. But if this is the heritage our generation has to carry, we may choose to moan for the past or choose to see the beauty in it. We may continue digging the ditch between two nations or we might as well build a bridge between us. We in GUILD believe that healthy relations are possible and openness begins in early age. Usually, it stems from the playgrounds. As the backstory of the series is also promoting the possibility of friendly relations, it is also spreading among Russian communities that are not addressed a lot in Estonian art scene.

3 We were looking for aesthetically precious playgrounds in Lasnamäe till we spotted the sky blue Kivila court hiding right between the brutalist architecture. We then teamed up with a local sneakerdealer Ballzy who provided us with the Jordan Proto-Max 720s that made a perfect match with our ivory honeycomb robes. As Kivila court is a public spot, we carefully planned the time for the court to be empty - though the images and collection were just published in the beginning of summer and reflect the illusion of heat, they were actually made in the end of October when life on playgrounds is quieter.

4 GUILD's name is spreading among Russian communities, we have got a lot of positive feedback about the idea of cultural integration and hopefully, it will inspire urban planners to build more playgrounds. May it also inspire us to notice that beauty lies everywhere and even the most brutal and cold-looking areas may hide the vibe of ease and leisure - that even Lasnamäe may feel like "Lasnafornia".

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EESTI

- 1 Fotoseeria eesmärk oli jäädvustada GUILDi uus minikollektsioon ning samal ajal, tõmmata tähelepanu ka kultuuride ühendamisele. Probleem, mille kasvu me kõrvalt märkame, on kasvav rassism, kultuuriline lõhestumine ning pidev lahing noorte ja linnaplaneerimise vahel. Näikse, nagu inimeste heaolu kaaluvad üles kasumlikud ruutmeetrid, rattateede asemel panustatakse endiselt autoteedesse, parkide asemel on parklad ning noori aetakse pidevalt sportima linna ääre-aladele.
- 2 Pildiseeria jäädvustati vastuolulisel Lasnamäel - kandis, kus elab kogu Eesti peale üheskoos enim inimesi ning samal ajal, inimesi, kes kõige vähem eesti keelt kõnelevad. Kaheksakümnendate “Peatage Lasnamäe” loosungid rajooni kerkimist siiski ei takistanud ning hooned, mille vastu võideldi, kannavad endiselt mõru maitset eestlaste meeles.

See on pärand, mida uue generatsioonina kanname ning on meie valik, kas kanda vimma või otsustada näha olemasolevas hoopis ilu. Võime jätkata ka kraavi kaevamist kahe rahvuse vahel või otsustada parem uute sildade rajamise kasuks. Meie GUILDis usume, et head suhted on võimalikud ning just mänguväljakud on need, kus sõlmitakse esimesed sõprussuhted, õpitakse keelt ning kogetakse, kuis vaatamata taustaloole, oleme inimestena sisemuses kõik sarnased.
- 3 Seeria tabamiseks otsustasime sukelduda Lasnamäe südamesse leidmaks korvpalliväljakuid, mis ühendaks inimesi. Leides Kivila taevasinine platsi peidetuna brutaalse arhitektuuri vahele, võtsime punkti kohaliku tänavajalatsite diileri Ballzy, kes varustas meid Jordan Proto-Max 720 tossudega, mis sobitusid hästi meie naturaalvalge vahvelkangaga. Kuna Kivila spordiväljak on avalik plats, pidime hoolsalt valima aega, mil tabada lokatsiooni siis, kui see on rahvast tühi. Kuna kollektsioonid valmivad enne avalikustamist alati tükk maad enne, otsustasimegi jäädvustada kollektsiooni möödunud aasta oktoobri viimastel päevadel. Sügisene madal päike heitis just sobivaid sooje kiiri, et jätta mulje - ka kivist linnas nimega Lasnamäe võib mõnusalt soe ja “Lasnafoornialik” elu olla.
- 4 Seeria taustalugu kutsub üles sallivama sõprussuhte loomisesse naaberkultuuride vahel ja seega, on antud seeria laialt levinud ka venekeelse kogukonna hulgas, mida enamasti Eesti kunstiskene suurt ei puuduta. Oleme saanud palju positiivset tagasiside ka noortelt eestlastelt ja venelastelt, kes on tänulikud antud teema tõstatamise est. Loodame, et nii mõnigi mõte leiab tee ka linnaplaneerijateni ning inspireerib ka kõiki, kes seeriat näevad, ühe enam märkama, et ilu võib peita end ka kõige ootamatutes paikades.