



# creative

LCCA

London College of  
Contemporary Arts

LCCA Student Magazine # 7

## EXPLOSION OF COLOURS

Orixa AW 16/17 Collection

THE EU REFERENDUM

What you need to know

TED BAKER VISIT LCCA

Industry guest speaker event

DE-CONSTRUCT

Interpretations on the theme of construction

FREE



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including Belly Dance Fit)

Fathia Abdu is the Studio Manager and Master Personal Trainer at 5 Holborn Circus. Highly qualified, she has been in the industry for almost 10 years. To learn more about Fathia, follow her on Facebook, Twitter, Instagram and LinkedIn under Fathia Abdu.

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JUNE  
2016



Summer is back and so is Creative – and this time, we're celebrating our "Second Annual Edition".

In this issue, you can read about our talented photography students turning an everyday building site into art through the lens of their cameras. They proudly present their interpretations on the theme of construction for the fourth year in partnership with BPP Construction Consultants. You can also find out more about genderless fashion and the Orixia AW 16 collection from one of

our up and coming fashion designers, as well as trends in menswear and a feature about Ramadan.

We also take a close look at one of the current heated topics of discussion in the UK: the EU Referendum. Take an active role in shaping the future of the country - don't forget to cast your vote!

I hope you enjoy summer 2016 - make it a memorable one!

**Happy holidays!**

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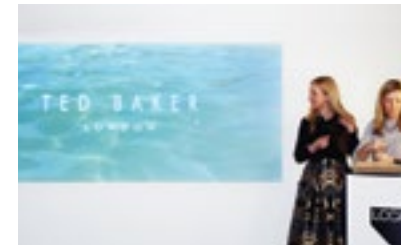
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# TED BAKER DESIGNERS PAY VISIT TO THE GALLERY

By Claire Payne (guest writer)

LCCA welcomed two of Ted Baker London's design team to The Gallery, where they gave a presentation on the brand, its history, the design processes, and what to expect from Ted in the near future.

Senior women's designer, Michelle Evatt, and print design manager, Rebecca Nye, delivered a fantastic industry presentation to an audience of LCCA fashion students, all keen to discover more about the brand and the opportunities it has to offer.

Kicking off with a visually enchanting video campaign filmed in the picturesque, Welsh village of Portmeirion, Michelle and Rebecca went on to discuss how a garment makes its way from conception through to campaign.

Michelle explained: "We design the garment and hand it over to the marketing team, who then create the story behind the collection."

Ted Baker first launched in Glasgow in 1988 as a menswear brand, and has since expanded into womenswear, footwear, accessories, eyewear, and – most recently – sportswear, transforming into the High Street designer brand we all know and love today. It doesn't come as a surprise that Ted Baker is known as one of the fastest-growing, leading lifestyle brands in the UK.

Michelle and Rebecca make reference to the company motto, 'Ted Baker at ten paces'. "The idea is that you should be able to tell that a garment is Ted Baker from the other side of the room," Michelle explained.

Asked what makes Ted Baker garments stand out from others, Rebecca said: "We have many different visual codes – our trims are one of these, and we're also known for our exposed zips and over scaled, dramatic and bold prints."

In terms of inspiration, Michelle and Rebecca talked about how they, as designers, find inspiration in a number of different places.



"When we look for inspiration, we might look at what exhibitions are on that are really inspiring, or we might look at vintage markets. We don't really look at what's going on in fashion right now; we aim to lead, not follow, but never go too far."

After the presentation, students were lucky enough to get an exclusive look at what Ted Baker has in store for 2016. Michelle and Rebecca showcased some works-in-progress and some prototypes, as well as the garments that inspired them. They also presented some fashion sketches, showing how a garment evolves from concept to reality.

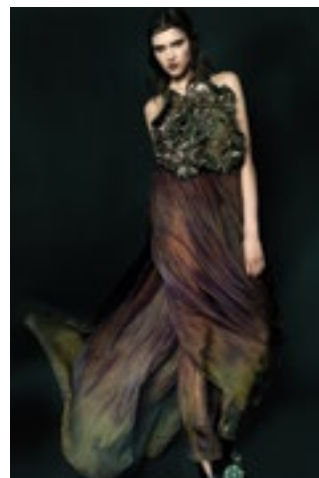
To put into perspective how lengthy the design process is, Rebecca explained: "A garment designed in December [of last year] will go on sale next Christmas – this gives you an idea of how long it takes to develop a garment."

Opening the floor up for questions, Michelle and Rebecca were asked about the employment opportunities Ted Baker has to offer students and graduates.

"We take a lot of people for internships," Rebecca said. "If you work at Ted the possibilities are endless. People on reception end up as buyers, for example. It's a brand that's all about hard work and shining, and then the opportunities will come."







# THE ORIXA AUTUMN WINTER 16 COLLECTION

BY NICOLA BACCHILEGA  
(HND Fashion)

The Orixá AW16 collection draws inspiration from Candomblé (meaning 'dance in honour of the gods'). Candomblé is a religion based on African beliefs which became particularly popular in Brazil after the slave trade. Orixás are ancestors who have been defied; each Orixá represents a certain force of nature - a link between the spiritual and the human worlds. Each outfit in the collection is based on an Orixá.

The main feature of the collection is the explosion of colours that highlights the nature of the fabrics, which are texturised, valued and refined, but material in the atmosphere nonetheless. Each item's design is a natural combination of chromatic rhythms which follow the body in its large but graceful movements,

making each piece unique and unrepeatable.

The project is a result of acute attention to detail, emphasised by the embroideries and the well-refined finishing touches. The accessories are real wearable sculptures and porcelain prostheses that build up refined armours and shields, completed in their form by working pre-shaped leathers.

Moreover, nature makes the scene once again and dominates the colour spectrum. This, in turn, is created by direct manual interventions through colours on the fabrics themselves, making it possible to perceive nature in the form of textures: the completeness of the figure resembles views that are intangible, fascinating and fluid, following the motions of a daring woman.







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**STYLING /** ANDREEA G. RADOI (LCCA alumna)

**MODEL /** SIMONA BODY LONDON

**MUA /** AZZURRA BONALDO

**HAIRSTYLIST /** ANTONIO SURACE @ESSENSUALS

**PRODUCTION /** SONYA NASIR (LCCA alumna)



# DE-CONSTRUCT

THE BPP AND LCCA PHOTOGRAPHY PROJECT

Photography: IRINA LUPASCU

Photography: Joshua Rowe

Photography: Jerry Danso

Photography: Marina Lobuneca

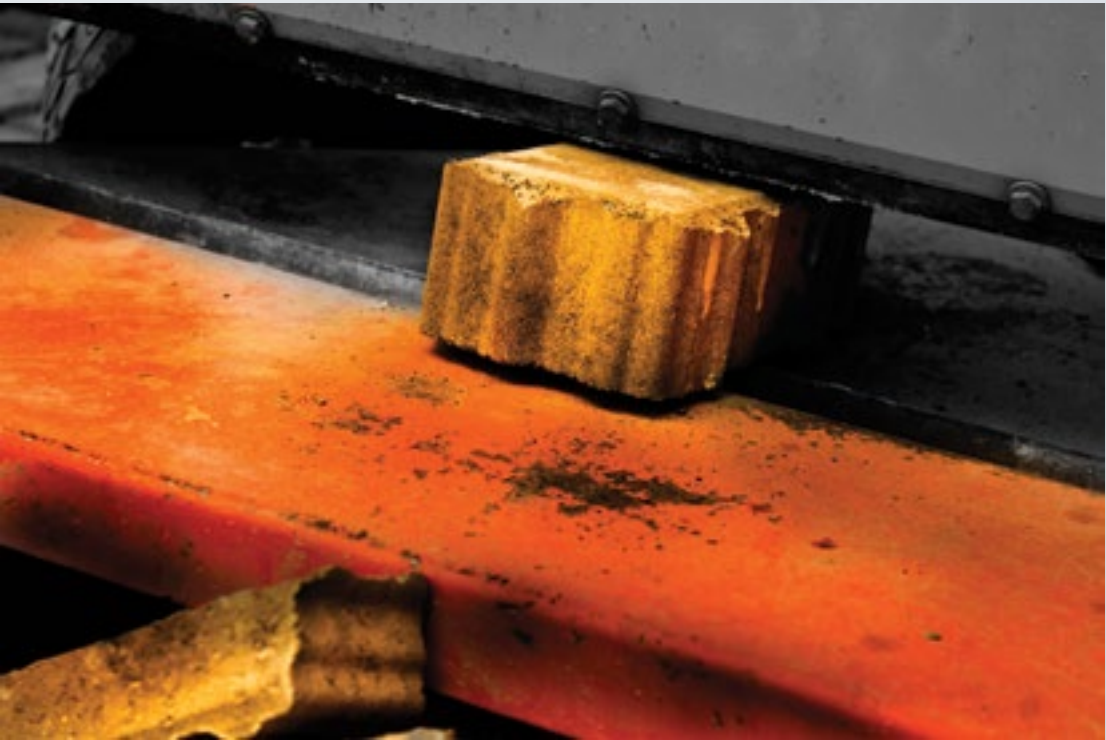
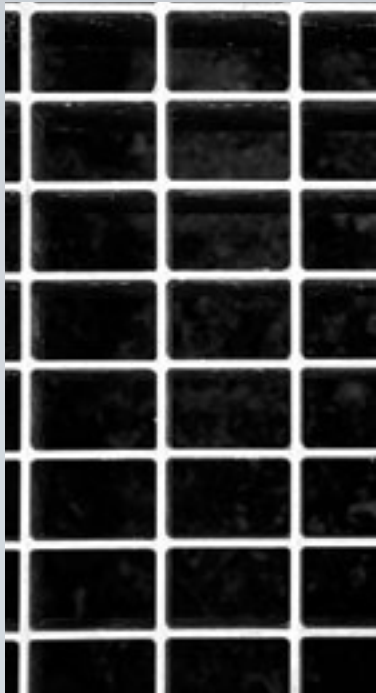
Photography: Irina Lupascu

Photography: Tony Faulkner

Nine talented HND Photography students presented a photography exhibition to celebrate the fourth year of the creative partnership between LCCA and BPP Construction Consultants. The exclusive event took place at The Grazing Goat, with wine and refreshments.

The students had spent the day on a BPP development in West London to create a series of pictures on the theme of construction. The exhibited photographs were an edited selection from the work produced by each student as part of this project.

Well done to all the students, and a huge thank you to their programme leader Nana Varveropoulou and photography tutor Tiina Erameri.



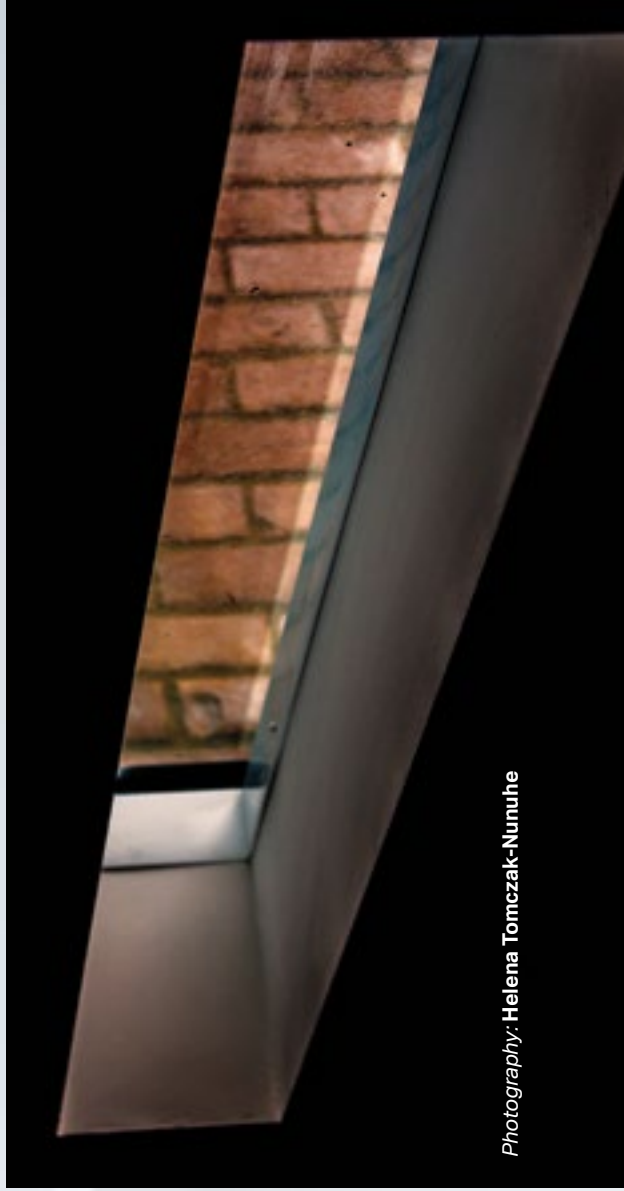




Photography: Krystal Neuville



Photography: Katarzyna Szykowna



Photography: Nikki Thayre



Photography: Helena Tomczak-Nunuhe



Photography: Elisabeta Badea



# EU REFERENDUM

## what you need to know

By Claire Payne (guest writer)

With the EU referendum just around the corner, it's hard to go online at the moment and not come across several articles mentioning the term 'Brexit'.

With Britain's European future looking uncertain, it's clear that voters across the country are – as a whole – undecided. Figures from March (collated by [whatukthinks.org](http://whatukthinks.org)) show just how close of a call it could be, with 52% of people claiming they will vote to remain in the EU and 48% stating they will vote to leave.

For anyone looking to understand a bit more about the referendum, here are the answers to some frequently asked questions.



**David Cameron** presented a list of demands to Brussels, claiming he would campaign for Britain to leave the EU if his amendments weren't granted. After a long time spent negotiating, he managed to secure the following terms:

1. Child benefit payments for children living overseas to be recalculated to reflect the cost of living in whichever country it's being sent to.
2. The right to an "emergency brake" in the event of "exceptional" levels of migration; during this period (of no longer than seven years), in-work benefits for EU migrants can be limited for their first four years working in the UK.
3. Exclusion from the 'ever closer union' notion.
4. No discrimination against Britain for not being a member of the Eurozone.
5. Possible restrictions on free movement for EU nationals married to non-EU nationals.

## IF BRITAIN LEAVES THE EU, WILL ALL TIES BE CUT?

Not necessarily. There are several ties between the EU and non-EU European countries, including the European Economic Area (EEA) and the Single Market. Even if British citizens vote to leave the EU, they may remain in the EEA or wish to retain access to the Single Market. If this were the case, Britain would still have follow the rules of the Four Freedoms: movement of goods, movement for workers, movement of capital, and freedom to provide services. To understand more about how non-EU European countries cooperate with the EU, try researching Norway, Switzerland or Iceland.

## WOULD LEAVING THE EU SAVE BRITAIN MONEY?

It isn't certain. If Britain exits the EU, it will no longer have to contribute towards the EU budget. In 2015, Britain contributed around £13 billion to the EU fund. However, we mustn't forget that Britain received £4.5 billion from the EU in the same year. Furthermore, it's currently difficult to predict the financial impact departing from the EU would have on Britain, but with trading, investment and farming all entering uncertain grounds should Britain leave, it's fair to say that money lost may well surpass money gained.

## WHAT IF THE MAJORITY OF SCOTLAND VOTES TO REMAIN IN THE EU?

In September 2014, Scotland held a referendum on independence, asking its citizens whether they wished to depart from the United Kingdom. Some 55% of the population decided to remain in the UK, leaving the opposing 45% unhappy. It is a known fact that Scotland is one of the British regions keenest to remain within the EU. There has been talk that Scotland will propose a second independence referendum should it be pulled out of the EU by English voters. Therefore, a vote to leave may result in the breakdown of the United Kingdom, as well as the European Union.

## WHEN IS IT?

Thursday 23rd June

## HOW WILL IT BE WORDED?

The question will likely be 'Should the United Kingdom remain a member of the European Union or leave the European Union?', with two options to choose from: 'Remain a member of the European Union' or 'Leave the European Union'.

## WHO CAN VOTE?

Citizens of Britain, Ireland and the Commonwealth who are over the age of 18 and who are resident in the UK can vote. UK nationals who have lived overseas for less than 15 years can vote. Members of the House of Lords and Commonwealth citizens in Gibraltar can vote, unlike in a general election. EU citizens (excluding Ireland, Malta and Cyprus) will not be able to vote.



# RAMADAN

By Fathia Abdu (guest writer)

This article will give you a brief overview of Ramadan and offer hints and tips to help you make the most of your time when exercising and studying.

We all know how studying impacts on your health. I have been there: from late nights typing away to catching up on lecture notes and reading. The essay writing, library

research, rushing to meet deadlines... been there, done that. Sometimes it can be tough and can even impact on our ability to lead healthy lives.

Now imagine fasting on top of everything else.

## What is Ramadan?

*Ramadan is a month in the Islamic calendar that Muslims from around the world take part in. Ramadan is a period of prayer, fasting, charity-giving and self-accountability for Muslims in the United Kingdom. It is a month of spiritual "healing". Muslims abstain from food or drink from sunrise to sunset.*

*This year, Ramadan begins on 7 June, coinciding with what is a busy exam period for many students.*

## Why do Muslims fast?

*There are five pillars in Islam and fasting is one of them. All pillars are acts of worship and are of vital importance. Here, they are ordered in number of importance:*

*Shahada - declaration of faith*

*Salah - 5 daily prayers*

*Zakat - giving to the needy*

*Sawm - Arabic word for fasting/Ramadan*

*Hajj - pilgrim to Mecca (Saudi Arabia)*

## WHAT ARE THE BENEFITS?

There is said to be many benefits to fasting.

Scientists at the University of Southern California have said that fasting can "regenerate the entire immune system, bringing a host of long-term health benefits". Isn't that amazing?

### DID YOU KNOW...

Fasting has long been known to have many health benefits, giving your digestive system a rest and sharpening your senses and awareness.

## SOME TIPS AND TRICKS TO HELP YOU MAKE THE MOST OF RAMADAN



## FITNESS

- It is not advised to work out whilst fasting, for obvious reasons. You may feel light headed, dizzy and could faint due to low energy levels and lack of water.
- After you have broken the fast (and not until one hour later, to give the food enough time to digest) begin some light exercise.
- Walking while fasting is usually ok.

## STUDYING

- Take regular breaks.
- Go for a stroll.
- Avoid spending long periods of times in front of a computer screen.
- Talk to other people to help time go quicker.



## HEALTH

- Avoid binge eating before you start the fast and once you have broken it.
- Avoid fatty and oily foods. There are cases of people putting on weight after Ramadan.



WISHING ALL STUDENTS AND STAFF AT LCCA A BLESSED RAMADAN AND AN EARLY EID MUBARAK FROM FATHIA ABDUL

Fathia Abdu is the Studio Manager and Master Personal Trainer at 5 Holborn Circus. Highly qualified, she has been in the industry for almost 10 years. To learn more about Fathia, follow her on Facebook, Twitter, Instagram and LinkedIn under Fathia Abdu.  
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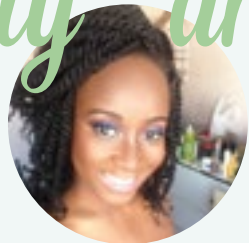


IRINA LUPASCU

"I use photography as a means of documenting the world around me. I take pictures of things that other people don't necessarily see. Most of my shots are close-ups; I made this choice as I enjoy finding frames that capture details. I have always been inspired to compose the contrast of light and dark, as well as B&W and colour. I like mixing two equal qualities in one photograph: different shapes, forms, colours and ideas all working together as a body. We had the opportunity to shoot both inside and outside the building. The BPP was a great opportunity for all of us, as it allowed us to break through into the industry."



# Beauty article



Jennifer Keelson  
(guest writer)  
D.I.Y

When it comes to summer beauty products, sun screen is the only thing you should be laying on thick. Here are my eight top makeup tips on how to lighten it up but still look put-on:

## 1. GO NAKED (KIND OF)

This is the time of year where you can completely skip your usual base and just focus on a little concealer on the areas where you need it most. This way, you won't have to worry about dabbing away excess shine caused by the heat you can just be care free and enjoy the summer!

## 2. TINTED MOISTURISER OR BB CREAM

If the thought of going completely naked scares you, then you could just opt for a sheer glow with a tinted moisturiser or beauty balm.

## 3. BRONZE, BRONZE, BRONZE!

For those with lighter skin tones, try dusting a bronzer with a slight shimmer over the apples of your cheeks, bridge of your nose, your cupid's bow and your collarbone. This will give you a beautiful natural looking glow when the sun hits you.

## 4. LIQUID HIGHLIGHTER

This is one of my personal favourites! If you're like me and you just like to glisten like a goddess as soon as the sun hits, then take a small amount of liquid illuminator and gently dab on the tops of your cheekbones, down the bridge of your nose (but not the tip of your nose as this will just make your nose look longer) and on your brow bone. This will give you a shimmery summer glow.

## 5. CHEEK STAIN

In line with keeping things subtle and light, try opting for a little cream blush rather than a powder blush, you could even use a little lipstick on your cheeks, just to give you a little natural light blush.

## 6. WATER RESISTANT MASCARA

If there was ever a time for water proof mascara, it's summer time, the season of pool parties, holidays and festivals! If you find long-wearing formulas irritating on the eyes, try using your normal mascara then going over it with a clear mascara to seal in the colour.

## 7. BRIGHT EYES

It's time to lighten up, literally! Summer is all about keeping it natural and having fun with it, so opt for shimmery golds, coppers and peaches. Using your fingers, dab a little over your lids and in the corner of your eyes, these will make your eyes look brighter and more awake.

## 8. TINTED LIPS

Summer is not the time for heavy lip colours. Instead, opt for an effortless lip tint. Alternatively, dab a little bit of your usual lip colour onto your bottom lip, then apply some lip balm over the top and voila!

# MENSWEAR TRENDS WITH SIBU

By Sibü Dladla (HND Fashion)

London Collections Men have come and gone but this one proves that men have come to the forefront of London fashion. Due to such exponential growth, the event was hosted at the Hospital Club, which hosts many exciting events in the social calendar.

With spring/summer 2016 upon us, we take time to look at classic trends that will be here to stay and those that will be the highlights of the summer. Strong masculine silhouettes were present throughout

the fashion week, where many designers were on the same page.

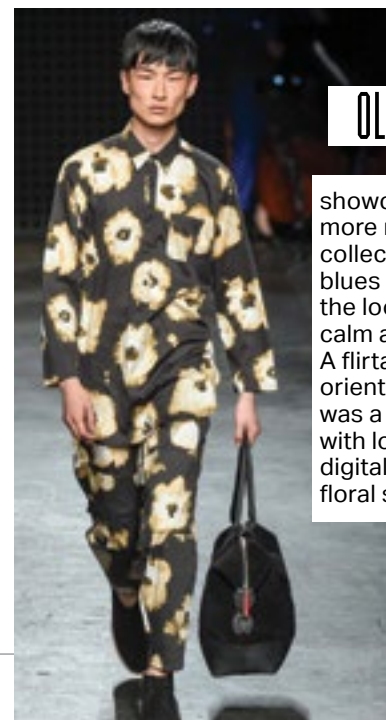
Looking at trends that will be big this season, designers such as Agi and Sam - a London based duo that have shown at the LCM on numerous occasions - showcased a relaxed collection with stripes in many shapes and forms, staying with cool nautical tones and shades, jackets with fur trims and leather boxing shorts.



sleek style was also very well received, with lounge powder blue suits, mango lassie coloured shorts and thin jerseys; they are going to be all the rage this summer. Cow print jersey tops are a new, interesting take on the classic black and white look, and could be a fast track trend.



was very oriental inspired with a touch of the Tokyo street; the interpretation of the samurai or ninja getups were very exciting and practical if you are sports oriented. The silhouettes are strong and playful, using nautical colours with a splash of the exotic yellows and oranges.



OLIVER SPENCER

showcased a more masculine collection, with plaid, blues and greens; the look is cool, calm and in charge. A flirtation with oriental floral motifs was a show-stopper, with loose fitted, digitally printed floral suits.

As for me, I'm always a classic kind of guy and I know that trends come and go and then return just as quickly, so these are the looks for spring/summer. Keeping to blacks, you will never go wrong - there is nothing more chic than a black tux, suit, jacket coat and jeans. This does not mean you have to dress from head to toe in black: try throwing in a splash of mango, papaya or any tropical to add flavour to your closet.

White is a calming colour that also reflects the sun, so white linen or cotton suits, jackets, bombers and bikers will be all the rage this summer. Keep cool and embrace the marine whites and nautical shades.

Shades of blue - from sapphire, tanzanite and coral, to powder blue and sky - will be all over the High Street, so whether it's a ripped pair of jeans or an oversized bomber, a biker or a suit for work or dinner, you are safe with this primary colour.



# YKK & PAUL SMITH

## Students visit Paul Smith headquarters

LCCA fashion students visited the headquarters of renowned British fashion house Paul Smith.

Students met Matteo Atti, the marketing manager at Paul Smith, who gave them a tour of the building. He showed the students around all the different departments, including the design studios and the press room which showcased the latest Paul Smith collection.

Fashion students Magdalena Staszalek, Tali Galor, Armande Meyo and Orlane Lebas were delighted to have the

chance to speak to him. "Matteo gave us many tips and useful information about the industry and on how to start working in fashion marketing," said Magdalena. "We could see the whole office and get to know how particular departments work, as well as Paul's incredibly creative office space. It was a really good experience to see the heart of a well-established company that is very high in the industry."

"The trip was exciting and educating at the same time, giving us valuable insight of the brand and the fashion industry," Tali added.



## LCCA STUDENTS VISIT THE WORLD'S LARGEST ZIP MANUFACTURER

LCCA Fashion Programme Leader Claire Netter recently took her students on a field trip to the YKK showroom. It was a great opportunity for them to learn about how YKK zips are made, as the company is the world's largest zip manufacturer.

Students learned about the different processes to make a zip and order one from a factory. The company also offered students a gift bag and the opportunity for sponsorship in one of their future projects.

Fashion student Alexandra Alabern said: "I definitely learned a lot about the variety and different utilities of a zipper and the company. This will be incredibly useful throughout my development as a fashion designer."

Brittany Wolfe, another student, added: "I realised what is considered a small thing to a garment such as a zipper is actually just as important as the garment itself." And Mariana Dos Santos Custodio Ramos Goncalves enjoyed "meeting people from the industry."







# GENDERLESS FASHION PROJECT

By Sonya Nasir (LCCA alumna)

## Genderless/agender definition:

"Fundamentally exhibiting ambiguous gender characteristics and gender ambivalence, both simultaneously."

Genderless Fashion- "Finding your most desired item by colour, fit and style completely unrestricted by traditional gender ideas."

My project aims to explore and examine genderless

fashion as a trend. How we are currently viewing it using research techniques such as interviews and exploring its past traits by studying the shift of gender boundaries over time.

With focus on styles of dressing and clothing, this project also looks to achieve a much deeper understanding of the trend in a social context.



## Why I chose this topic?

•Able to merge consumer behaviour with genderless fashion. Genderless fashion is a particular division of consumer behaviour.

•Current trend that is growing. Many brands following the 'movement'.

•Sociological approach - the study of society. Fashion can make an impact on society and vice versa. Research a deeper understand in to the trend.

•People of all ages in all markets are constructing own identities more freely than ever.

•Runways - gender neutral statements: Prada, Givenchy, Vivienne W. and Gucci.

•Personal interest. Buy Menswear.

AS PART OF MY PROJECT I DID A GENDERLESS PHOTOSHOOT COLLABORATING WITH LCCA STUDENTS.



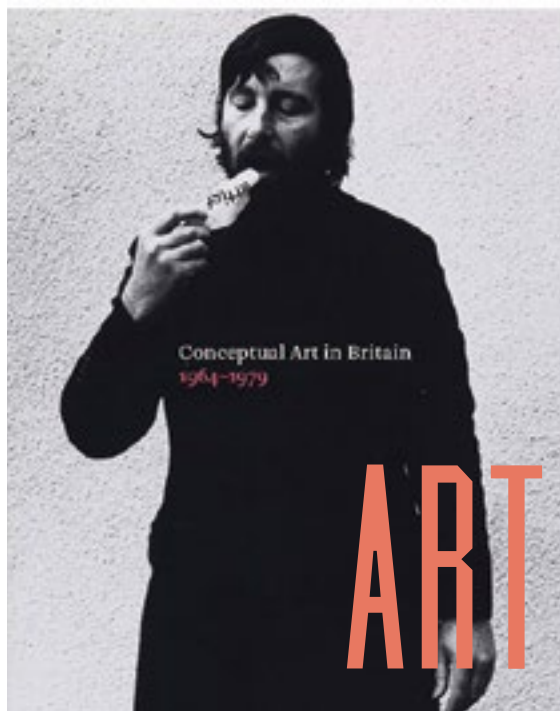
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*Photographer:* Botond Bartha (LCCA alumnus)  
*Stylist:* Andreea Radoi (LCCA alumna)  
*MUA:* Kyristal Ogbogoh  
*Model:* Colette Dryburgh (LCCA alumna)  
*Brands:* Adidas, Topman, Zara, & Other Stories



# WHAT'S ON IN LONDON

By Alice Fisher (staff writer)



## ART

### Conceptual Art in Britain

Until 29 August  
Tate Britain, London

The exhibition features the work of key conceptualists including Keith Arnatt, Conrad Atkinson, Michael Craig-Martin, Hamish Fulton, Margaret Harrison, Susan Hiller, John Hilliard, Richard Long, David Tremlett and Stephen Willats, among many others.



### Masterpiece London 2016

30 June – 6 July  
Royal Hospital Chelsea, London

Join thousands of visitors at the Royal Hospital Chelsea for Masterpiece London, one of the top international cross-collecting fairs for art, antiques and design. Sneak a peek at works that span over 5,000 years of art history, and experience one of the most glamorous art fairs London has to offer.



## CARNIVAL

### Notting Hill Carnival

28-29 Aug  
On the streets of W10  
West London

Europe's biggest street festival is a vivid spectacle representing London's multicultural past and present. There's live music from traditional Caribbean bands, DJs, colourful street parades, dancing, costumes, food, drink, after parties and more.



## DESIGN

### Judy Blame: Never Again

29 Jun – 11 Sep  
Institute for Contemporary Art

Legendary British accessory designer and stylist Judy Blame's first-ever solo show will be opening in June at the ICA.

The exhibition will trace the fashion rebel's DIY aesthetic: from the punk movement of the 70s and the 80s club scene to his work today, creating pieces for editorials and designers including Louis Vuitton's Kim Jones.



### Paul Strand: Photography and Film for the 20th Century

Until 3 July  
Victoria and Albert Museum

This exhibition is a major retrospective of the work of American photographer and film maker, Paul Strand (1890-1976), and the first in the UK since the artist's death. Strand was one of the most influential photographers of the 20th century, and his images have defined the way fine art and documentary photography is understood and practiced today.

The exhibition will present around 200 objects spanning Strand's entire career, including his breakthrough trials in abstraction and candid street portraits, close-ups of natural and machine forms, and extended explorations of various countries.

# PHOTOGRAPHY

### Strange and Familiar: Britain as Revealed by International Photographers

Until 19 June  
Barbican Centre

Curated by the iconic British photographer Martin Parr, *Strange and Familiar* considers how international photographers from the 1930s onwards have captured the social, cultural, and political identity of the UK.

From social documentary and portraiture to street and architectural photography, *The exhibition celebrates the work of leading photographers including Henri Cartier-Bresson, Rineke Dijkstra, Robert Frank, and Garry Winogrand. Bringing together over 250 compelling photographs and previously unseen bodies of work, Strange and Familiar presents a vibrant portrait of modern Britain.*



### LWilliam Eggleston Portraits

21 Jul – 23 Oct  
National Portrait Gallery

William Eggleston, who is widely considered the godfather of colour photography, is an art world legend. This retrospective features celebrities like Joe Strummer and Dennis Hopper, but the rarely seen images of his home life are likely to be just as much of a draw.



JUN 23

## INDEPENDENCE DAY: RESURGENCE

Set some 20 years after *Independence Day*, the UN has created Earth Space Defence (ESD), serving as an early warning system for the planet Earth. Built using technology recovered from the alien forces, it is assembled on the Moon.

Unbeknown to them, the aliens were able to send distress signals before their final defeat, and emerge to attack Earth once again. With a new brutal attack on the horizon, only a few

people are willing to help save the world.

Starring Jeff Goldblum (*The Grand Budapest Hotel*, *Pittsburgh*), Liam Hemsworth (*The Hunger Games*, *The Dressmaker*), Maika Monroe (*The Bling Ring*, *It Follows*), and Sela Ward (*Gone Girl*, *The Day After Tomorrow*), *Independence Day: Resurgence* hits UK screens on June 23.

## THE CONJURING 2: THE ENFIELD POLTERGEIST

JUN 17



Director James Wan has drawn inspiration from the poltergeist that terrorised a north London family in the 1970s for the second instalment of *The Conjuring*.

Paranormal investigators Ed and Lorraine Warren, played by Patrick Wilson (*Watchmen*, *Hard Candy*) and Vera Farmiga (*Up in the Air*, *The Departed*), travel to the London suburbs to visit the Hodgson family and investigate abnormal goings-on in their home.

More unnerving than your average 'haunted house' story, this definitely isn't a film for those who are easily frightened. *The Conjuring 2* will have you on the edge of your seat - catch it in cinemas from June 17.

## SUICIDE SQUAD

*Suicide Squad* will see a group of DC supervillains recruited by a secret government agency to carry out dangerous tasks in return for leniency regarding the terms of their imprisonment.

Jared Leto (*Fight Club*, *Requiem for a Dream*) is filling Heath Ledger's shoes as the infamous Joker for the first time. His performance has been described as 'absolutely incredible... so powerful... so menacing' by the film's director, David Ayer.

Leto, Will Smith (*I Am Legend*, *Men in Black*), Margot Robbie (*The Wolf of Wall Street*, *Focus*), Jai Courtney (*Divergent*, *Jack Reacher*), Cara Delevingne (*Paper Towns*, *Pan*) and Adewale Akinnuoye-Agbaje (*Concussion*, *Pompeii*) have joined forces to create the formidable *Suicide Squad*.

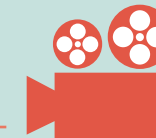
You can catch them in action from August 5.



AUG 5

## MOVIE PREVIEW

By Claire Payne (guest writer)



JUL 15



## GHOSTBUSTERS

Thirty-two years ago, supernatural comedy *Ghostbusters* came bursting onto our screens and became a roaring box office success. Now the wait is over for its army of patient fans, as the reboot launches in cinema across the UK on July 15.

When Erin Gilbert is hired by Columbia University, she can't believe her luck - but then a book she published about ghosts being real comes to light, and she is laughed out of her job.

However, when Manhattan is invaded by ghosts, the city needs

Erin (and the rest of the team) to banish a powerful demon once and for all.

Director Paul Feig offers an original take on the supernatural comedy, and with Kristen Wiig (*The Martian*, *The Secret Life of Walter Mitty*), Melissa McCarthy (*Bridesmaids*, *The Hangover Part III*), Kate McKinnon (*Ted 2*, *My Best Day*), and Leslie Jones (*Trainwreck*, *Wrongfully Accused*) stepping into the ghost busting shoes, the remake is witty and well worth a watch.

JUL 22



## THE BFG

Based on Roald Dahl's beloved children's novel of the same name, this film follows a young girl named Sophie (Ruby Barnhill, *4 O'Clock Club*) who befriends a big, friendly giant - the BFG (Mark Rylance: *Wolf Hall*, *Bridge of Spies*).

The unlikely duo set out on an adventure to catch the terrifying, man-eating giants who force the people of England to cower in their beds at night.

A classic story and a favourite amongst both younger and older generations, *The BFG* is a fantastic film for people of all ages. Enchanting and magical, this is definitely a film to watch on the big screen. You can see it in cinemas from July 22.



# CARRERS WITH CARMEN

## CAREER ACTION PLAN FOR STUDENTS

**CREATING AN ACTION PLAN WILL HELP YOU RECOGNISE WHAT YOU WANT TO ACHIEVE IN THE LONG TERM AND IDENTIFY WHAT STEPS THEY NEED TO TAKE IN THE SHORT TERM.**

### CURRENT SITUATION

Analyse the factors that influence your career development, such as your qualifications, your personal abilities and knowledge, and any strengths and weaknesses related to the career that you want.

If you need help, you can take an online questionnaire that helps you shape career ideas based on your interests and abilities - try the Prospects Planner or the National Careers Service Skills Health Check.

At this stage, prioritise and research each idea you have in order to determine if it's realistic.

### IDEAL SITUATION

Describe how you see your ideal career: what type of work you would do, what responsibilities you would undertake, what type of organisation you would work for, etc.

### SWOT ANALYSIS

Look closely at your strengths, weaknesses, opportunities and threats. This will help you identify the personal and external factors that can have an influence on your career.



Carmen Andreica  
Careers and Student  
Services Manager

## THE PLAN OF ACTION

- Research careers related to your course of study and attend career fairs
- Go through a self-assessment process to analyse your interests, skills, values and personality to choose a path. You can also take self-assessment tests, such as the Target Jobs Careers Report or the Keirsey Temperament Sorter
- Identify potential career options and choose three job profiles of interest, then find organisations that offer those roles and arrange meetings with people who work in those roles to find out more
- Create a list of pros and cons, and analyse them
- Develop your networking skills - get in contact with people working in the industry, acquaintances, etc. Use social media channels such as LinkedIn, Facebook, and Twitter
- Keep a to-do list, assign deadlines, and continuously review your progress
- Get involved in extracurricular activities
- Develop your soft skills: communication, leadership, negotiation, team work, organisation, etc.
- Update your CV to relate to the role you're interested in and prepare evidence of your relevant skills
- Gain work experience through internships, part-time jobs, and volunteering
- Go through mock interview sessions and learn how to best present yourself in interviews
- Research job opportunity sources, including the "hidden job market"
- Make speculative applications, as not all jobs are advertised
- Take aptitude tests - try the one at [www.graduatesfirst.com](http://www.graduatesfirst.com)

# FASHION PHOTOGRAPHY AT LCCA: ONE STUDENT'S JOURNEY



ENDY ENGEL  
(LCCA alumnus)

*"Don't accept failure, everyone fails at something. Be confident and be yourself."*

*The LCCA Careers Department helped Endy secure an internship with aerial photographer, Joseph Ford, where he worked on a project for Shell, the UK's leading energy producer and supplier.*

It all started when Endy made a New Year's resolution to turn his hobby into his career. "I applied to LCCA in mid-December 2013 and by the end of January 2014 I was doing a HND in photography," he says.

Endy had no professional photography experience when he joined LCCA. "I was mostly photographing myself; I created my own sets of self-portraits," he explained. "I spent hours on online photo editing. I loved and I love to create images."

He was able to make great contacts while interning with several different industry professionals. The LCCA Careers Department helped Endy secure an internship with aerial photographer, Joseph Ford, where he worked on a project for Shell, the UK's leading energy producer and supplier.

He also did an internship with celebrity photographer, Leigh Keily, and an image that Endy co-produced was published on the cover of Attitude Magazine.

"Leigh is an absolutely amazing guy," Endy said. "I met so many industry professionals at the photo shoots in London and abroad. Every second week Leigh's photographs are on magazine covers."

Endy is currently taking the Nick Knight Mastered Course with British fashion photographer, Nick Knight. "Nick Knight is a living legend. I applied a day before the application deadline. I wrote my thoughts about photography and my life and send it to them along with some of my favourite photographic works.

"Two days after [I sent] my application, I was chosen to be one of the participants on the course," Endy told us delightedly.

Endy thoroughly enjoyed being a student, and reflects on his experiences positively. "I managed to work, travel around the world, and have fun," he said.

A particular highlight of his time at LCCA was when one of his works was chosen to be published on the LCCA website and was used as the opening image for the LCCA Summer Show exhibition page. "I was very



Magazine photoshoot with Liam Payne from One Direction

excited and happy at that time," Endy recalled.

In his free time, Endy enjoys exploring London, which he calls his first home. "Living in London is a blast. I've made hundreds of new friends from all over the world. I got to know Maida Vale in West London, where I live, and I'm out most weekends with my camera, exploring all these hidden London treasures that I never knew existed. The nightlife is wild, but I'm always shocked by the figures on the receipts I find in my wallet the next morning."

He is now looking forward to working on his own projects and assisting photographers for half a year, before embarking on his next journey studying BA Fashion Photography this September.

His advice to future LCCA students is: "Don't accept failure, everyone fails at something. Be confident and be yourself."



# WHY IS FASHION DESIGN SO COMPETITIVE?

by Mariana Custodio (BA Fashion Design)

Fashion is beauty. The word beauty has existed since Latin times: bellus meant “pretty, handsome, and charming”, and was used especially for women and children. The evolution of the word ended in the early 14th century, meaning “physical attractiveness” and “goodness, courtesy.”

We fashion designers create beautiful pieces of work for clients. We work together with the marketing team, create mood boards, and try to follow the current market trends.

Artists like Van Gogh weren't appreciated for their works during their lifetime, because their work didn't benefit from market research. Nowadays it is different - once we know what the client wants, we can create it in a better way, catering for their expectations.

The beauty of our century is that the creative ideas of fashion designers mix with the client's needs. We don't decide anything, we don't choose anything. The client decides and chooses, and we just make - that's why it's called "ready to wear."

The artist's vision is when he/she creates something that mesmerises people, because that piece touches both parties in mutual points of their lives: it means something, and they just love it. Perhaps we fashion designers are therefore artists. We are influenced by architecture, fashion, chemistry, photography, colours, music, and much more.

Fashion design is very competitive because we compete with ourselves as well as others. Our work never seems good enough. We try always to be better than we were before. When someone describes a hard task as requiring their "blood, sweat and tears" they probably don't mean it literally - but in a fashion design course, your days will incorporate one, if not all, of those.

And what about inspiration? It doesn't grow on trees. One has to spend more time researching to have that one idea than time spent doing the final project. For me, the most complicated task is to organise ideas, so that in the end everything will be perfect and well conducted.

The hardest part is to know about all the files in the artistic world, and then know exactly how to mix all together so that people appreciate it. And when that happens, you realise: "I created something new."



# LCCA ALUMNI TALKS ABOUT HER DIRECTING DEBUT

**LCCA creative media production student, Yuliya Fytsailo, has not only debuted as the writer, producer and director of her first film, but has also taken credit for composing some of the theme music.**

Reflecting on what she'd learnt, Yuliya explained: "As a director, one needs to be present and aware in the moment, spot how actors deliver the character and the text, and guide them in the right direction for that specific scene, at the same time giving them the freedom they need to come across as natural and captivating."

Yuliya's mum came all the way from the Ukraine to support her during this project.

The First True Kiss is a fictional short film, philosophical in nature, with elements of romance and fantasy. Here, Yuliya talks to us about her first production, and everything she learnt along the way

"In term three we learned about script writing. I started writing a script with the vision in my mind that I will make it my final project," Yuliya explained.

She drew inspiration from various places, including her favourite book, Thais of Athens, written by Russian author, Ivan Efremov, and even a documentary about the planet's waste and how people deal with it different parts of the world.

Yuliya invested her time into countless hours of research for this project in order to develop the film. She refined the story using primary and secondary research methods, learnt more about the subject, and found the ideal locations and actors. She even considered effects, film style and colour.

"I knew I wanted to do an inspirational film with beautiful shots, several characters and a pleasant and straight forward story: something rather sweet and poetic, with elements of fantasy and innocence. Something light hearted."

After months of negotiations and organisation, Yuliya came to realise that there were more challenges she had to face.

"My journey at LCCA was an amazing experience: exiting, amazing, at times overwhelming and stressful, but full of adventures and a very valuable learning experience."

"She was responsible for set design, location management and catering," Yuliya told us. "She also helped me make better decisions regarding my final location choices. I wanted diversity in the locations shown on screen and I loved all of my locations at Brent Cross Reservoir."

The majority of the scenes in the film were set in parks, around water and outside on the streets; there were 15 different locations and 30 scenes to shoot.

"It was challenging to shoot on busy streets and noisy parks where the background noise kept disturbing the quality of the sound," Yuliya said. "Some of my plans had to be changed because they were unrealistic in terms of time frame, money and location."

"Creative media production is a very valuable and important process. From the first glimpse of an idea for a movie, to developing it, making it happen, up to post-production, I realised how much decision-making is involved in order to turn this product into an interesting movie."

"It is very important to understand what [the film is] for, who it is for and how to execute it. Every stage is equally important and has to be done in a high quality manner, with meticulous attention to detail."



# MUST HAVE APPS

BY THE INTERACTIVE MEDIA DEPARTMENT

## UNCLOUDED



With Unclouded, you can manage and view all the files you keep in the cloud from one place. However, it's more than just an overview, as you can also find duplicates, see which files were updated most recently, and check which files are using up the most storage space. This is a must-have for those living in the cloud.

## PIXLR



Pixlr is a fun, powerful photo editor that lets you quickly crop, rotate, and fine-tune any picture. You can choose from over 2 million combinations of free effects to personalise your image. Pixlr makes you look like a pro, even if you've never edited a photo before.

## EVERYPOST



Everypost is the easiest way to create, customise, schedule, and post content to Facebook, Twitter, Google+, Flickr, LinkedIn, tumblr, and many others social networks. Many professional marketers use this app to publish their content on multiple media platforms, amplifying their reach to more channels and audiences.





by Nnenna Anisiobi  
(staff writer)



**SERVES: 4**  
**PREPARATION TIME: 15 MINUTES**  
**COOKING TIME: 30 MINUTES**

**NUTRITIONAL INFO PER SERVING:**

Calories - 479 kcal  
Total Fat - 20.5g  
Saturated Fat - 6.8g  
Salt - 2.0g  
Sugar - 13.7g

# NNENNA'S DINNER FOR A FIVER

## CREAMY RED LENTIL MOUSSAKA

### INGREDIENTS

- 2 aubergines, trimmed and sliced thinly lengthways
  - 2 tablespoons olive oil
  - 100g dried red lentils
  - 200g carrots, peeled and roughly chopped
  - 3 cloves of garlic
  - ½ teaspoon ground cinnamon
  - 2 x 400g tins of chopped tomatoes
  - 2 tablespoons sun-dried tomato paste
  - ½ x 28g pack fresh flat leaf parsley, roughly chopped
  - 350g tub Italian three cheese sauce
3. While the aubergines, lentils and carrots are cooking, heat the remaining oil in a large frying pan. Add the garlic and fry gently for 5 minutes, or until softened.
  4. Add the cinnamon, tinned tomatoes, tomato paste and the drained lentils and carrots to the pan with the garlic. Simmer for 10 minutes.
  5. Remove from the heat and stir in most of the chopped parsley. Preheat the grill to high.

### METHOD

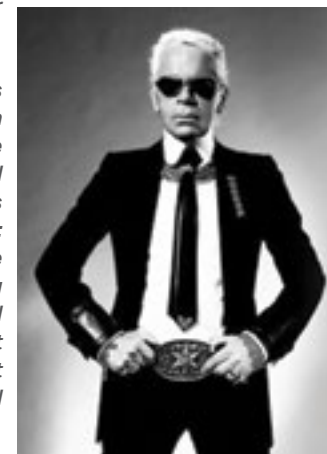
1. Preheat the oven to 200°C, fan 180°C, or gas mark 4. Place the aubergine slices on a baking tray and brush with half of the olive oil. Bake for 15 minutes, until softened.
2. Meanwhile, cook the lentils in a pan of boiling water for 15 minutes, adding the carrots for the final 7 minutes of cooking time. Drain.
6. Layer the lentil mix and aubergine slices in a large baking dish, finishing with a layer of aubergine slices.
7. Spoon over the cheese sauce, then place under the grill for 5 minutes, until the top is golden.
8. Garnish with the remaining parsley.

# THE KARL EXPERIENCE



During her internship with renowned fashion house Karl Lagerfeld, postgraduate student Monika Jakimaviciute took the fantastic opportunity to attend events such as London Fashion Week, meeting many great people. Here, she talks to LCCA about her experience and everything she learned on her industry placement.

Monika already feels as though she's in a much better position to chase jobs she once deemed unobtainable. She reflects on her internship proudly: her previous experience is all PR and marketing related, but working at Karl Lagerfeld gave her great insight into everything that goes on in-store and behind the scenes in retail.



completing invoices and picking price points, exploring the retail process, dealing with clients, and merchandising the shop floor. Alongside this, she also attended informal sessions with managers, learning about the industry and how to advance in her career.

Monika's internship was secured through the LCCA Careers Department. "Our careers advisor, Carmen, has been very helpful sending us any internship opportunities that arise, and giving us CV, cover letter, interview technique and other workshops, providing us with the best possible tools to progress in the industry," she says.

"The Internship provided me with lots of product knowledge and taught me visual merchandising practices," Monika explained.

"[I now know] how to successfully design merchandising displays to attract customers to the product."

"I've even had training in tailoring and how to provide each and every customer with the best personalised items and the best shopping experience - or in this case, 'The Karl Experience'."

The first two weeks of Monika's internship brought intensive training, covering many different aspects of retail from merchandising to sales. Monika also read a huge amount of literature, learning all about the clientele and the man behind the brand.

"Karl has many books about his photography, himself and his dearest cat, Choupette, which were interesting insights that really helped me understand the brand and its ambassador," Monika said.

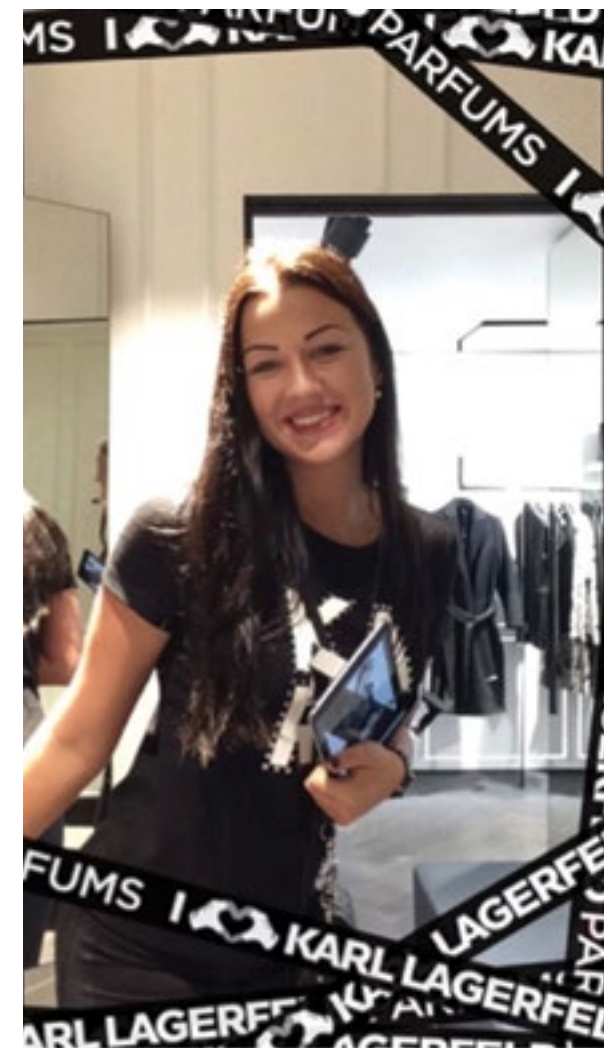
As her internship progressed, Monika's day-to-day activities came to consist of

Speaking about her student experience, Monika said: "Studying at LCCA has provided me with a lot of industry knowledge and has educated me in something that I have wanted to learn about for so long - fashion."

"I found that the course explores every single angle of the industry, from e-commerce and sustainability, to visual merchandising and brand globalisation. It is great to cover such a wide spectrum; it aids us in our future fashion journeys."

Monika's advice to her fellow fashion graduates: "Do as many internships as you can. Not only does this boost your CV, but it also provides you with a lot of industry knowledge. One never knows what could come in the future from working for these various companies. It is a good networking opportunity."

Monika plans to work for the British Fashion Council after graduating from her MA in Fashion Retail and Luxury Management.



# FITNESS

By Fathia Abdu (guest writer)

Get beach-ready in time for summer 2016! It's not too late to get the body you want.

High Intensity Interval Training (HIIT) burns more calories than

your average workout. It's growing in popularity and more and more people are taking classes.

Here is a simple high intensity workout you can do right now!



### 1 JOG ON THE SPOT (30 SECONDS) START JOGGING ON THE SPOT, WITH:

- Heels soft on the ground
- Chest up
- Shoulders relaxed

### 2 MUMMY HIGH KNEES (30 SECONDS)

- Start with a light jog
- Begin lifting knees up to hip height whilst jogging

### 3 CHEST OPENER JACKS (30 SECONDS)

- Begin with one foot in front of the other and both arms together in front
- Step forward with one foot at a time, simultaneously opening and closing your arms

### 4 ROTATIONAL BURPEES (30 SECONDS ON, 10 SECONDS OFF, 30

- Start with regular burpees
- As you return to standing position, spin to face the opposite direction and repeat

*Fathia Abdu*  
FITNESS & DANCE STUDIO

By Fathia Abdu  
www.fathiaabdu.co.uk



LCCA

London College of  
Contemporary Arts

*goes green*



Photography: Tony Faulkner

LCCA introduced refillable water bottles for all staff and students, creating an eco-friendly work environment and generating less waste.