



Περιφέρεια Κρήτης  
Region of Crete

# Contemporary Minoans

The Minoan civilisation inspires  
contemporary creators

12.05 2018

HERAKLION  
ARCHAEOLOGICAL  
MUSEUM



ILLUSTRATION CHRISTOS KOURTOGLOU

UNDER THE AUSPICES



HELLENIC REPUBLIC  
Ministry of Culture and Sports



HELLENIC REPUBLIC  
MINISTRY OF TOURISM

GREECE





# Contemporary Minoans

## Conference Exhibition Workshops

On the occasion of the European Year of Cultural Heritage 2018, the Cultural Organisation Branding Heritage designed and implemented a multifaceted event dedicated to the Minoan culture, at its birthplace, the Greek island of Crete. The aim was to offer a unique, comprehensive cultural experience and to showcase the everlasting influence and wide representation of the Minoan culture on the global contemporary creation and gastronomy. The “Contemporary Minoans” conference and the interactive “Cooking like Minoans”, were held with great success on 11-12 May 2018, in collaboration with Heraklion Archaeological Museum, the British School at Athens and the Region of Crete, under the auspices of the Hellenic Ministry of Culture and Sports, the Hellenic Ministry of Tourism and the Greek National Tourism Organisation, with the support of major foundations, institutions and enterprises.

The “Contemporary Minoans” all-day open cultural dialogue was held at the premises of the Heraklion Archaeological Museum. The event focused on the influence of the Minoan as the first advanced European civilisation, on contemporary creators, hosting interventions from distinguished archaeologists, journalists and renowned designers, globally promoting and honouring their ancient Greek heritage through their creations. The conference was complemented by live, on site workshops of ancient techniques, open to the public while original contemporary creations with Minoan references, especially made by Greek brands for Branding Heritage (BH), were exhibited at the Museum for a month. Important figures from the fields of academia, business, art, journalism and politics honoured the event with their presence.

### Opening Addresses

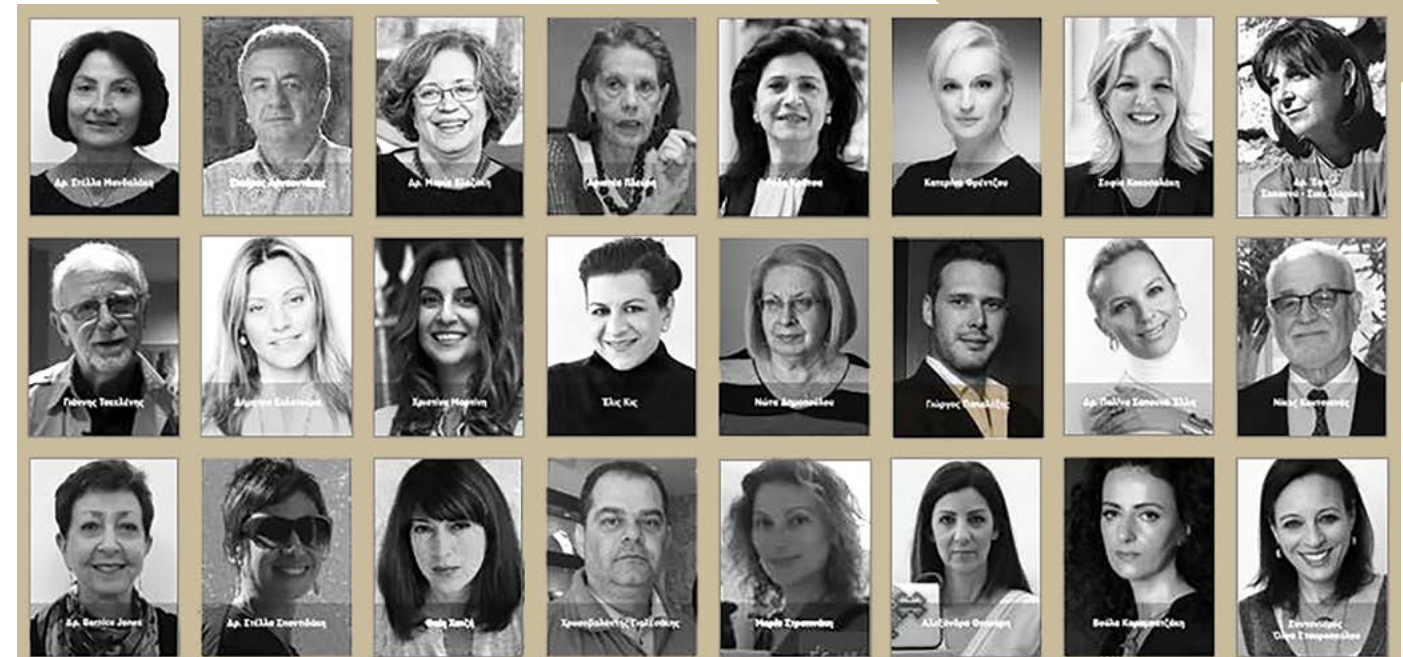
**Dr Stella Mandalaki** | Director of Heraklion Archaeological Museum  
**Stavros Arnaoutakis** | Regional Governor of Crete  
**Dr Maria Vlazaki** | General Secretary of Ministry of Culture & Sports  
**Aristea Plevri** | Vice-Mayor for Culture of Heraklion Crete  
**Rodi Kratsa** | Former Vice-President of European Parliament  
**Katerina Frentzou** | Founder of Branding Heritage, Journalist

### Honorary Distinction

**Sophia Kokosalaki** | Designer

### Moderator

**Olga Stavropoulou** | Founder & Managing Partner of Militos Consulting S.A., BH Expert



## PANELS

### Minoan civilisation in contemporary garments

**Yannis Tseklenis** | Designer, BH Expert  
**Mimika Kolotoura** | Co-founder of Zeus+Dione, BH Brand  
**Christina Martini** | Designer of Ancient Greek Sandals, BH Brand  
**Elis Kiss** | Journalist, “K” magazine/Kathimerini journal

### Minoan symbols in contemporary jewellery

**Dr Effie Sapouna - Sakellarakis** | Honorary Director of Antiquities, BH Expert  
**Nota Dimopoulou** | Archaeologist, Honorary Director of Heraklion Archaeological Museum  
**Georges Papalexis** | CEO of Zolotas House of Jewels, BH Brand  
**Polina Sapouna - Ellis** | Archaeologist, Jewellery designer, BH Brand  
**Nikos Koutsianas** | President of APIVITA, BH Brand

### Loom is in fashion

**Dr Bernice Jones** | Archaeologist, Professor at Ringling College of Art & Design  
**Dr Stella Spantidaki** | Archaeologist, President of ARTEX, BH Expert  
**Faye Chatzi** | Fashion designer, BH Brand

### Minoan civilisation: Influence on the artistic creation of Crete

**Chrysovalantis Gialesakis** | President of Heraklion Silver Goldsmiths Association  
**Maria Stratiniaki** | Art Historian at Institute of Vocational Training Rethymno  
**Doukeni Papafioratou, Eleni Kougioumtzaki, George Vourakis** | Students in Applied Arts  
 2nd Heraklion. Lab.Center - 5th H. EPAL

### Workshops: LOOM | THREAD | JEWELLERY

**Alexandra Theohari** | Founder of KLOTHO, BH Brand  
**Faye Chatzi** | Fashion designer, BH Brand  
**Voula Karampatzaki** | Artist, Jewellery designer, BH Brand





The event, held in the frame of the Heraklion Archaeological Museum thematic series “Daidalos”, devoted to the inventiveness and innovation in the ancient arts, was livestreamed under the coordination of the Head of the Department of Exhibitions, Communication and Educational Programmes of the Museum Katerina Athanasaki, with the support of the Unit of Communication Networking - Center of ICT of the University of Crete (responsible Manolis Zouraris). Conference speakers and audience were addressed by Despina Avronidaki. The Director of the Heraklion Archaeological Museum Dr Stella Mandalaki welcomed the audience and presented the activities of the Museum.



Dr Stella Mandalaki



The Regional Governor of Crete Stavros Arnaoutakis, a great supporter of the event



Dr Maria Vlazaki, General Secretary of the Ministry of Culture and Sports, under the auspices of which the events were held



The Vice-Mayor for Culture of Heraklion Crete, Aristeia Plevri



Former Vice-President of the European Parliament, Rodi Kratsa



Founder of Branding Heritage, Journalist Katerina Frentzou

## Honorary Distinction

During the event, Branding Heritage honoured the internationally renowned Greek designer Sophia Kokosalaki for her contribution to the promotion of her Cretan origin and Minoan influence, as a source of inspiration and creativity at global level. The London-based designer is seen as the prime representative of “Greek Chic”, credited with bringing the ancient style back onto the world fashion map. The founder of Branding Heritage invited the Regional Governor of Crete to honour the designer, by giving an award representing a symbol of the Minoan Culture, a creation especially made for BH by prominent Greek ceramist Dimitris Z. Stathopoulos.

Kokosalaki has received numerous awards throughout the years for her groundbreaking creations depicting the ancient Greek civilisation in a contemporary way. The year 2004 was landmark for her career as she was the selected designer for the costumes of the Opening and Closing ceremonies of the Athens 2004 Olympic Games.

The designer shared with the public her love for Crete and the influence that Minoan symbols have on her creative work and designs. “I hope that my creations manage to capture all the emotions I feel every time I land in Crete and come face to face with ancient artifacts.”



Katerina Frentzou, Stavros Arnaoutakis and Dr Stella Mandalaki, at the honorary distinction of the internationally renowned Greek designer Sophia Kokosalaki







#### Minoan civilisation in contemporary garments

This panel discussion hosted interventions by distinguished personalities from the fields of fashion and journalism, including fashion legend Yannis Tseklenis, member of BH advisory board, who sent a video message. The internationally acclaimed fashion designer with covers in Vogue, Times, Washington Post as well as presence in museums such as the Victoria & Albert in London, has been one of the first designers to ever depict images from ancient Greek pottery, byzantine mosaics and Minoan symbols on garments.

Successful brands such as Zeus+Dione and Ancient Greek Sandals were also present with co-founders Mimika Kolotoura & Mareva Grabowski and co-founder Christina Martini, respectively, giving an insight on their efforts to promote, through their cultural entrepreneurship, the richness of the Greek heritage worldwide. Among the speakers, journalist at 'K' magazine of Kathimerini Journal Elis Kiss presented the timeless influence of the Minoan civilisation, highlighting how it has repeatedly become a central inspiration theme of top fashion designers, who lead the global fashion industry.



Mimika Kolotoura, Moderator Olga Stavropoulou, Founder & Managing Partner of Militos Consulting S.A., Christina Martini, Elis Kiss

#### Minoan symbols in contemporary jewellery

The panel included important speakers such as Honorary Director of Antiquities and member of BH advisory board Dr Effie Sapouna-Sakellarakis, a prominent figure of Archaeology with invaluable excavation work in Crete who sent a written address, Archaeologist and Honorary Director of the Heraklion Archaeological Museum Nota Dimopoulou, CEO of Zolotas House of Jewels Georges Papalexis, Archaeologist and Jewellery designer Polina Sapouna-Ellis and President of APIVITA house of natural cosmetics Nikos Koutsianas.



Honorary Director of Heraklion Archaeological Museum, Archaeologist Nota Dimopoulou



Polina Sapouna-Ellis, talks about her excavation experience on the side of Yannis Sakellarakis and Effie Sapouna, great figures of archaeology, describing how she ended up to be a designer of jewellery, inspired by ancient Greece.



Georges Papalexis explained how ancient images of the Greek myths come to life at Zolotas workshops, where creations are crafted based on ancient jewellery-making traditions.



Nikos Koutsianas described how their company logo, inspired by the well-known Minoan jewel 'The Bees of Malia', promotes Minoan culture worldwide.



### Loom is in fashion

The panel was dedicated to the importance of ancient textile art and its remarkable potential for cultural entrepreneurship, proven through its successful revival in modern times. Speakers included Archaeologist and Professor at Ringling College of Art & Design Dr Bernice Jones, author of the book -“Ariadne’s Threads- The Construction and Significance of Clothes in the Aegean Bronze Age” and lecturer on Minoan and Mycenaean clothes and frescoes, whose costume replications are displayed in exhibitions all over the world, Archaeologist and President of the Hellenic Centre for Research and Conservation of Archaeological Textiles (ARTEX) Dr Stella Spantidaki and young Greek Fashion designer Faye Chatzi. Faye has found a unique way to revive the ancient craft of weaving on the loom, bringing to life this primitive textile tool, preserving her valuable heritage while capitalising on the business prospects.

### Minoan civilisation: Influence on the artistic creation of Crete

The conference concluded with speakers, representatives of local actors, including the President of Heraklion Silver Goldsmiths Association, Chrysovalantis Gialesakis, Art Historian at Institute of Vocational Training Rethymno, Maria Stratinaki and Students in Applied Arts, 2nd Heraklion Lab. Center-5th Heraklion EPAL Doukeni Papafloratou, George Vourakis and Eleni Kougioumtzaki, who shared their experiences about Minoan symbols in Cretan creation.



Dr Stella Spantidaki



Chrysovalantis Gialesakis



Dr Bernice Jones



Co-founder of Zeus+Dione,  
Mareva Grabowski



Journalist at Protagon, Christina Poutetsi



Co-founder of Apivita, Niki Koutsiana



“By giving the loom a place in the production process, we create contemporary objects with cultural importance”, Faye Chatzi mentioned in her intervention



Head of Corporate Communication & Digital Marketing at Creta Farms Elena Domazaki, supporter of the event



Students in Applied arts, Doukeni Papafloratou, Eleni Kougioumtzaki, George Vourakis

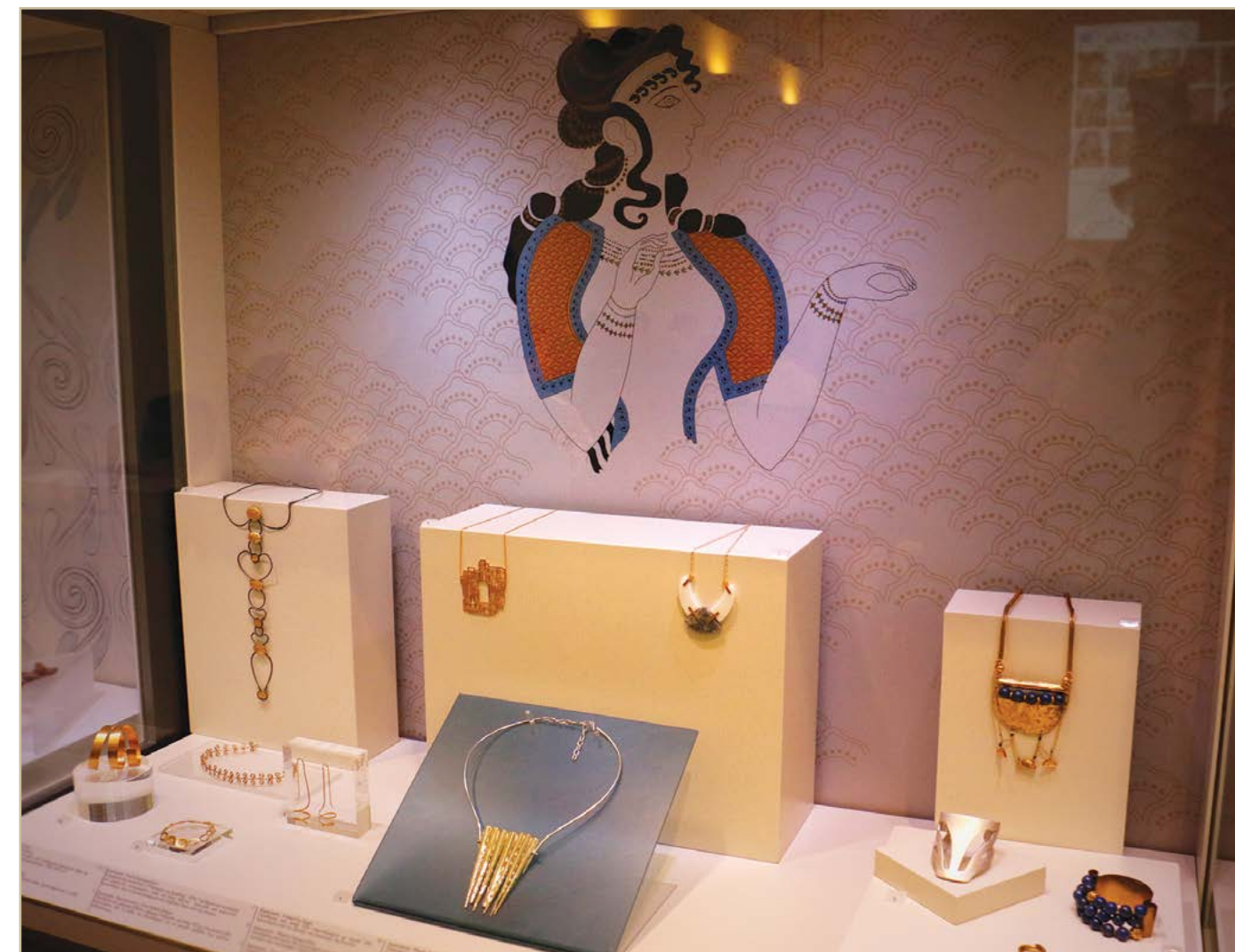


Rodi Kratsa, Sophia Kokosalaki, President of G&A Mamidakis Foundation and supporter of the event Gina Mamidaki, Stavros Arnaoutakis, Dr Stella Mandalaki, Dr Maria Vlazaki, Nikos Koutsianas



### Contemporary Jewellery and Garments with Minoan references

In the frame of the event, Branding Heritage invited creators who transform history into creativity, inspired by the endless wealth of the ancient Greek heritage, to create original contemporary pieces of fashion, jewellery and design with Minoan references to be exhibited at the Museum. Brands that were part of the exhibition included: Sophia Kokosalaki, Mary Katrantzou, Ancient Greek Sandals, Spyridon Tsagarakis, Zeus+Dione, Polina Sapouna-Ellis, Croquis by Qupa, Faye Chatzi, Philomela, Klotho, Xenia Nefelly Vlachou-Marmarometry, Voula Karampatzaki, Anna Kitsou Ceramic Jewellery and Anaktæ. The exhibition also hosted costume replications by Dr Bernice R. Jones and was curated by Cultural Manager & Advisor Elena Mavromichali. The Jewellery Association of Heraklion and the Public Rethymnon Professional Training Institute also participated in the exhibition with contemporary creations. The exhibition of contemporary Jewellery was curated by conservators of the museum, Michalis Papayannakis and Efi Tsitsa. The graphic compositions were made by the designer of the museum Penelope Stefanaki. The Director of the Museum, Dr Stella Mandalaki had the overall supervision of the exhibition.



Deeply influenced by the history and the myths of Minoan culture, Greek designers, members of Branding Heritage community, created, especially for BH, jewels inspired by Minoan paintings, pottery motifs, sculptures, engraved stones, architectural elements and reliefs.



Necklace, 24K gold plated silver, inspired by the floor plan of Knossos palace.  
Designers: Croquis by Qupa



Necklace by bronze, silver-plated and lapis lazuli, inspired by the deities of Crete from the collection: "The Ariadne Treasure".  
Designer: Voula Karampatzaki

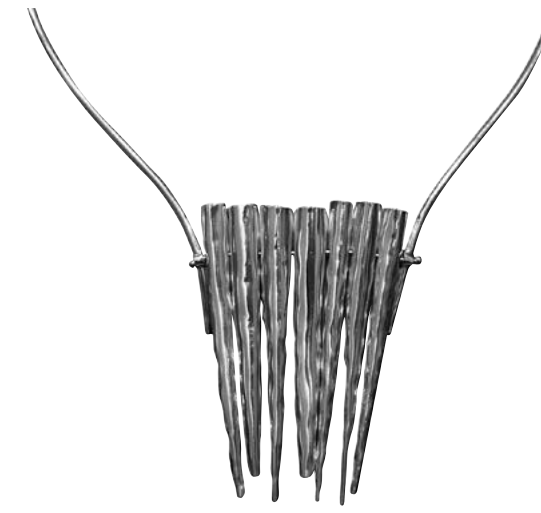


Necklace made with Thassos & Aliberti marble, sterling silver, gold plated 24K, inspired by the Minoan symbol of horns of consecration. Designer: Marmarometry

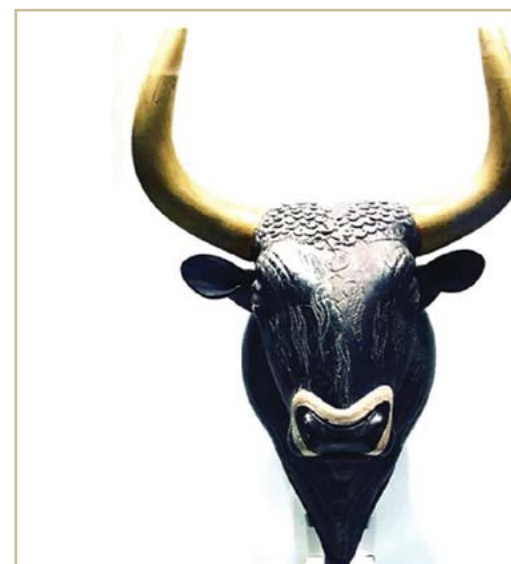




Sandal from vegetable tanned leather, inspired by the myth of the Minotaur. Designer: Ancient Greek Sandals, Ceramic necklaces.  
 Designer: Anna Kitsou Ceramic Jewellery, 'Amalthea case', oxidized bronze and Greek marble, inspired by 'The town Mosaic', Knossos  
 Palace, 2000-1700 B.C. Designer: Anaktæ



Silver necklace inspired by models of thin-bladed votive swords, from Arkalochori Cave, 1700-1450 BC. Designer: Sophia Kokosalaki



Silver rhodium plated Cuff inspired by the myth of the Minotaur. Designer: Polina Sapouna-Ellis



Ceramic necklace inspired by the ancient symbol of the spiral. Designer: Anna Kitsou Ceramic Jewellery



This exhibition was inspired by Branding Heritage to demonstrate how ancient Greek culture can be an infinite source of inspiration for modern designers and how entrepreneurship and culture heritage can form a profitable union, promoting the work of artists reviving ancient crafts and delivering products of high cultural and creative value.



Renowned designer Mary Katrantzou participated at the exhibition 'Contemporary Minoans' with a dress from Spring-Summer 2017 collection, inspired by the well-known Minoan fresco 'The Blue Ladies'.



Handmade dresses made on the loom, inspired by the plant motifs of Minoan frescoes. Cotton dress by Philomela (left) and 'Pasiphae' flousced dress by Faye Chatzi.

Silk draped maxi dress,  
inspired by Minoan labyrinth  
and the 'Snake Goddess' by  
Spyridon Tsagarakis





Costume replica (khiton and bolero) of woman on Sarcophagus from Hagia Triada by Archaeologist, Professor at Ringling College of Art & Design Dr Bernice Jones.



Costume replica (robe and flounced kilt) of woman on fresco from Hagia Triada (left) by Dr Bernice Jones. Silk handmade dress made on the loom, inspired by the Minoan women costumes of Hagia Triada Sarcophagus (right) by Klotho.





Περιφέρεια Κρήτης  
Region of Crete

ΥΠΟ ΤΗΝ ΑΙΓΙΔΑ  
ΕΛΛΗΝΙΚΗΣ ΔΗΜΟΚΡΑΤΙΑΣ  
ΕΛΛΗΝΙΚΗ ΔΙΔΑΚΤΙΚΗ  
ΥΠΟΥΡΓΕΙΟ ΤΟΥΡΙΣΜΟΥ

# Contemporary Minoans

Ο Μινωικός πολιτισμός εμπνέει σύγχρονους δημιουργούς

12.05.2018  
ΑΡΧΑΙΟΛΟΓΙΚΟ ΜΟΥΣΕΙΟ ΗΡΑΚΛΕΙΟΥ



ΕΚΔΑΤΙΚΟ Ι. ΑΡΙΣΤΟΣ ΚΟΥΡΙΟΓΑΔΟΥ











www.brandingheritage.org

Zeus+Dione hand-embroidered costume composed of a silk scarf with metallic thread on the outlines of the labyrinth path, combined with a layered silk skirt that depicts the Knossian board Game, also known as Zatrikion.



Workshops of ancient techniques (Jewellery/Loom/Thread) were presented after the conference to the audience and museum visitors from all over the world, as part of an effort of Branding Heritage to support brands that revive ancient crafts and promote the work of designers, artists and entrepreneurs honouring the 'global' Greek heritage in Greece and beyond. The workshops were delivered by creators, members of the BH community, Voula Karampatzaki, Klotho and Faye Chatzi.



## The ancient goldsmith technique

The workshop delivered by jewellery designer and artist Voula Karampatzaki was based on an ancient Greek goldsmith technique of hammering metal, known as the one used by the God of fire Hephaestus. This technique of placing the metal onto a smooth surface and "beating" it with a small hammer with a rounded edge, is mostly used for the creation of gold handcrafted jewellery.



The designer demonstrated how the rippled effect is created and invited the audience to participate in the making process.







## The ancient art of the Loom

The art of weaving, an ancient craft, was demonstrated by Cretan brand Klotho. Klotho employs the most talented weavers of Crete, revitalising the local economy and motivating the new generation to combine fashion with tradition. "Weaving is for Greece an important cultural tradition and it is our responsibility to preserve and showcase this cultural legacy" highlighted founder Alexandra Theohari.

## Crafting an ancient thread

Fashion designer Faye Chatzi demonstrated her unique process of reviving in its entirety an ancient technique, employed thousands of years ago, to make garments and accessories. She is the first contemporary designer to use this technique. Everything is hand-made, from the alteration of sheepwool into thread up to the weaving on the loom. Faye elaborated on the steps of this challenging process and its value: "First we take the wool from the sheep and then place it into hot water. After it dries, we spin it onto a thread in the traditional way (without using the wheel). As everything is handmade, the thread keeps its original form and does not have a homogeneous texture. It is then woven on the loom. By reviving this ancient process, we are keeping alive and capitalising on an important part of our cultural heritage".



Faye Chatzi demonstrated the making of the thread to the audience, giving the opportunity to young women to participated in the creative process





Elena Mavromichali, Katerina Frentzou, Stavros Arnaoutakis, Olga Stavropoulou, Mimika Kolotoura, Sophia Kokosalaki, Dr Maria Vlazaki and Maria Kalitsi, Advisor of the Hellenic Minister of Tourism



Sophia Kokosalaki with Harriet Quick, journalist at British Vogue

Special Advisor, Region of Crete, Ira Voutsala



Stavros Arnaoutakis, Nikos Koutsianas



Voula Karampatzaki, Katerina Frentzou, Faye Chatzi



Gina Mamidaki, Maria Kalitsi, Katerina Frentzou, Sophia Kokosalaki, Stavros Arnaoutakis, Rodi Kratsa, Artemis Ignatiou - Acclaimed Choreographer of the Lighting Ceremony of the Olympic Flame



Katerina Frentzou, Sophia Kokosalaki, Niki Koutsiana, Elena Domazaki, Stella Kokosalaki, Faye Chatzi, Alexandra Theohari



Sophia Kokosalaki interviewed for her distinction on Crete TV



Elis Kiss, Katerina Frentzou, Maria Kalitsi, Dr Jerolyn Morrison, archaeologist and founder of Minoan Tastes, who performed the revival of Minoan gastronomy at the event 'Cooking like Minoans', co-organised, the previous day, by Branding Heritage, British School at Athens and Region of Crete.



Georges Papalexis interviewed for his participation to the event on Crete TV



# BRANDING HERITAGE

## ANCIENT GREEK CULTURE THROUGH CONTEMPORARY DESIGN

Devoted to the promotion of cultural heritage and cultural entrepreneurship, non-profit Cultural Organisation Branding Heritage aims to foster and highlight ancient Greek culture as an everlasting source of inspiration and wide influence on the international scene of contemporary design and creation. As such, BH supports the revival of ancient techniques and showcases artistic creation that pays tribute to the “global” Greek heritage across borders. Soon, BH embarks on a journey to bring children closer to and lead them to discover and experience hands-on their precious cultural roots.

[www.brandingheritage.org](http://www.brandingheritage.org)

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LOUKIA KATSINELOU  
GRAPHIC DESIGNER

The organization and coordination of the event was undertaken by Militos Consulting SA.