

# VUELLE



ATAKAN GOKSEL

# FIRST THINGS FIRST, WHO AM I ?

THERE IS NO SIMPLE ANSWER FOR THIS,

BUT I'LL TRY TO KEEP IT AS SIMPLE AS POSSIBLE.

I am Atakan

AND YOU'LL FIGURE ME OUT SOON.

**IZMIR, THE CITY I WAS BORN & RAISED**

**ISTANBUL, THE CITY I GOT REBORN**

**INDUSTRIAL DESIGN, THE AREA I GOT  
INTO BY PURE CHANCE**

**GRAPHIC DESIGN, SOMETHING I ENJOY**

**FASHION DESIGNER, THE THING I WANT  
TO BECOME**

THAT'S JUST ENOUGH FOR MY PERSONAL LIFE,  
NOW JUST BUCKLE YOUR SEATBELTS  
& ENJOY MY WORKS.

I WANT TO START MY JOURNEY, WITH RESPECT  
TO THE FELLOW DESIGNERS I APPRICIATE.

SO LADIES, GENTLEMEN AND  
OTHERS THAT I CAN NOT CATCH UP WITH

I PROUDLY PRESENT  
YOU

DESNAR\_FIN\_SUBxAta

# Wearable art

INCLUDING TWENTY FAMOUS  
DESIGNERS OF THE MOST  
RESPECTED FIELD OF  
FASHION DESIGN

As Done Before Balenciaga

WHEN DESIGNING CLOTHES WAS  
AN ART



ATAKAN GOKSEL

Suadiye

Istanbul

**The dream designer.  
The designer that helped  
me to not to quit  
my studies.**

**I wanted to quit at every step.**

**I really did.**

**End of first year.**

**End of second year.**

**Probably gonna be end of third year.**

**I also want to even want to quit now.**

**Helped me mentally and  
showed me that there is  
light in the end.**

**I complain a lot.  
A lot about everything and  
anything.**

**I will complain about my life, education, the things  
I achieved or not yet achieved.**

**I am never satisfied.**

**I will always want MORE, try my best and still when  
I get the end result I will not be satisfied.**

**It's something that I engraved at the bottom of my  
being. I don't get satisfied.**

**But that, that feeling  
keeps me going.**

**It pushes me in every step of my life. I don't like being stuck, I like change.  
The burning desire to get the satisfaction even though I know that I won't,  
gives me the spark of curiosity, determination and hard work.**

**I don't know if I am the  
luckiest or the unluckiest  
bastard in the room.**



THE WORLD PRODUCES WAVES.

SURF OR DROWN.

YOU DECIDE.

VIRGIL

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# THIS IS MY “SIGNATURE”

I believe that humans need to develop and change everyday.

Life is something that does not stop, you may find yourself stuck in some point but life still continues.

I think that people who can not adapt will be forgotten.

I insist in the thought that people need to change, adapt, research, learn new things and develop their views on both life and areas that they are working on.

A designer should be able to adapt with ease and constantly learn new approaches and ways to develop their designs and perspective.

I believe that continuous development is the only way in work and life.

As a designer, I try to learn new things and continuously develop my ideas by adapting to the current day.

Us, designers do not need to reinvent the wheel every time and I support the idea of “Good artists steal and great artists copy.” Because I don’t believe in creating a product from zero every time.

Sometimes, actually most of the times, and artist can steal a idea from a previous designer and create a new idea based on their inspiration.

Thin line between stealing and copying is; you can understand someone who copies the design from someone else but a thief can act like the work was his/hers from the start.

I can change something small about a ready-made product and create a whole new product with my unique approach.

As I’ve done in here, stealing from Virgil’s lecture. The theme, the colors, the font but with my own message.”

“With all due respect to Virgil Abloh.”

**A SHORT BREAK  
TO GET YOUR  
ATTENTION BACK.**

**ARE YOU READY?**

**“The bad artists imitate,  
the great artists steal.”**

**Guess who said this first?**

**Have you guessed it yet?**

**I don't know what's your guess.**

**But for me the answer for me is obvious**



Radio E...  
P.O. Box 107, Murray Hill Station  
New York, NY 10016

**It's clearly not the correct answer, but the way Banksy stole this quote from another artist really evoked my side of start using ready-made materials in the work I do.**

**I saw this quote at a museum in Netherlands couple of years ago and it really affected my belief on design and art.**

**I am aware that I am not the best illustrator, best poet, best designer, best artist or a very-talented creative, but the thing I was good since childhood is**

# **I RESEARCH**

**I research about anything and most of the times I don't get bored. I'll start doing research just when I feel a little bit curious about the topic. Does it make a lot of sense? I don't know and to be fair I don't care.**

aa

**Now for a moment, just chill.**

**Imagine that you are in front of a club in  
Madrid at 5am waiting for a uber to  
return home and sleep.**

**And just suddenly group of men starts  
fighting.  
Punches  
Kicks.  
Screams.  
Shouts.  
Blood.  
Sweat.**

**And you just suddenly froze  
for a second.**

aa  
This is how someone can feel, when I  
introduce the next designer I admire.

I am not gonna choose the easy way  
out.

No, I don't only admire his music.  
No, not only his fashion design skills.  
No, not only his beats.

NO

I admire his mentality.  
His approach to design.  
His approach to life.  
Him as a person.

My long-time idol.

**SOMEONE WHO IS VERY  
CONTROVERSIAL EVERY  
TIME HE SPEAKS.**

**I WILL WAIT FOR YOU TO  
GUESS FOR A SECOND.**

**AND YES, HE IS THE**

**GOD**

**the inspiration to my**

**ART**

**DESIGN**

**LIFE**

**“Ye, keep making that keep making that platinum and  
gold for me!”**

# WALLS

ent ni skool tnsig ent  
willor suq sees nothing  
C-39

the  
looks  
in the  
mirror  
and  
sees  
nothing

ent ni skool tnsig ent  
willor suq sees nothing

Everything I'm not,  
made me everything  
I am

it shouldn't be  
no way for me  
to lose, really

I need a room full  
of mirror so I can  
be surrounded by  
winners

# THE END

winners  
be arranged pa  
of mirror so I can  
I need a room full

to lose, really  
no way for me  
it shouldn't be

I am  
make me everything  
Everything I'm not

the giant looks in the  
mirror and sees nothing

nothing  
sees  
and  
the  
mirror  
looks in  
the  
giant

the giant looks in the  
mirror and sees nothing

**IF YOU DIGESTED THAT**

**WE CAN CONTINUE WITH  
LESS CONTROVERSIAL  
DESIGNERS THAT  
I APPRECIATE.**

**The man who changed the  
face of fashion in his own  
way.**

**AND**

**Godfather of Sculpting  
Fabric**

# PLANET OF THE DAPE

普通紙オン・サ・テス久誕生

SEE NO EVIL  
HEAR NO EVIL  
SAY NO EVIL

Job 1811/1  
of 185W 100Y  
Strigini 16 09d

ISSEY MIYAKE  
ISSEY MIYAKE

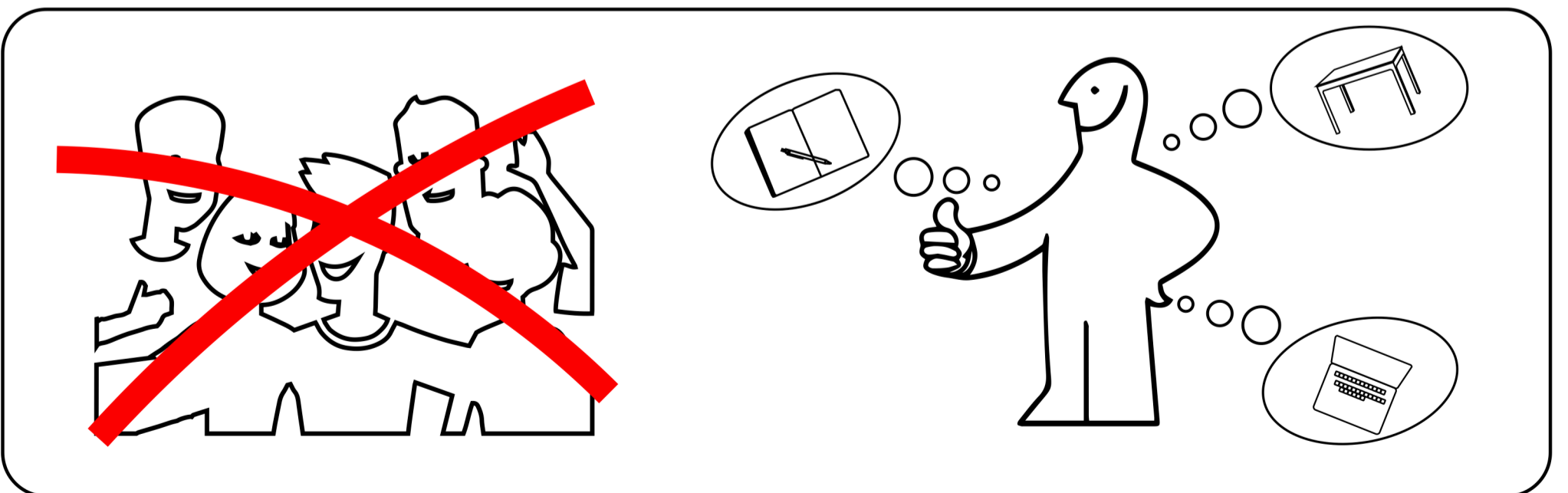
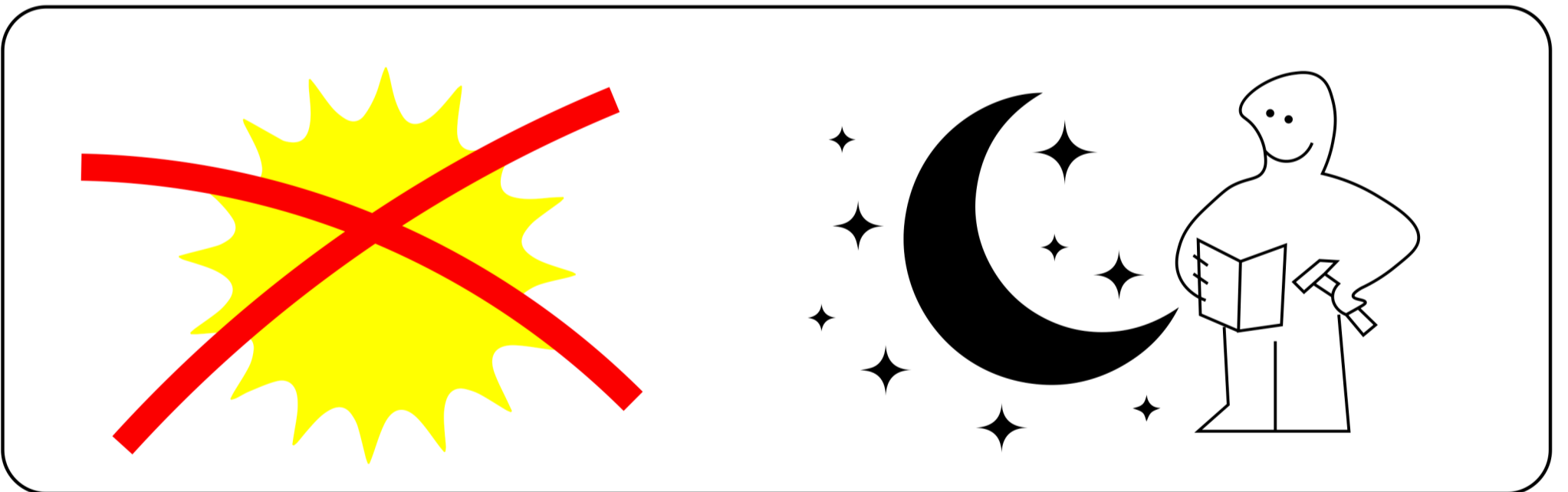
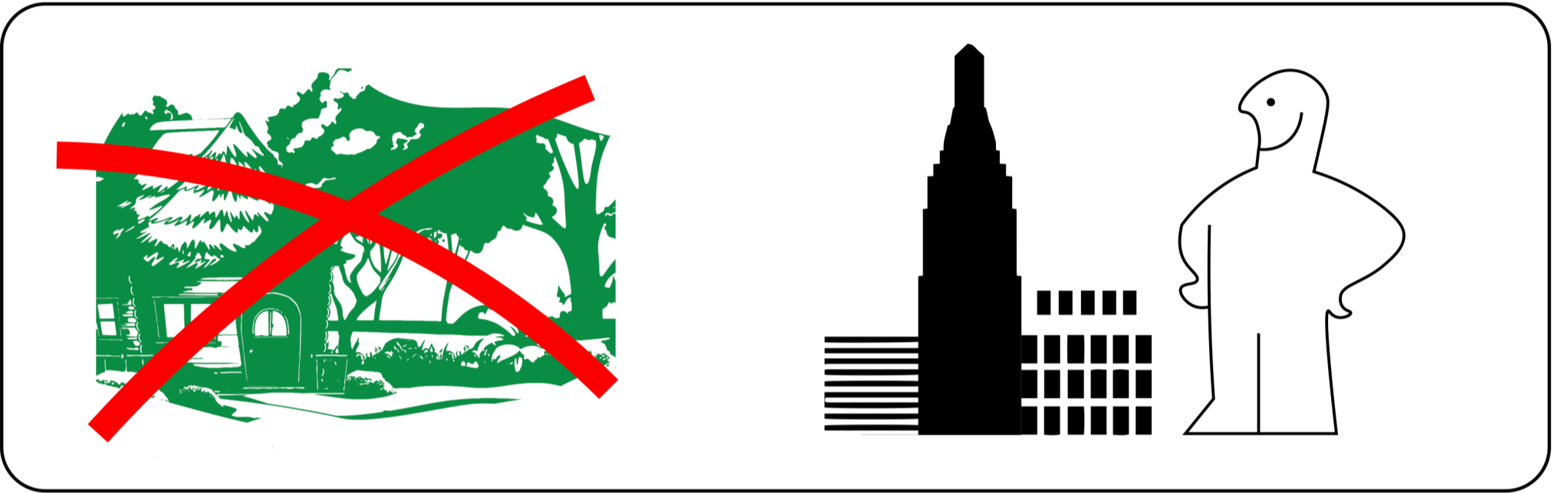
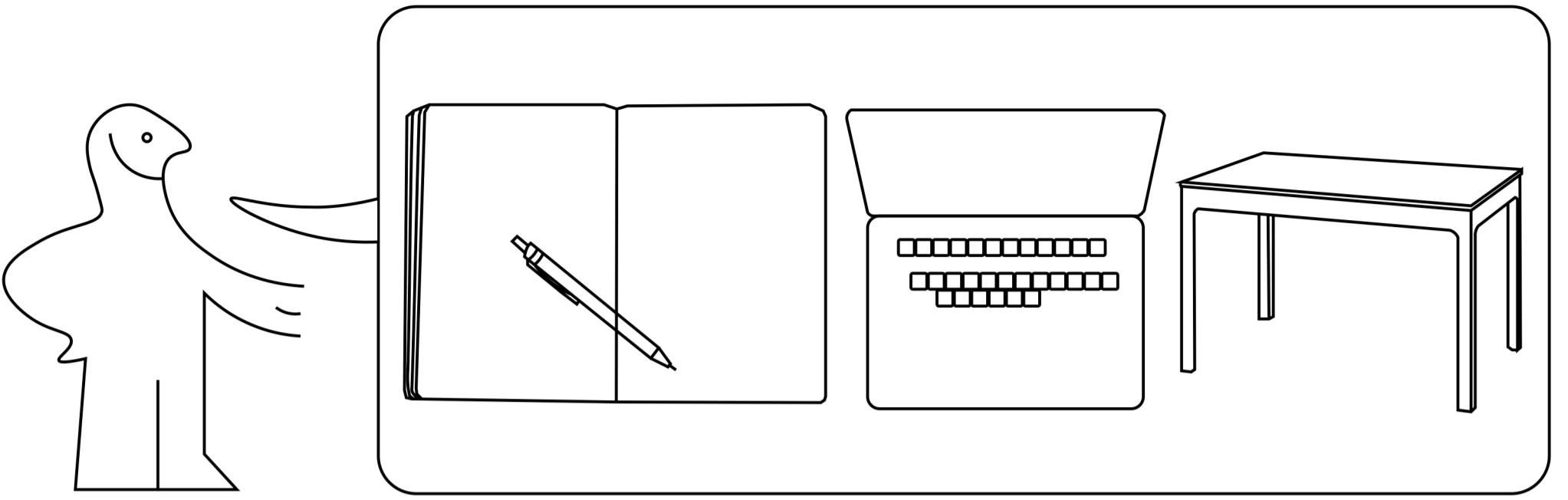
Does size  
matter?

*WE MAKE NOISE  
NOT CLOTHES*

**I want to end my narrative  
with  
showing  
the environment  
I worked  
for  
the past  
months  
in Madrid.**

**This will help you  
understand  
that  
you  
don't  
need  
a fancy  
workspace  
to get your work done.**

**Just  
a  
laptop  
is  
fine.**



**A sacred space can be anywhere, something simple, even a man with a laptop on his lap working at from night till morning.**

**No need for overcomplicated spaces. Give a man a laptop and that's more than enough.**

**“A hero can be anyone,  
even a man doing  
something as simple and  
reassuring as putting  
a coat on a young boy’s  
shoulders to let him know  
that the world hadn’t  
ended.”**

**Look this quote in a way that will resemble your  
values.**



Although through the journal I told some of my own values from my statement,  
I'll still include a statement at the last page of this journal.

**Change, something everyone needs. Good or bad.  
Eventually, change will happen.  
And life is something that does not stop and changes very quickly.  
You may find yourself stuck in some point, but still, life continues.  
So as a designer you need to adapt.  
A person who cannot adapt will be forgotten.**

**If you want your name to be written with the gold letters to history,  
You need to adapt, learn, develop your vision and get better every day.**

**Believe in continuous development of thyself.  
Not only for the end result,  
But also, for the journey that takes you to your end goal.**

**So work hard.  
Work hard everyday.  
Beat your competition.  
Which is, at the end**

**JOY**