

**THE GREEK
FOUNDATION**

VOL

01

TIMELESS

LIFE

Could we be moving forward, to a place where time stands still? A contemporary immersion to the world of Cycladic tradition and cultural heritage, revived by hand. Naxian marbles, storytelling yarns and airy fabrics take us back — to the future.





WHAT MATTERS

Effortless island style meets minimal interior design in Noēma Store by Studio Pale.

Fashion. Simplicity. Heritage. Perfectly embodying these qualities, Noēma Store -an extension of the Noēma Mykonos restaurant-bar concept- is housed in a typical Mykonian residence, right in the heart of the world-renowned island.

Following the conceptual direction of the signature line Prao -designed by Marios Schwab and Jacopo Ianniello-, Studio Pale instilled a quiet, monastic setting that is in total harmony with the brand's gentle, ethereal spirit. "A raw base of concrete, limepaint walls and stained wood is layered with original Greek pieces, handwoven fabrics and iron details", as the Athens-based design studio describes. Kaftans, swimwear, statement jewellery, leather sandals and espadrilles, hand-made ceramics, cosmetics, and fragrances invite you to experience fashion through leisurely strolls around the Greek islands.







KNOT BY KNOT

Contemporary weaver Alexandra Bissa blends tradition with cutting-edge design.

Athens-based Alexandra Bissa works on a doobby loom. Spending her childhood summers in Metsovo – a village in Northern Greece – watching her grandmother weave, she discovered her passion for handmade textiles. After graduating with a BA in Interior Design from the Technical University of Athens, she spent a year in Metsovo learning the craft and secrets of the loom from local women. She then further honed her design skills with an MA in Textile Design at the University of the Arts London. Alexandra creates original design products for her own brand, and she also collaborates with other luxury fashion & design houses to create exclusively bespoke designs.

“Weaving is a process that takes time, patience, and refinement”, says Alexandra. Using the ancient technique of the weaving loom, she creates forward-looking aesthetic products for fashion and interiors, offering an experience of texture at the highest point. As time grows, we notice that more and more people are keen on thread-based arts and luckily textile masters are there, up-and-coming to weave a new design world. “In a world of ‘fast and same’, people begin to value the importance of craftsmanship”, and as Alexandra thinks this slow process is starting to give people the precious gift of patience – as they don’t mind waiting for their own tailor-made, uniquely crafted object to be made.

Crafted to last – clothes that store memories

An idea championed by most textile designers, ‘slow fashion’ now seems to be a need in a culture accustomed to the ephemeral. Destined to remain in the precious, “forever” kind of clothing drawer, textile products are being produced in small quantities, using mostly natural, eco-friendly, or recycled yarns that reinforce their uniqueness, as Alexandra explains.

“Weaving leads to a journey of cultural discovery. While Greece holds a long tradition of weaving, the loom has been largely abandoned in recent years, creating a gap in the textile evolution”, says the designer, aspiring to continue using the loom as a vehicle for storytelling. “At the end of the day, I would like to make textiles that recreate a new way of living – one that loves mother earth, respects those who lived before us and those who are about to come. Because craft matters more than we think.”

STONE CULTURE

Signature handmade sculptures of Naxian marble made in 'Kalodromo' island workshop.

Ancient techniques, modern masterpieces. Founded by Swiss sculptor and painter Tom von Kaenel, Kalodromo is a small workshop on the Greek island of Naxos dedicated to the Naxian marble culture. "In ancient times, Naxian marble was used for the roof tiles of the Acropolis in Athens and for various kuros statues that line the sanctuaries of the Greeks. The coarse crystalline structure of this marble allows the light to shine through at a thickness of 1 cm", says the sculptor.

All stones come from the surrounding marble quarries of the island. The Naxian marble is of white, grey or yellow-brown colour with a crystalline texture. "No measuring instruments other than compasses and scales are used in the production of an object. The eye decides on the final shape." Every object that the sculptor designs is kept raw, as the surfaces are not polished, so that the traces of the craft are visible. The work of Tom von Kaenel beautifully graces different corners of Noëma Store.

