

french fries*Plaka: Design and metamorphosis in a climate change Mediterranean*

Greek designer Pelagia Christaki "We focus on the the artistic craftsmanship activities, of particular interest on the socio-architectural valorisation of the historical centre of Athene, achieved by promoting sustainable productions."



Photography by Antonis Agrido

FF: In today's media, taking actions and leadership, finding strategies and going beyond philosophical concepts is something we need to reflect on. You always lived in Athens, you never left the city?

N: I was born in Athens. I haven't moved from here, but I actually studied in an American College based here. And also I did a master's degree in marketing in Leicester, UK, but it was distance learning.

FF: You already had experience in the fashion industry?

N: Eyewear and swimwear, I worked with different companies for more than seven years. This is very similar to working with jewelry. It's in the geometry, the weight of the sunglasses and the weight of the jewelry, and also some technical features. For example, the brushes that we use. I remember going downtown, near Acropolis and seeing the artisans in the jewelry stores in Plaka. It was always something that fascinated me. I took a few courses as I wanted to know how you actually create a piece. Even today, we produce everything local. All these small artisans, small offices, small factories, they are shutting down.

FF: You want to support the locals.

N: I also have this philosophy: to go against the fast, fast want, fast have. To have something that you want, like really want. To pass it on to the next generations. I design for a woman that is going to pass them down to her daughters, her nieces. It's a kind of jewelry that you pay once and then you have it forever and want to have this, you know, identity of vintage, but in a vintage key. My mother can wear them, my aunt can wear them and a 19 year old can wear them.

FF: So I saw that you used in your lookbook Robert Creeley's poem for Love.

N: It was very strange how that came to me. I bought his book online and it was a vintage, used edition, it was a present for a wedding.

FF: They sold it?

N: Yes, they did. I don't know what happened to the couple because it was in 2007. And it says to Lennon on the occasion of your wedding, begin at page 103 for love. I went to 103 and started reading, there it was, Robert Creeley's poem for Love. It was his poetry that got me into it, I found out that in ancient Greece we have eight types of love.

We have the Ludus, which is the playful love, agape, which is the deep love. We have philia, that is friendship. We have *Philautia*, that is self-love.

FF: You are mixing gold with silver, you like breaking the rules?

N: All our jewelry is silver, 925 sterling silver. And I do gold plating and also, the silver parts are platinum plated. I get inspired by the 80's. I like the boldness and the pump forms of the 80's, I like this exaggeration.



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