

**Jörn Fröhlich**

born 1970 in Hamburg, Germany

jofro.com | design works

Jörn Fröhlich
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Germany

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profile

theater designer experienced in costume and stage design, exhibition design, visual communication, visual merchandising in fashion retail and design education at university level.

work experience

since 2010

lecturer at Izmir University of Economics, Izmir, Turkey

faculty of fine arts and design, department of fashion and textile design

graduation studio coordination: fashion collection and visual merchandising

other subjects: fashion trends, multimedia applications, costume design, portfolio design

2015-2017

freelancer in retail design and styling for BLOCHER, BLOCHER and PARTNERS, architects, Stuttgart - Berlin
project based development of marketing concepts focussing on creative visual merchandising in fashion retail.

2007 - 2009

freelancer in retail design and visual merchandising, LIGANOVA retail brand agency, Stuttgart - Berlin
project based development of event und marketing concepts focussing on creative visual merchandising in fashion retail.

since 2007

creative director in fashion retail

design concepts for window display and visual merchandising

2005 - 2007

head of visual design, dept. store E. Breuninger GmbH, Stuttgart, Germany

supervision of a team of 40 employees, designing, planning and implementation of visual merchandising concepts in a sales area of 33.000 square meters - annual budget responsibility.

2002 - 2005

production manager costume, German Opera on the Rhine, Düsseldorf, Germany

planning, coordination and guidance of costume production - project related budget responsibility.

since 1994

stage and costume designer

conceptual design of stage and costumes as part of drama and musical theater productions (opera / ballet)
in various independent, city and state theaters.

education

1997 - 2002 Diploma (MA) in costume design, Prof. Martin Rupprecht, University of the Arts (UdK), Berlin, Germany

1994 - 1997 Journeyman's certificate of vocational training in women's tailoring, State Theater Darmstadt, Germany

1992 - 1994 Internship in fashion: Todd Oldham / Comme des Garçons, New York, NY, USA

skills

digital: MS Office / Adobe CS InDesign, Photoshop, Illustrator / Final Cut Pro / Motion / AutoCad

languages: German (native), English (fluent C1), French (interm. B1) , Turkish (beginner A1)

WORKS IN PROGRESS | JÖRN FRÖHLICH

stage and costume design

„Das Narrentraumschiff“ - play by Esther Steinbrecher

director: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

Spiellust, Michelstadt, Germany

premiere: summer 2023

fashion design

„Relaxed“ - sustainable fashion collection

fashion design and pattern-making: Jörn Fröhlich

seamstress: Filiz Bulut

FW 2022/23

costume design

„Marburg 800 | Rosenwunder Premium Reloaded“ - play by Anah Filou

director: Carola Unser

stage design: Stefanie Klie

costume design: Jörn Fröhlich, costume assistant: Cansu Incesu

HLTm, Hessisches Landestheater Marburg, Germany

premiere: 11.06.2022

fashion design | BIENNALE

„Journey" conceptual fashion collection

fashion design, pattern making and sewing: Jörn Fröhlich

eco prints: Dilek Himam

„Scythia-Bienal“, Ivano-Frankivs'k, Ukraine

exhibition and catwalk presentation 01.06. - 14.06.2022

SELECTED ART, DESIGN AND CULTURAL PROJECTS | JÖRN FRÖHLICH

Window display

"Springtime", Betten Rid, Munich

creative implementation: Jörn Fröhlich

head of visual merchandising at Betten Rid: Tina Daamen

01.02.2022

Campaign Design and VM concept

„Das Besondere“, Betten Rid, Munich

creative director: Jörn Fröhlich

head of visual merchandising at Betten Rid: Tina Daamen

01.06.2021

stage and costume design

"Nichts" - play by Esther Steinbrecher

directed by: Esther Steinbrecher

musical director: Regina Wickle, Cellirium

stage and costume design: Jörn Fröhlich

costume design co-work: Lili Hillerich

Theater Chawwerusch, Herxheim, Germany

premiere: 27.08.2021

stage and costume design

"Hair" musical - by G. Ragni, J. Rado, G. Macdermot

director: Carola Unser

musical director: Christian Keul, choreographer: Sophia Guttenhöfer

stage and costume design: Jörn Fröhlich, costume co-work: Cansu Incesu

HLTm, Hessisches Landestheater Marburg, Germany

premiere: 12.06.2021

curation and exhibition design

„100beuys.com“ - collaboration IEU and Goethe Institut, Izmir

curation, exhibition and webdesign: Jörn Fröhlich

Goethe-Institute representative: Anna Weber

Daragac, Izmir

opening 12.05.2021

curation and exhibition design

„Fashion and Sustainability“ - collaboration IEU and Goethe Institut, Izmir

curation and exhibition design: Jörn Fröhlich

choreographer: Basak Gürsoy

panel presenter: Ender Yazgan Bulgun

Chamber of architects, Izmir

02.03. - 05.03.2020

stage and costume design

„Gerd - Queen of the Odenwald" musical by Dominik Eichhorn

direction and playwright: Dominik Eichhorn

stage and costume design: Jörn Fröhlich

stage/ costume design assistance: Cansu Incesu, Lilli Hillerich

Theater Spiellust, Michelstadt, Germany

premiere: 23.07.2020

costume design

„Macbeth“ - play by William Shakespeare

director: Carola Unser

stage design: Fred Bielefeld

light design: Delia Naß

costume design: Jörn Fröhlich

costume assistant: Filiz Özbengi

HLTm, Hessisches Landestheater Marburg, Germany

premiere: 16.09.2019

curation and exhibition design

„BAUHAUS 100“ - collaboration IEU and Goethe Institut, Izmir

curation and exhibition design: Jörn Fröhlich

choreographer: Basak Gürsoy

panel presenter: Ender Yazgan Bulgun

AASSM | Ahmet Adnan Saygun Sanat Merkezi | art center, Izmir

02.05. - 30.05.2019

stage and costume design

"Cabaret" musical - by John Kander, Fred Ebb, Joe Masteroff

director: Carola Unser

musical director: Christian Keul

choreographer: Wara Cajias

stage and costume design: Jörn Fröhlich

costume co-work: Cansu Incesu

HLTm, Hessisches Landestheater Marburg, Germany

premiere: 23.02.2019

stage and costume design

"Ubu Roi - König Blutwurst I." - play based on Alfred Jarry's King Ubu

writer, director: Walter Menzlaw

stage and costume design: Jörn Fröhlich

costume co-work: Cansu Incesu

Theater Chawwerusch, Herxheim, Germany

premiere: 15.02.2019

campaign design and vm concept

"100 anniversary", Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

01.01.2019 - 31.12.2019

fashion design

The Black Dress - fashion collection

fashion design and pattern-making: Jörn Fröhlich

creative assistance: Cansu Incesu

seamstress: Filiz Bulut

photographer: Ersan Celiktaş

FW 2018

stage and costume design

TATÜTATA - play by Esther Steinbrecher

writer and director: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

Theater die stromer, Darmstadt, Germany

premiere: 23.09.2018

stage and costume design

"Alice in Wonderland" by Lewis Carroll

direction and playwright: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

stage/ costume design assistance: Cansu Incesu

Theater Spiellust, Michelstadt, Germany

premiere: 02.08.2018

fashion design | BIENNALE

„PSA" conceptual fashion collection

fashion design and pattern making: Jörn Fröhlich

seamstress: Filiz Bulut

photographer: Ersan Celiktaş

„Scythia-Bienal", Ivano-Frankivs'k, Ukraine

catwalk presentation 31.05.2018

fashion design

„Bed&Bath" upcycled fashion collection based on bedlinen and towels

design and pattern-making: Jörn Fröhlich

creative assistance: Cansu Incesu

seamstress: Filiz Bulut

catwalk photographer: Hicran Ozdamar

catalogue photographer: Ersan Celiktaş

MyVia Park 414, Izmir, Turkey

catwalk presentation 23.03.2018

campaign design and vm concept

„Summer Paradise", SS 2018

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.02.2018 - 31.03.2018

campaign design and vm concept

„Magical Christmas 2017"

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.11.2017 - 31.12.2017

campaign design and vm concept

„New Arrival“, FW 2017

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.09.2017 - 30.10.2017

costume design

"Spring Cleaning" 12 costume designs and digital art work

costume design and pattern making: Jörn Fröhlich

costume assistant: Cansu İncesu

tailor: Filiz Bulut

photographer: Ersan Çeliktas

models with courtesy of safak-fisek-agency, izmir

hats and accessories: Dilek Himam, Elif Tekcan

AASSM in Izmir, Turkey

13.03.-30.03.2017

campaign design and vm concept

„Tropical Garden", SS 2017

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

creative assistant: Barcin Barcin

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.02.2017 - 31.03.2017

stage and costume design

„Grundeis" play written by Esther Steinbrecher -

director: Esther Steinbrecher

co-director: Leander Ripchinsky

stage and costume design: Jörn Fröhlich

costume design co-work: Cansu İncesu

Dorftheater Herxheim, Germany

premiere: 13.01.2017

campaign design and vm concept

„Merry Christmas 2016“

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

creative assistant: Simay Esmek

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.11.2016 - 31.12.2016

stage and costume design

"FLETSCH - Saturday Bite Fever" a musical by Marc Schubring

director: Carola Unser

musical director: Erich A. Radke

stage and costume design: Jörn Fröhlich

costume design co-work: Cansu İncesu

Theatre Lower Saxony (Landesbühne Niedersachsen), Wilhelmshaven, Germany

premiere: 15.10.2016

campaign design and vm concept

„smart comfort / cosy times“, FW 2016

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

creative assistant: Simay Esmek

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.09.2016 - 31.10.2016

stage and costume design

"SPOG - Spiel ohne Grenzen" theatrical game show

writer, director: Carola Unser

produced by: Theater die stromer

stage and costume design: Jörn Fröhlich

stage and costume assistance: Cansu Incesu

Theater Mollerhaus Darmstadt, Germany

<http://www.theater-diestromer.de>

premiere: 03.07.2016

stage and costume design

"Grimm and Gretel" play about the German Brothers Grimm

writer, director: Walter Menzlaw

produced by: Chawwerusch Theater

stage and costume design: Jörn Fröhlich

stage and costume assistant: Cansu Incesu

Theater Chawwerusch, Herxheim, Germany

premiere: 02.06.2016

campaign design and vm concept

„Natürlich mit Stil“, SS 2016

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.02.2016 - 30.04.2016

interior design and styling concept

Bucherer, jewelry and watches, Luzern | Lucerne, Switzerland, interior design styling

styling: Jörn Fröhlich

architecture and interior design: Blocher, Blocher and Partners, Stuttgart

store opening: 30.03.2016

campaign design and vm concept

„Weiße Weihnachten (White christmas)“, 2015

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

creative assistant: Simay Esmek, Fulden Kumsal

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.11.2015 - 01.01.2016

stage and costume design

"Braun werden" play about racism in Germany

writer, director: Esther Steinbrecher

produced by: Chawwerusch Theater

stage and costume design: Jörn Fröhlich

stage and costume assistant: Cansu Incesu

Theater Chawwerusch, Herxheim, Germany

premiere: 13.11.2015

campaign design and vm concept

„Fall Trends 2015“

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.09.2015 - 01.11.2015

interior design and styling concept

„WOW OPEN“, FW 2015, Dodenhof, Posthausen - interior design/ styling concept

collaboration with Blocher, Blocher and Partners, Stuttgart

creative director campaign add-ons: Jörn Fröhlich

Key Visual and Claim: Dodenhof

Head of Visual Merchandising at Dodenhof: Jochen Streintz

Head of Visual Merchandising at BBP: Julia Wandelt

Head of Blocher, Blocher VIEW: Anja Pangerl

14.08.2015 - 16.09.2015

stage and costume design

"The brave Kanhar De" - a bollywood musical by Sven j. Olsson

director: Esther Steinbrecher

musical director: Erich A. Radke

choreography: Sophia Guttenhöfer

stage and costume design: Jörn Fröhlich

stage / costume design assistance: Cansu Incesu

Theatre Lower Saxony (Landesbühne Niedersachsen),

Wilhelmshaven, Germany

premiere: 19.04.2015

campaign design and vm concept

„Blue Planet“, SS 2015

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

01.01.2015 - 30.04.2015

costume design

"Steampunk Couture" - 12 costume designs by Jörn Fröhlich

costume design assistance: Cansu Incesu

photographer: Ersan Celiktaş

exhibitions

- **19.05.2014 Cetin Emec Gallery in Izmir, Turkey**

- **31.12.2014 Open Gallery, Moscow, Russia**

- **30.03.2015 AALTO university, Helsinki, Finland**

costume design

"New Vintage" - 6 costume designs by Jörn Fröhlich

costume design assistance: Cansu Incesu

photographer: Ersan Celiktaş

costume exhibition in

Izmir University of Economics opening 02.05.2015

campaign design and vm concept

„Holiday of Love“, christmas 2014

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

creative assistant: Nur Ceren Kurt

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

15.11.2014 - 01.01.2015

costume design

"Wire Couture" - 10 wire costume sculptures by Jörn Fröhlich

costume design assistance: Cansu Incesu

photographer: Ersan Celiktaş

artist: Jörn Fröhlich

exhibition at Adnan Saygun Merkezi, Izmir

20.10.2014 - 15.11.2014

campaign design and vm concept

"95 years", FW 2014, Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

01.09.2014 - 01.11.2014

campaign design and vm concept

"Green summer", SS 2014, Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

01.03.2014 - 01.06.2014

stage and costume design

„Black Out“ - play written by Esther Steinbrecher

director: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

stage / costume design assistance: Cansu Incesu

Dorftheater Herxheim, Germany

premiere: 17.01.2014

campaign design and vm concept

„Christmas in St. Petersburg“, 2013, Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

creative assistant: Can Basdogan

15.11.2013 - 01.01.2014

campaign design and vm concept

„Style Hotel“, FW 2013, Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

01.09.2013 - 01.11.2013

campaign design and vm concept

„Summer in the City“, SS 2013, Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

01.02.2013 - 01.06.2013

stage design

"and Julie" - play based on Strindberg's „Miss Julie“

director: Bahadır Yüksesan

stage design: Jörn Fröhlich

costume design: Cansu Incesu

SALT Theatre, Izmir, Turkey

premiere: 27.04.2013

campaign design and vm concept

„House of gifts“ - 2012, Stackmann, Buxtehude

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

15.11.2012 - 01.01.2013

stage and costume design

„Funny Bird“ - play written and directed by Esther Steinbrecher - stage and costume design

stage and costume design: Jörn Fröhlich

graphic design: Jörn Fröhlich

theater photography: Argun Tanriverdi

Theater Die Stromer, Mollerhaus, Darmstadt

premiere: 16.09.2012