

# boken



Mercedes-Benz

**boken**  
SOUTH AFRICA  
INTERNATIONAL  
**FASHION**  
FILM FESTIVAL



bokeh  
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bokeh

Inspiring Imagery by Fashion Film Makers and Photographers

Issue 1, **2015**

# CT!FC

cape town fashion council

www.ctfc.co.za

Getting Africa's first fashion film festival off the ground in 2013 took enormous amounts of courage, vision and hard work from me, my team, and our sponsors. It was a bold venture into uncharted territory that, in hindsight, now seems like the most logical idea in the world: celebrating the fusion of fashion and film, and showcasing work of some of the world's foremost practitioners in an inspiring, knowledge-sharing environment. The attention brought to the medium, participation by local and international artists, and inspiration gleaned by the hundreds of attendees made our inaugural event a huge success.

So, to be putting the final touches on the second annual Mercedes-Benz BOKEH South Africa International Fashion Film Festival – as I currently am – fills me with more pride than you can imagine. We look forward to hosting you at an even more stylish affair with an expanded selection of work. In 2015 you can expect a hugely diverse line-up of the very best fashion films from around the world. Over the last few weeks, whittling down the nearly 600 entries to a final crop of just 60 official selections has been a rewarding yet excruciating process. The talent out there is just so damn good! And it's only getting better as festivals like BOKEH provide a platform for the development of this art, garnering new fans and fostering exciting brand collaborations along the way.

Ultimately, we want BOKEH to provide a platform for exciting new ways of seeing, inspiring as many people as possible in the process. This magazine is just that: selected work from some accomplished visual visionaries for you to take home and indulge in the intoxicating allure of beautiful images. We hope some of these pages speak to you on a level that only art can; where words are rendered unnecessary.

Thank you for supporting this great initiative. I look forward to seeing you at the festival.

ADRIAN LAZARUS  
MANAGING DIRECTOR AND FOUNDER





# Champions of Fashion.

The new Mercedes-AMG GT and Dree Hemingway with Lewis Hamilton and Nico Rosberg, captured by Collier Schorr.

[www.mercedes-benz.com/fashion](http://www.mercedes-benz.com/fashion)



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# FEATURED PHOTOGRAPHERS



## KRIS MYHRE

Kris Myhre made himself known on the Norwegian fashion scene by riding a Vespa on a wild adventure from Oslo to Paris and back, shooting a fashion spread for Oslo Trend along the way. The same work made it across town, resulting in numerous editorial and advertising assignments. As an up-and-coming talent, Kris is already a proud ambassador for Olympus Cameras. Raised in northern Norway between the midnight sun and northern lights, his style has evolved to become raw and playful following a move to London. The future looks bright for this talented photographer as he marries his diverse passions to create increasingly unique and evocative work.



## OLE MUSKEN

Born in 1963, Ole Musken first began working as a self-taught freelance photographer at the age of 19. Since then he has worked with just about every major client, magazine and advertising agency in Norway – and many others from around the world. Having lived and worked abroad for several years in cities such as Lisbon, Paris, London, Riyadh and Sapporo, Ole's work distills global influences to create images that are sensual and pristine. He is equally fond of photographing portraits, fashion stories and still life, since these all present unique challenges and learning opportunities.



## MARGUERITE OELOFSE

Marguerite Oelofse was born and raised in Johannesburg, South Africa. She completed her degree in Visual Communication and began pursuing photography professionally five years ago. For the past three years, Marguerite has been based between Cape Town and Berlin. She has collaborated with a number of magazines in the past, including Marie Claire, OOB, Institute, and Hollow.



## BRUNO AVEILLAN

The work of internationally acclaimed film director, photographer and artist Bruno Aveillan is well known throughout the world. He has crafted and contributed to the imagery of leading fashion houses like Cartier, Chanel, Louis Vuitton, Guerlain, Rochas, Lacoste, Paco Rabanne, Maxmara and Escada. Equally adept at creating mesmerising still and motion imagery, his fashion films have garnered dozens of prestigious awards, with significant examples like L'Odyssée for Cartier amassing more than 200 million views and winning a Golden Lion at Cannes. As a fashion photographer, Bruno Aveillan has shot fashion stories with some of the world's top models for Vogue, Grey, Citizen K, Double and VS amongst others. Having published no less than six books, he has developed a personal artistic path that continues to explore ideas centred on the human condition, nature, wanderings and memory.

## Life Beautifully Simplified



## Hisense infinity H6

### Hisense – Life Beautifully Simplified

Enjoy all things beautiful, from dazzling diamonds, glitzy nights out ... and even your own tech.

The all new stylish and sleek Hisense Infinity H6 is crammed with features, making it easier to use not only when making phone calls or using it to work remotely, but also when making photo memories of a big night out.

It boasts Dual SIM functionality and a Quad Core Processor for problem free multi-tasking. Running Android 4.4 OS, the H6 is wrapped in a solid metal body housing with dynamic Dolby Digital Sound and front and rear cameras. The Infinity H6 features a long lasting battery for endless entertainment.

Hisense Infinity H6 - accessible and advanced smartphone technology.



www.hisense.co.za

# Hisense



# FEATURED PHOTOGRAPHERS



## ADRIAN NAKIĆ

Adrian Nakić is a profesional photographer with 21 years of experience. He has spent most of his career between Paris and Cape Town, and has shot in locations across the globe. Adrian’s primary focus is on portraiture, fashion and beauty. He is currently working on his first coffee table book of tattoo portraits, entitled ‘True Colours’. In this collection he explores the unconventional side of fashion and human beauty, in the mode of classical portraiture. Previous and existing clients include Cacharel, Nivea, Elegance, Opel, GQ, Maxim, Vogue Homme, Schwarzkopf and Swarovski.



## VIKTORIJA PASHUTA

Latvian born Viktorija Pashuta is an internationally published and award-winning photographer / filmmaker based in Southern California. Viktorija’s work is renowned for its “color therapy” – the unabashed use of saturated and vibrant colors to achieve the effect of fashion surrealism. Her images are very feminine and empowering, ultimately celebrating the essence of a woman. Her work has been published in numerous magazines including Runway, Vision, Esquire and Vogue. In addition to a flourishing photographic career, Viktorija has established herself as a creative director, writer, producer and film director.



## CAROLINE MCCLELLAND

Caroline McClelland (or Linus, as she is known to her friends and colleagues) is a South African creative soul born and bred in Cape Town. Dreams of becoming a painter veered towards the medium of photography while studying Fine Art at UCT – and she’s never looked back since. In recent years however, with developments in digital editing software, Caroline has been able to merge her original love of painting back into her photographic work. She has always been inspired by music and the secrets of the human condition, and it is the continuous understanding and interpretation of this “secret” that propels her work to this day.

**PRODUCED EXCLUSIVELY FOR MERCEDES-BENZ BOKEH SOUTH AFRICA INTERNATIONAL FASHION FILM FESTIVAL**

**EDITOR** DYLAN CULHANE **DESIGNER** DIANA DJULGEROVA **MANAGING DIRECTOR & FOUNDER: BOKEH** ADRIAN LAZARUS  
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## Hisense Sero8 PRO

### Hisense – Life Beautifully Simplified

Slick, stylish and ultra slim technology. This is what Hisense unveiled with the launch of South Africa’s thinnest Android tablet.

Set to revolutionise the local tablet market the Sero 8 Pro measures in at just 6.35mm – that’s the thickness of three coins! This ultra slim gadget packs a powerful technological punch and has a fashionable metal casing – which makes it extremely durable.

Stunning good looks aside, the Sero 8 Pro has much to offer. The IPS 2K screen allows for optimal clarity, it supports 4K video decoding and display and the powerful hardware delivers a smooth operating experience. Because it is so thin, its remarkably easy to handle. Intuitive, fast and efficient, this trendy tablet is available in grey, gold, red and silver.



www.hisense.co.za

# Hisense



KRISTOFFER MYHRE

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NORWEGIAN INTENTIONS



























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OLE MUSKEN

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ALL TIME IS WRONG



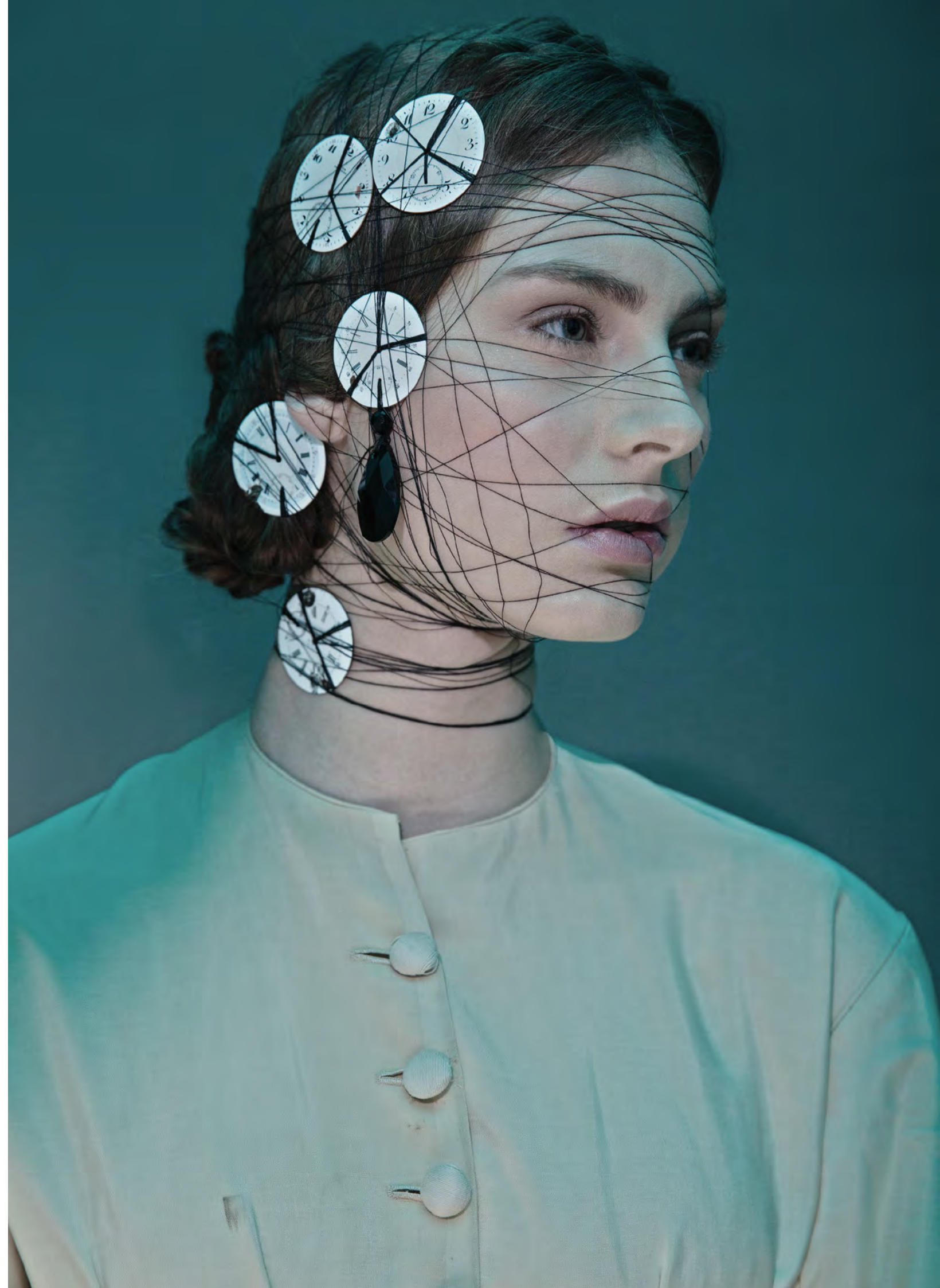
















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MARGUERITE OELOFSE

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VIVID CLASSICISM

































BRUNO AVEILLAN

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INTERSTICES





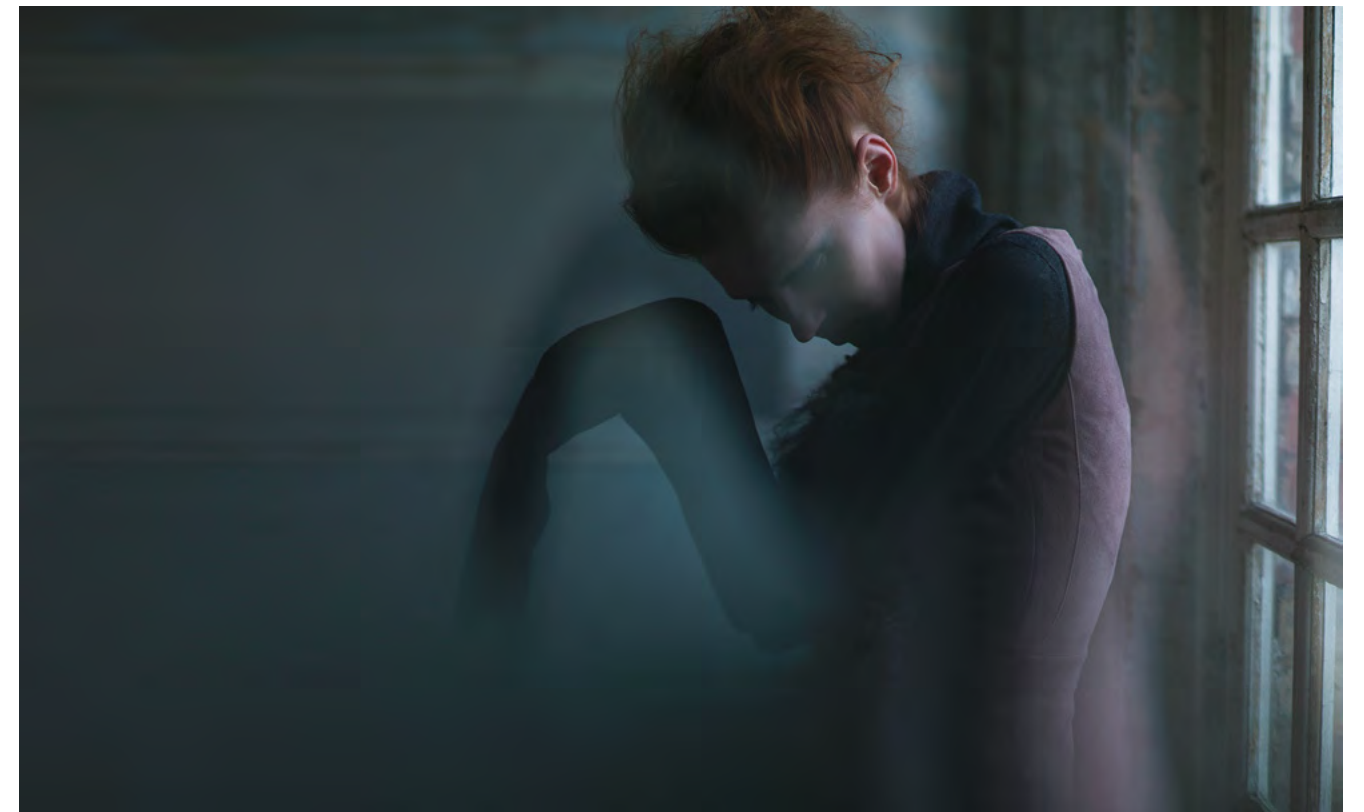








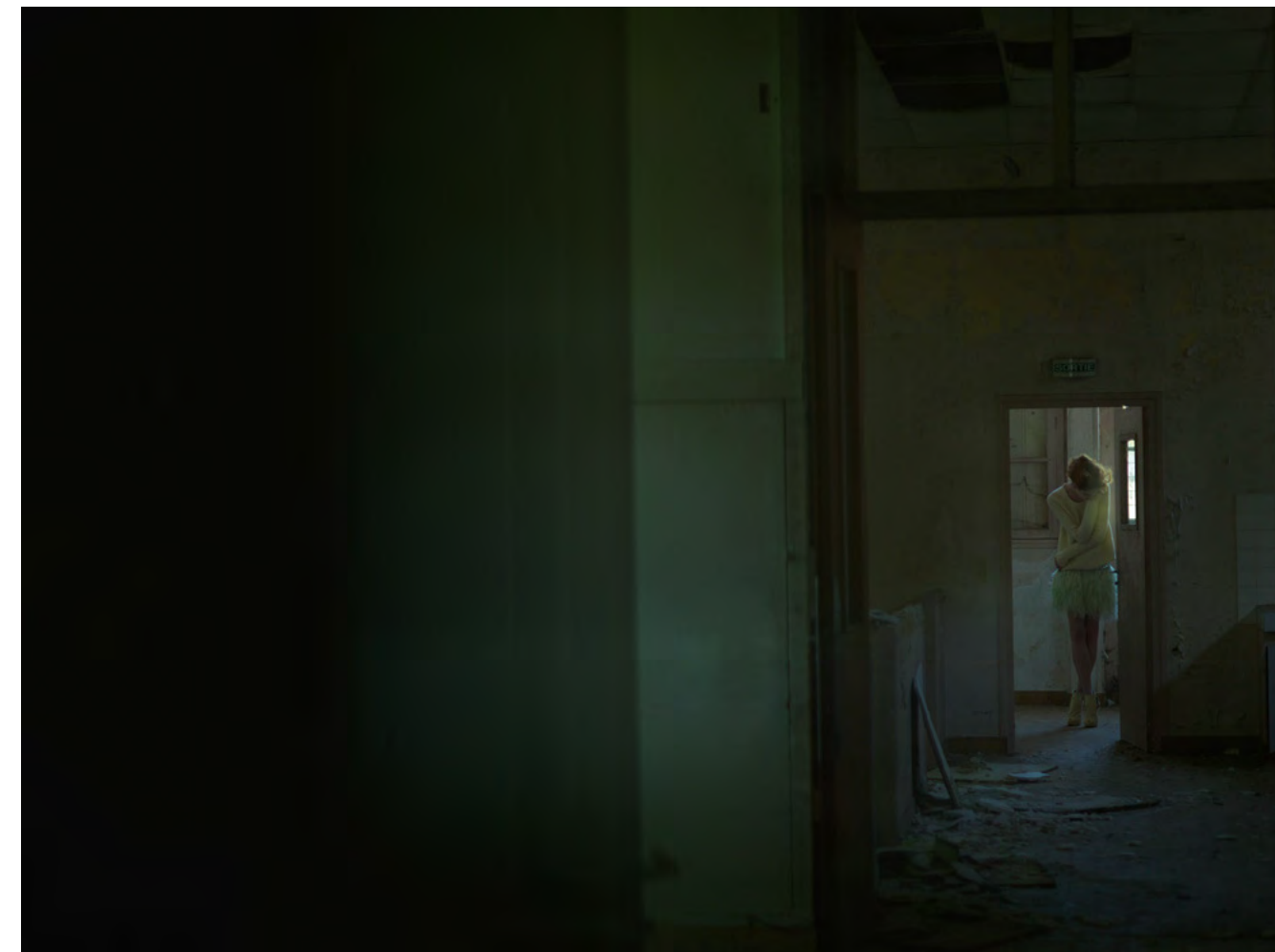


























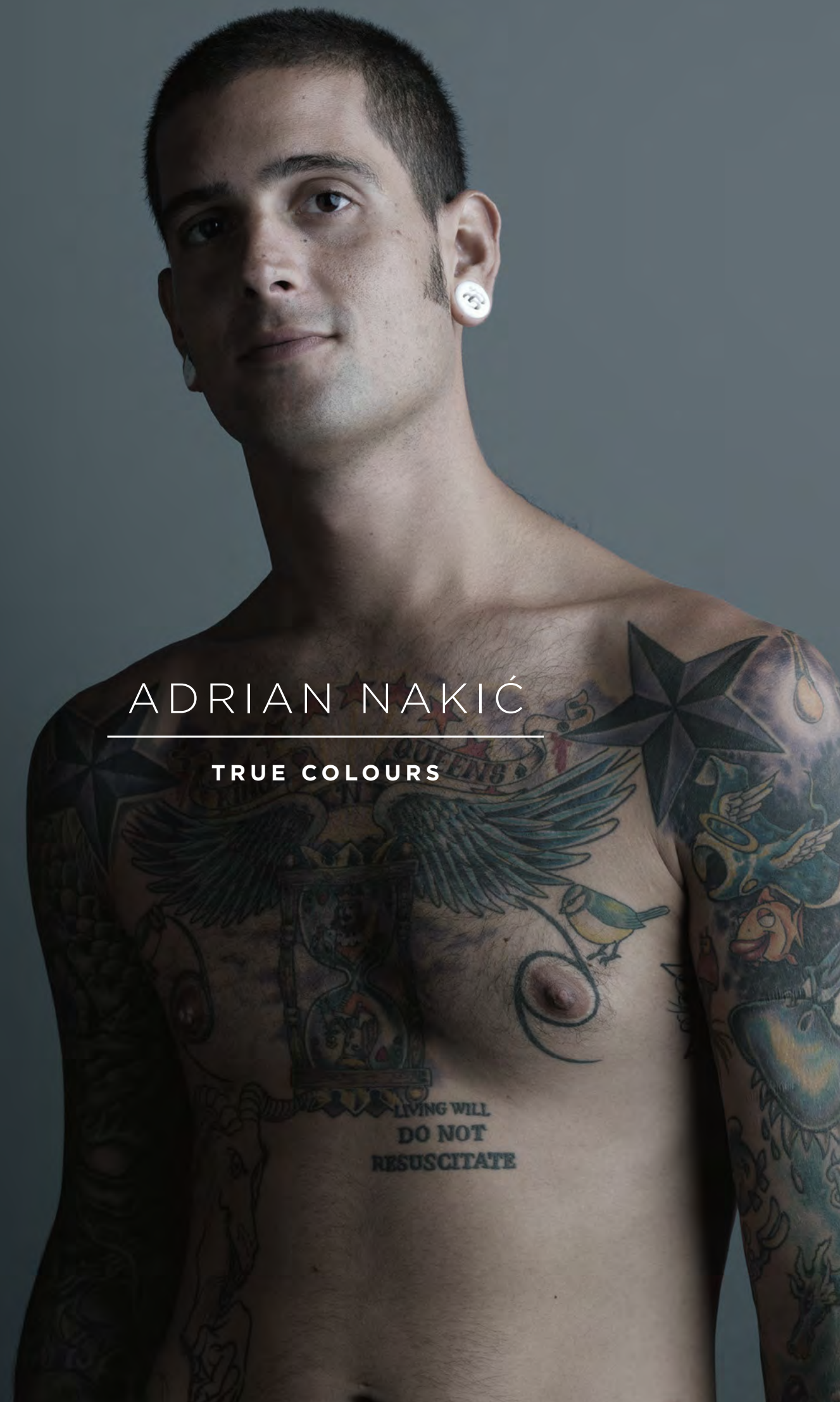






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ADRIAN NAKIĆ

TRUE COLOURS

LIVING WILL  
DO NOT  
RESUSCITATE





























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A woman with blonde hair, wearing a corset and a massive, flowing red skirt, stands on a hill. The skirt is voluminous and billows out, covering the ground. The background is a dramatic sky with white clouds against a deep teal background. The woman is looking off to the side.

VIKTORIJA PASHUTA

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CHROMATIC FASCINATION









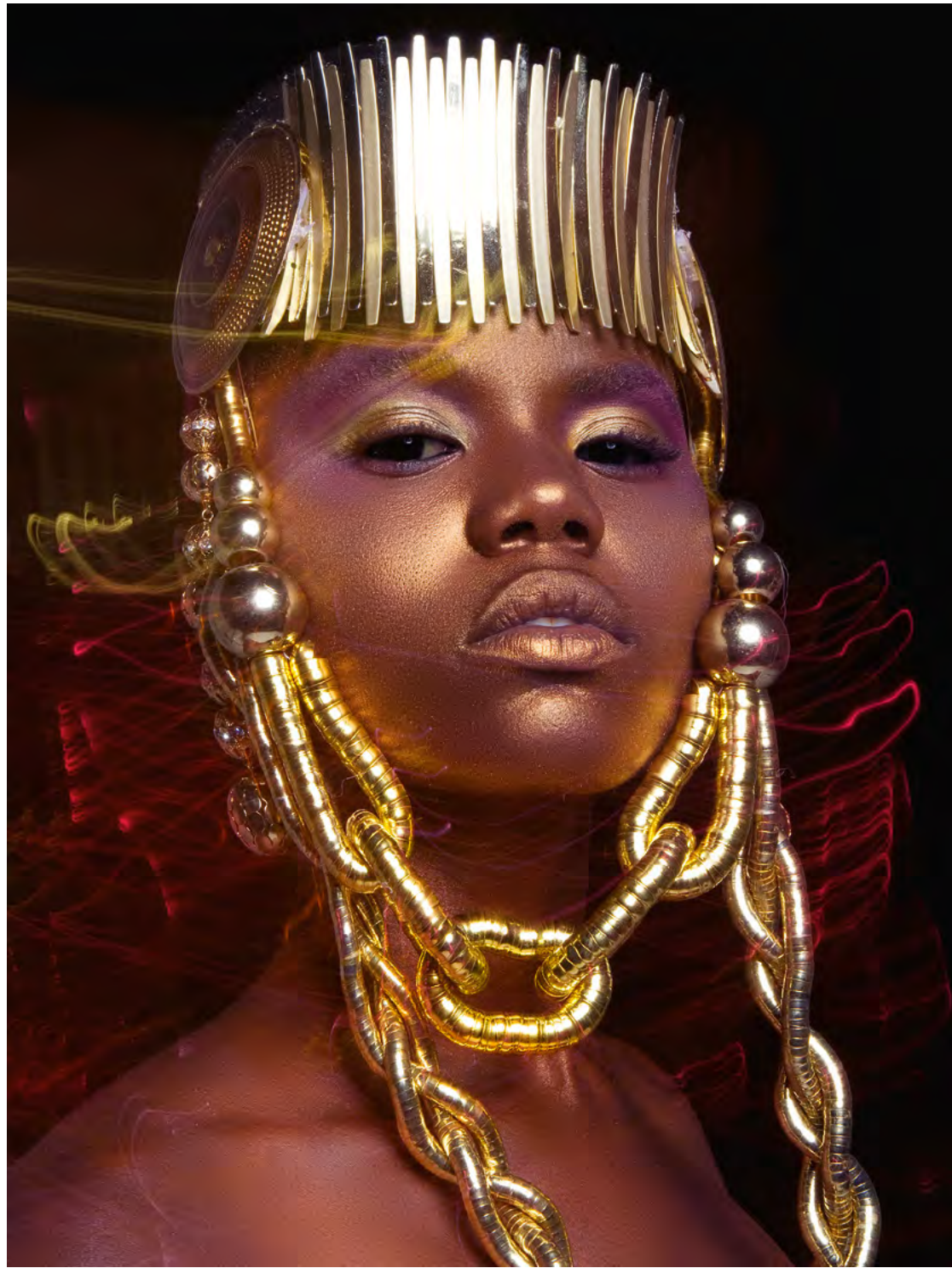




























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CAROLINE MCCLELLAND

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**NYMPH**























## 2<sup>nd</sup> Mercedes-Benz Bokeh South Africa International Fashion Film Festival

26 – 28 March 2015, Cape Town

The Mercedes-Benz Bokeh South Africa International Fashion Film Festival is one of the most creative and inspiring Fashion Film Festivals globally. The festival brings together creatives in the Film, Fashion, Artistic and related technical industries to celebrate their craft twice a year.

The 2014 festival held in Cape Town in June and Johannesburg in September, delivered a platform for both local and international speakers, film makers, fashion designers and guests to mingle, sip champagne, indulge in the finest food and take in the inspiring Fashion films on offer.

Once again supported by Mercedes-Benz and Cape Town Fashion Council, Bokeh 2015 will take the festivities up a notch by fostering the all important relationships amongst designers, film makers, producers and clients. The festival in March will take place over 2 days and 2 nights at the luxurious 15 on Orange – African Pride Hotel in Cape Town. The city is already a top destination for fashion shoots and a prime location for international film crews and has a wealth of local talent in both the fashion and film industries. This event has provided the perfect opportunity to marry these two thriving industries in the city.

We are ready to welcome you to the most entertaining Fashion Film Festival in the World!

[www.bokehfestival.co.za](http://www.bokehfestival.co.za) / facebook: bokehfff / twitter: @bokehfff

## FESTIVAL PROGRAM

### FRIDAY, 27 MARCH

**13:00 – 13:45**

Adobe Experts – **Michael O'Neill (UK)**

**14:00 – 14:30**

Cape Town's Best Filming Locations – **Amazing Spaces**

**14:45 – 15:15**

"Kiss Of A Siren" Director's Discussion and Viewing –  
**Viktorija Pashuta (Latvia) and Miguel Gauthier (Canada)**

**15:30 – 16:00**

Fashion Film Music Production – **Craig De Sousa (SA)**

**16:00 – 17:00**

CTFC Fashion Slot – **International Fashion Designer**

### SATURDAY, 28 MARCH

**13:00 – 13:45**

Director's Discussions and Viewing – **Antonio Contreras (Mexico), Irene Schweizer (Switzerland) and Ace Norton (USA)**

**14:00 – 14:45**

Adobe Expert – **Michael O'Neill (UK)**

**15:00 – 15:45**

SFX Hair and Makeup – **MAC, ghd and Jim Raubenheimer**

**16:00 – 17:00**

CTFC Fashion Slot – **Oliver Pywell Levi's**



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Vehicle specifications may vary for the South African market.



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