The second secon



HOMÓNIMA

el mundo tiene sentido, si se mira decidido, todo junto y de una vez

WORD. JORGE DE LA VEGA (PINTOR-DIBUJANTE-CANTAUTOR-GRABADOR-ARQUITECTO = AUTODIDACTA)

NO NOS GUSTA MUCHO SEGUIR LAS NORMAS,

TAMPOCO ESTAMOS SEGUROS EN QUE IDIOMA COMUNICARNOS.

VAMOS A HABLAR COMO PODEMOS, CON MANOS Y PIES, MOSTRAR

LO QUE SABEMOS CON NUESTROS OJOS QUE VEN

AL REVÉS

A B O U T U S

YokoMag is an inspirational magazine created for the new generation with creative minds. We are a young platform for upcoming artists in all categories. We want to speak loud and show to the world the talent we have around the universe in different languages and ways.

Yoko was founded by Guilushka an art director/fashion stylist half russian, half ecuadorian, studied in Argentina, worked at Peru and based in France. So don't be scared and spread the world in any language.

WWW.YOKO-MAG.COM

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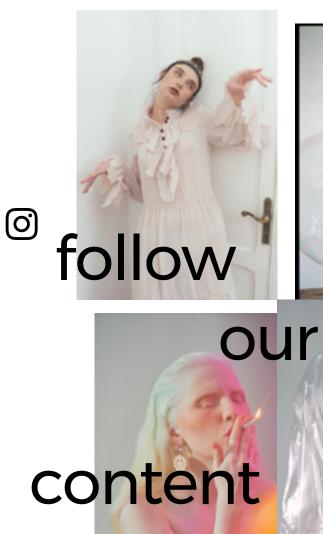
ADVERTISING & PROMOTION press@yoko-mag.com



номо́ міма

SHE. AVEROHTLAFROM MADEMOISSELLE PHOTOGRAPHY. CLAIRE DELANNOY STYLING. CHARLOTTE HAULOT HAIR & MAKEUP. LAURIE LEFELIC / ASSISTANT. SEBASTIEN CHATENET

PAG. 110







ayokomagazine

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EDITORIAL FROM WEBEDITORIAL FOR YOKOMAG / 2017 / YOU ARE MY SKETCH
GIRLS. NATASHA & LUBASHA FOR AQUARELLE MODELS
PHOTOGRAPHY. ELENA SOKOLOVA / MAKE UP & HAIR. NASTASIA RADA

What is Homónima?

I'm not pretty sure, anyway it doesn't matter because it can be the same thing you are thinking but also it can be another thing, that means you will doubt, so, maybe, probably, I suppose or I want to suppose that the ball it's in my yard :)... and I know I supposed to say court, of course, I don't want to.

This exactly it's Homónima. We took all our « tocayos » ideas and make it work in a beautiful sublime visual representation.

Enjoy this issue while you are dancing at the rhythm of Tzantza, you will understand when your read page 64.

with amor <3

FOUNDER & TODO EN UNA guilushka :)

ISSUE N.1

bodegón cabinet

Bodegon Cabinet is an inter-disciplinary firm based in Barcelona, and focused on architecture, interior and furniture

HOMÓNIMA

Bodegon Cabinet is a studio directed by two architects and, for this reason, our way of approaching each work field follows precisely the same method. Architecture becomes the basis and from that point onwards the objective is to enjoy all the production processes with the conviction that every format's possibilities are endless.





Y E A R: 2017 OBJECT: CHAIR D I M E N S I O N S : 8 0 X 4 0 X 8 0 C M

POWDER-COATED LACQUERED GALVANIZED STEEL COLOUR: OAK BROWN

DESIGNER: BODEGÓN CABINET PHOTOGRAPHY: DENISE CÁRABEZ AND MELISA RAMIREZ La Redonda is a chair that plays with a pure two-dimensional geometrical figure, the circle.

This perfect shape is molded after being cut out of a steel plate, in order to maintain its purity in its path towards three dimensions.

It is precisely this distortion that transforms a steel plate into an object that occupies space, which fills La Redonda with complexity and gives it new geometric relationships, not forgetting that at the adequate distance, it all comes from the simplicity of a circle. A point on the horizon.

ISSUE N.1 yoko-mag Homonima



she sleeps with one eye open,

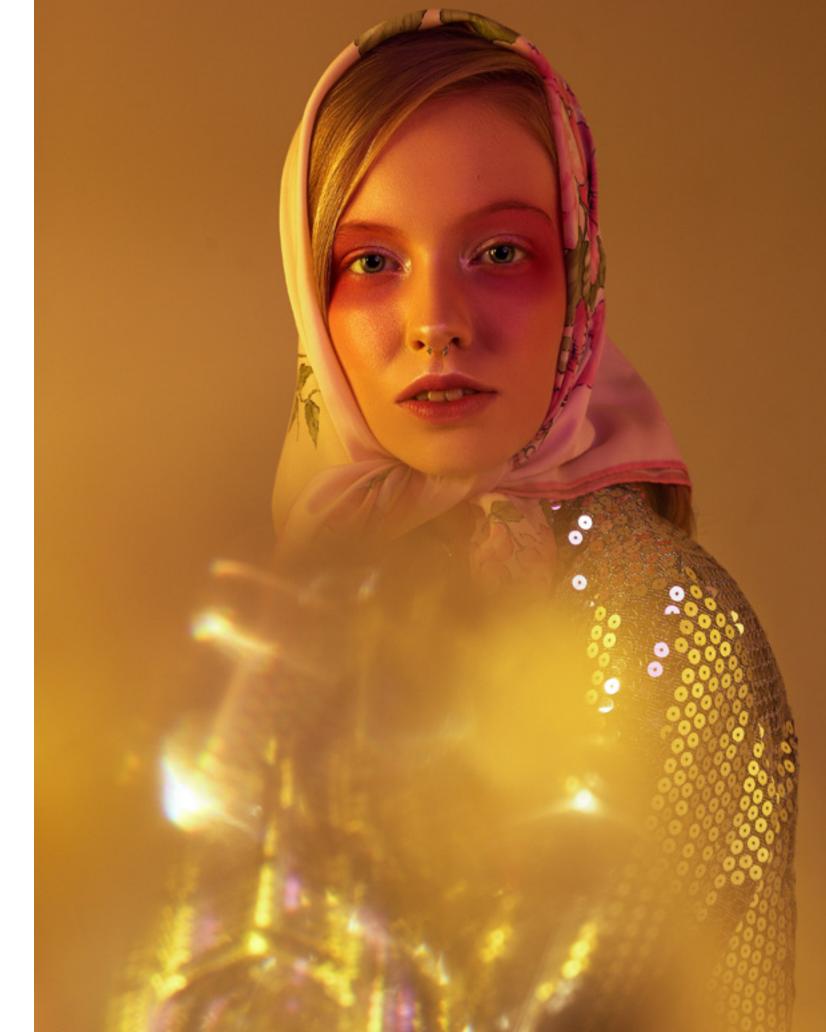
magic

SHE. LIV FOR ATTRACTIVE MODEL MANAGEMENT / @ATTRACTIVEMODELS

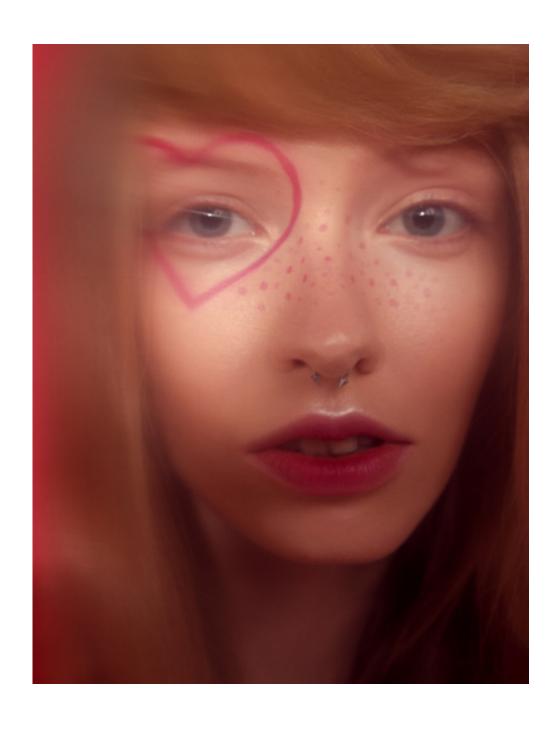
PHOTOGRAPHY. REKA LIZICZAI / @LREKAPHOTOGRAPHY

MUA. GLORIA HORVATH / @FLAMINGLORIA

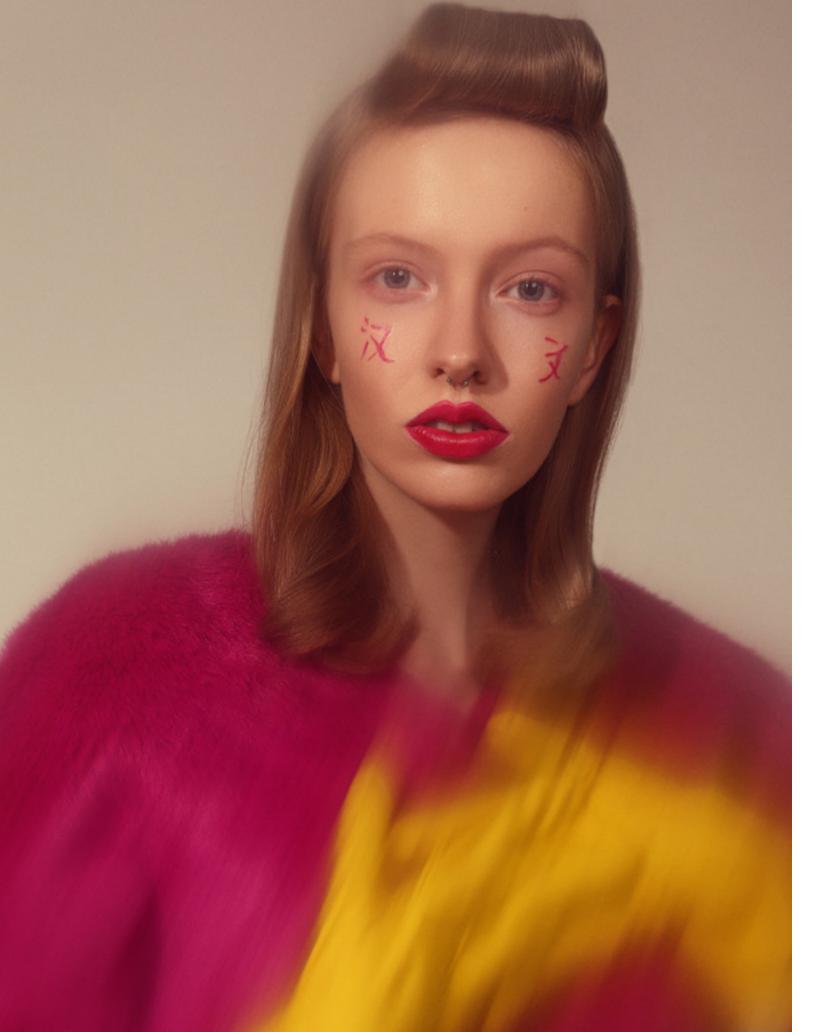
CLOTHES. RETROCK / @RETROCKBUDAPEST





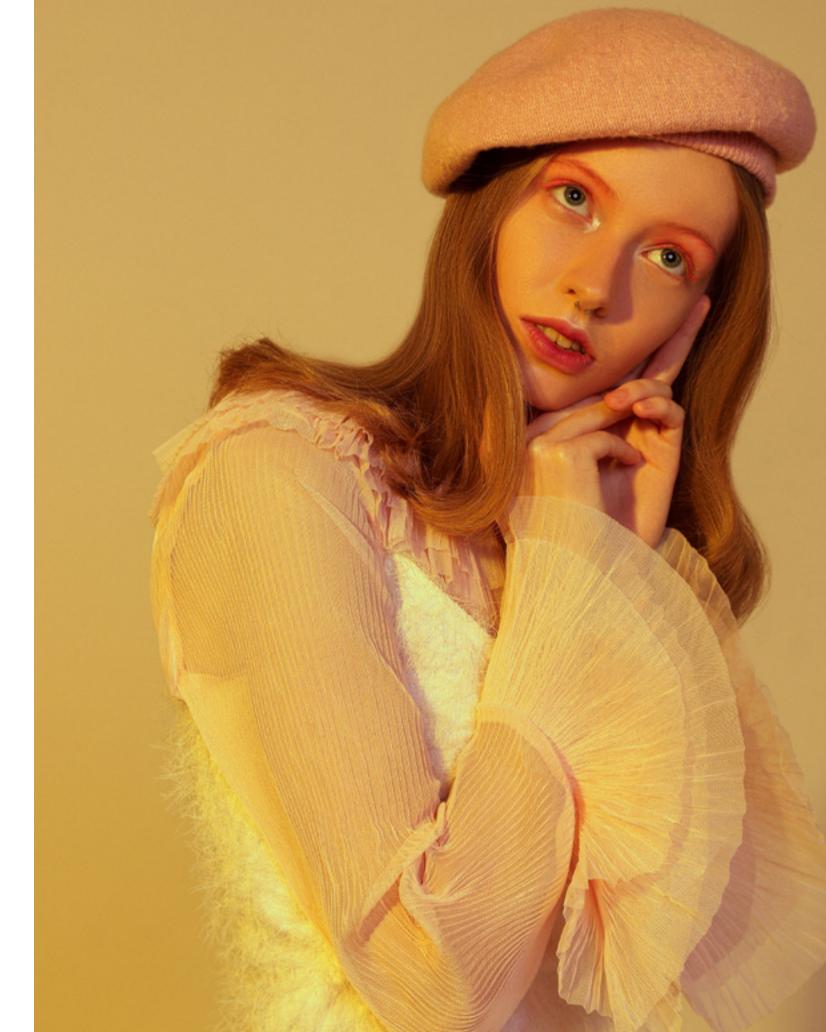


HOMÓNIMA



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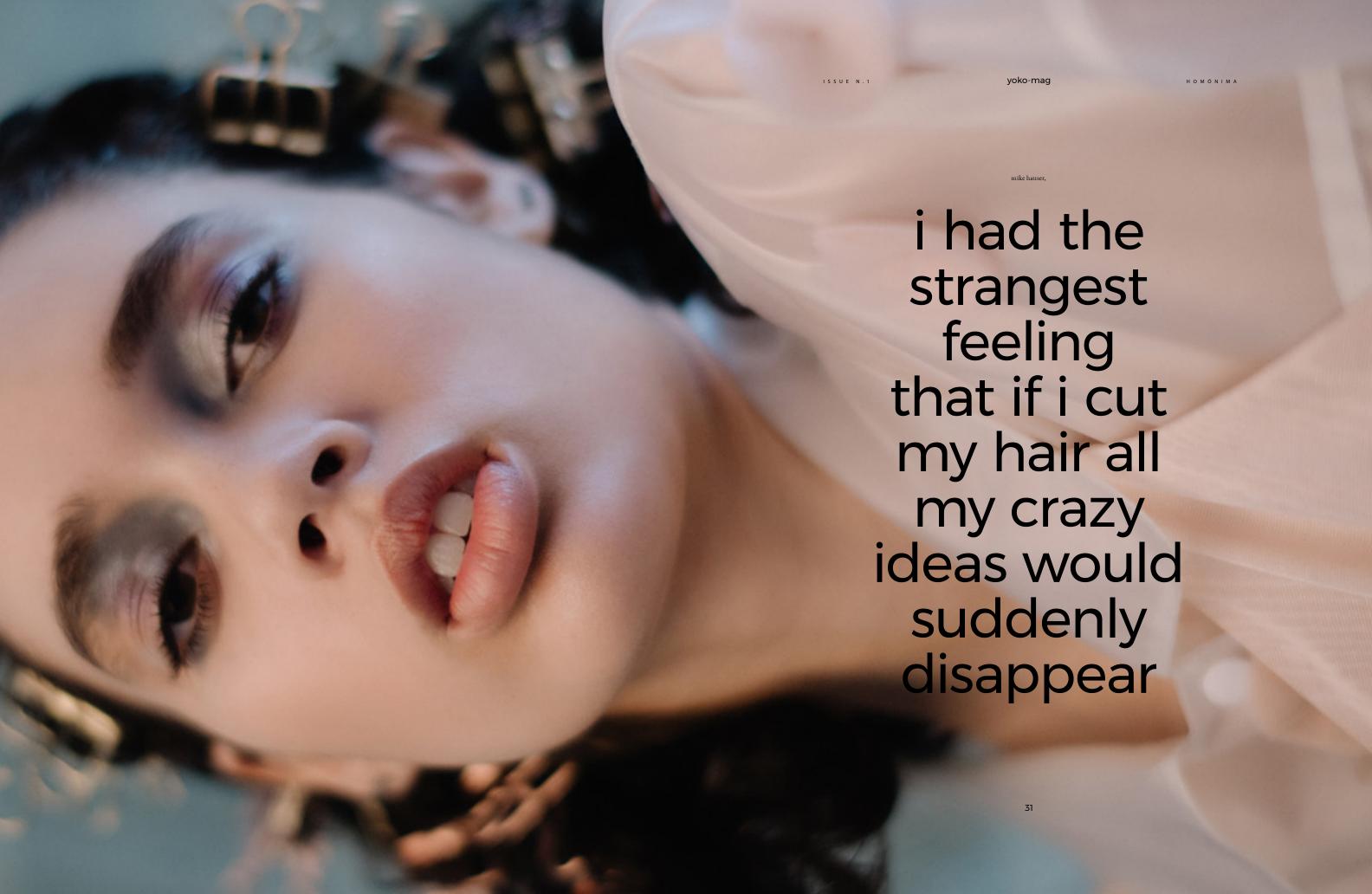


















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in the mood we have <mark>ma</mark>jor coup de cœur

SHE. CARIFLOWERS / @CARIFLOWERSS

AGENCY. MILK MANAGEMENT LONDON / @MILKMODELMANAGEMENT

PHOTOGRAPHY. DANIELA GEROSA / @DANIELAGEROSAPH

STYLING. ARMELLE SEMAT / @LEBLOGDELADUCHESSE

MAKE UP & HAIR. SAMANTHA COLES / @SAMANTHACOLESART

nos gustan los colores, las formas, las texturas, nos gustan muchas cosas, nos gustas tú

ISSUE N.1



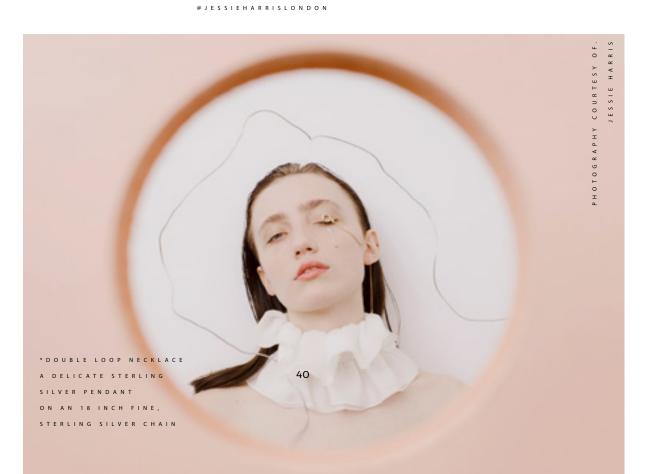
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yoko-mag



W W W . J E S S I E H A R R I S . C O . U K

ISSUE N.1





*HELIX HOOPS

AVAILABLE IN 18CT YELLOW GOLD PLATED STERLING SILVER

OR STERLING SILVER, HAND CRAFTED AND FINISHED,

POLISHED TO A HIGH SHINE



WELOVE
EACH
PEACE
OF
JEWELLERY
WE
WANT
IT
ALL,
PLEASE!

ISSUE N.1 yoko-mag Homonima



T-SHIRT. HERCULIE // EARRINGS. MARA PARIS // PALAZZO PANTS. POUSTOVIT //
BERET. TOPSHOP



ISSUE N.1 yoko-mag HOMÓNIMA ISSUE N.1 yoko-mag

otherland

W W W . O T H E R L A N D . C O M

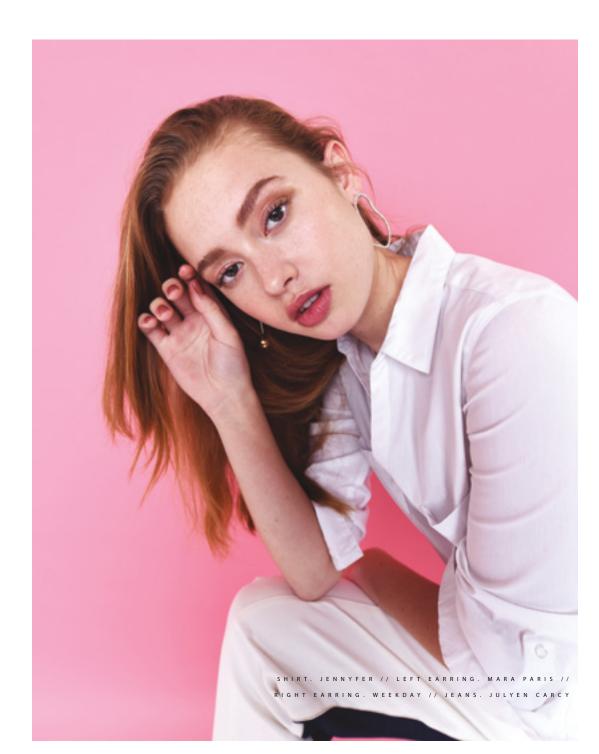
Otherland is a different kind of candle brand that brings energy of art, design and fragrance to every moment at home. Chic packaging design, premium quality and personalized elements of the brand such as the matchboxes are integral to Otherland's identity. Otherland is a female-led business making connections with smart, brand-right women across various industries and through strategic art collaborations and events



SANDALWOOD, AMBER + EARTHY



r.





SHE. CARIFLOWERS FOR
MILK MANAGEMENT LONDON
PHOTOGRAPHY. DANIELA GEROSA
STYLING. ARMELLE SEMAT
MAKE UP & HAIR. SAMANTHA
COLES



* CORE COLLECTION



WELL RESTED

Can't get to sleep = too much coffee = can't get to sleep. It's a vicious cycle.

Make space on your nightstand for our SLEEP DROPS. A combination of valerian root, chamomile, passion flower, and catnip, they work to calm your central nervous system and reduce anxiety.

Pair with lavender and arnica oil infused MAGNESIUM EASE to reduce tension. Massage into large muscle groups and your chest to unwind. It's faster than counting sheep.

Start the day with ENERGY FOOD + PREBIOTIC, a blend of magnesium, iron and calcium delivered through maca, beetroot, and goji berry. Long-term it will help recover and stabilize energy levels. Dare we say, you'll even feel well rested.

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murmull

W W W . M U R M U L L . C O M

@ M U R M U L L _ O F F I C I A L



"WE MAKE OBJECTS, YOU CREATE STORIES"

Murmull it's a young start-up dedicated to desing beautiful lifestyle products. Based in Barcelona and shipping worldwide.

"Domesticated Architecture" it's the new collection for this spring, a meeting between objects and architectural elements. Definitely we want it all!.





DESING BY MURMULL STUDIO

CARRIER BAGS DESIGNED BY NAIM VILASECA & MAR VILLEGAS

ART DIRECTION & PHOTOGRAPHY BY MURMULL STUDIO



ANITY JADE



tammy and and benjamin

W W W . T A M M Y A N D B E N J A M I N . C O M

@ T A M M Y A N D B E N J A M I N

CAN NEVER HAVE ENOUGH BAGS!

* V A N I T Y B R O W N

ISSUE N.1 yoko-mag

c'est fini !













DRESS & TOP. steven lejambe/COAT. hendrixroe/SHOES. steve madden/HAT. helene berman london





have a brand? write us have an agency? write us are you thirsty? write us

press@yoko-mag.com



nicola cruz

номо́ міма

The presence of Nicola Cruz in the world is increasingly noticeable. It is easier to name the countries where he has not been yet. His music is able to move us through the sounds and experiences of the Andes and Jungle. But it goes beyond, inside, in the roots of one of its origins, Ecuador.

WWW.NICOLACRUZ.COM

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*
INTERVIEW BY DARÍO ORELLANA RODAS (JOURNALIST)

© ELJOVENDARIO

ISSUEN.1 **yoko-mag** Homónima ISSUEN.1 **yoko-mag** Homónima

Nicola Cruz was born in Limoges – France. When he turned three years old his family of Ecuadorian origin moved to live in Quito, this would largely define his future in music. At eleven his parents gave him a drum kit and from there music was not going to stop. He did acoustic engineering in México, although at some point he was interested in marine biology. If we leave aside the music, Nicola is entertained exercising and taking pictures. The turning point of his career was in 2012 when he works with DJ and producer Nicolas Jaar, this opens the doors in New York. Three years later, together with the Argentine label ZZK Records, he released his debut album "Prender el Alma", which causes international interest.

We asked Nicola details about his beginnings, motivations, inspirations and plans for the future. Let's start.

PREGUNTITAS FRESQUITAS

-Tell us about your music exploration at seventeen in Mexico

At seventeen I went to Mexico, and get involved with the sound synthesis, especially with design music as techno, I learned to create sounds since its fundamental principles.

-Why did you decide to explore the musical universe of your Ecuadorian roots?

More than a decision, it was something that came to me. Later I realized that I always had a fascination for that music, which is closely linked with tradition; a way and philosophy of doing your day to day.

-What's the ritual of creating your music? What's your creative process?

Recording studio is my ritual. Before starting a session,

I prepare everything in my creative space to feel comfortable, inspired. Before this is always the journey in search of the idea, be it a trip or some type of exploration or intra / extra personal discovery.

- Approaching your roots put you in contact with ancestral rituals that in many cases have been forgotten. Today there is a return to the roots, for example Temazcal ceremonies or other stronger experiences. What do you think about this? Is your first LP "Prender el Alma" related to this?

In some way, yes. If I see it in a larger, omniscient image, this was simply a period of understanding, self-discovery. Understand how far these three realities of body, mind and spirit can reach, and observe distantly the more that is still to be investigated.

-In other interviews you mention "the witch hour" explain more about this.

It is a very inspiring moment. I think it's because of how beautiful that light looks on the equatorial plane, it's very magical and perfectly describes the intention I'm looking for with my music, an aura of mystery.

-Your music is very organic. Does the equipment you use become in some way a limit or boost your music?

I would only use equipment that enhances my music, of course. Much depends on the approach you give to your composition of electronic music. The contrasts are good.

-What equipment do you use for your musical creation? Many machines, animal sounds and microphones.

-You give voice to your roots, and people turn to look at them. In your international presentations how people react, for example in Dubai, Australia, etc.

I think my music is accepted in a good way, with open ears. It's a bit the kind of audience that my compositions pull.

-The way you present your music is important. How Fidel





-The way you present your music is important. How Fidel Eljuri complement your staging?

Fidel is the visual ally of my musical compositions when making a live show, translating sound into image.

-Although we know that "Andes Step" is a label that can partially define your music. What do you think is the future of the genre? How do you see the future of Ecuadorian electronics?

I don't know at moment, I think it is time to make a turn, and I look forward to someone present something sincere in this genre in Ecuador.

-What is the difference between Nicola from the beginning and Nicola from now? What can we expect? Simply that more days have passed, the essence remains but now I have more knowledge.

- Have you had to sacrifice something for your career?

-For "Cantos de Vision" you left aside the Andes and preferred a more jungle sound. You continue to expand the sound spectrum. In social networks you mentioned that this year you will be calmer and that a new album is coming. What can you tell us about this great news? Could your European roots be your next journey?

I am currently working on an upcoming album which I hope can be released this year. It will be an evolution of what I have been working on, always proposing my current taste and curiosity. I feel that it has a very global color.





DRESS. dawei / EARRINGS. indra eudarie







HE// TROUSERS. valentine gauthier

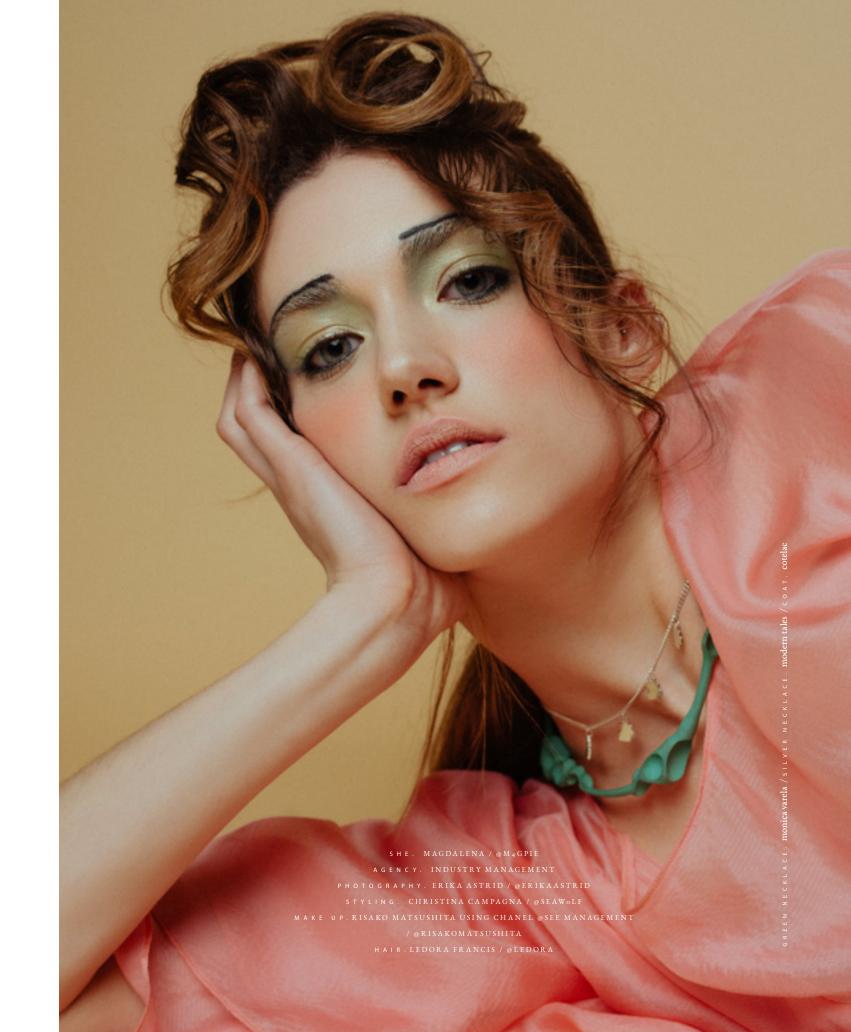






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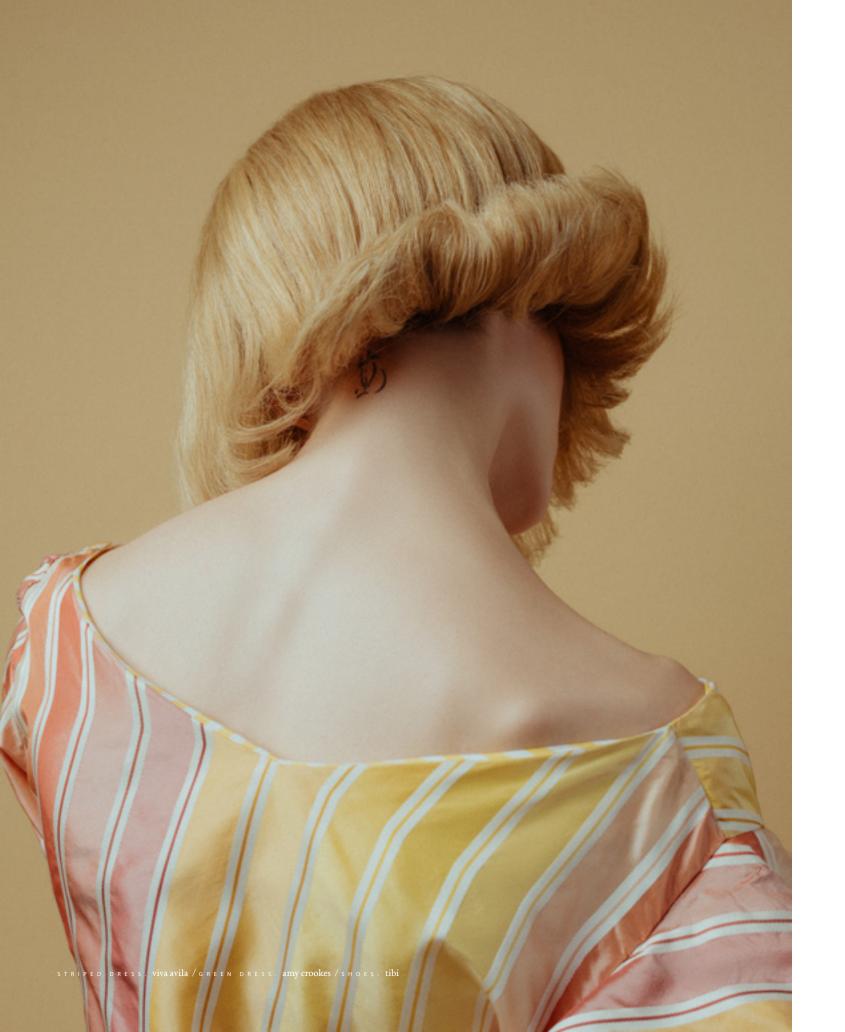




















DRESS. zara / SHOES. topshop / BELT. mango





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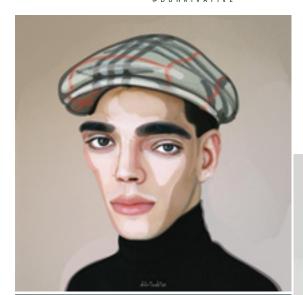
JACKET & SOCKS. topshop / TROUSERS. zara/SHOES. uterque



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duhrivative

W W W . D U H R I V A T I V E . C O M







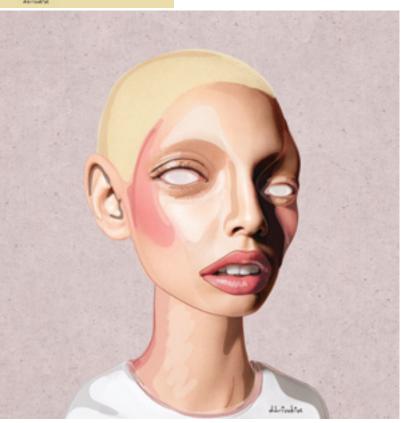
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say cheese!

ISSUE N.1 **yoko-mag** Homónima ISSUE N.1 **yoko-mag** Homónima

What is Duhrivative?

Duhrivative is an ongoing art project by myself, Austin Call, started in April of 2017 on Instagram. It began from a random thought/need to create collaged portraits of people.

Can you tell us about your creative process?

My creative process is quite spontaneous but to sum it up, I find photos online or via social media (Instagram). I then digitally cut, copy and paste parts of the image, as an analog collagist would. I then draw and paint digitally over top the photo. Its quite a traditional process but with digital tools.

We love your aesthetics. Where you find all this inspiration?

I find inspiration from all over but with these portraits, I find inspiration from the photos themselves; the composition, the lighting, shadows, colors, face types, facial features, people that look unfamiliar. It's all over. For me inspiration gains momentum, so I have to continue creating or I lose the momentum and lose the motivation.

How you can describe your style?

Oh man! My style...I've been told it's surrealist, pop surrealist, pop art but lets say, post-pop portraiture.

What is beauty for you?

Beauty? Hmm. I think beauty is in the unknown. Sometimes I try thinking about the endless universe and what infinite means and I cant mentally fathom that but I accept it. I think thats beautiful.

Which part of the body/face it's your favorite to illustrate?

I can't pinpoint one area of the face I enjoy. I like them all. Even faces that may not have all "normal" features are amazing. Hence why I do portraits. If I wanted to do nose portraits I'd focus on noses, etc. Actually, that'd be an

interesting micro-series... Ooooh, the ideas are flowing!

How you think will be the world in 2030?

2030. Hopefully different. More mindful. Less wasteful. More concerned with the planet. Who knows, it may still be run by Google, Apple and oil tycoons. But hopefully not. Power to the people.

If you have the opportunity to create a music video with your art, who will be this artist (singer/band) and why?

Oh man, that is so tough. Gogol Bordello would be cool. Radiohead. The Roots. I cannot name one. Any band that I listen too. I have a few undisclosed projects in the works so stay tuned!

If your life will be a movie, which movie will be?

The Imaginarium Of Doctor Parnassus because it's wild and cerebral and takes place in someones imagination, like everything.

What's next for Duhrivative?

Continuing to evolve my artwork; video, animation, bringing my art into the physical realm, gallery shows, meeting and collaborating with other creative people pushing boundaries.

PREGUNTITAS FRESQUITAS

Colors. Ochre, Blood Red, Beige

Favorite Muse. Ugh. I'll let you know in a few years!

Style Crush. @ruffmercy

Listening to. Olafur Arnalds, Jose Gonzalez, Purity Ring,

The Knife, Disclosure, Jhene Aiko, Radiohead, Oneohtrix

Point Never

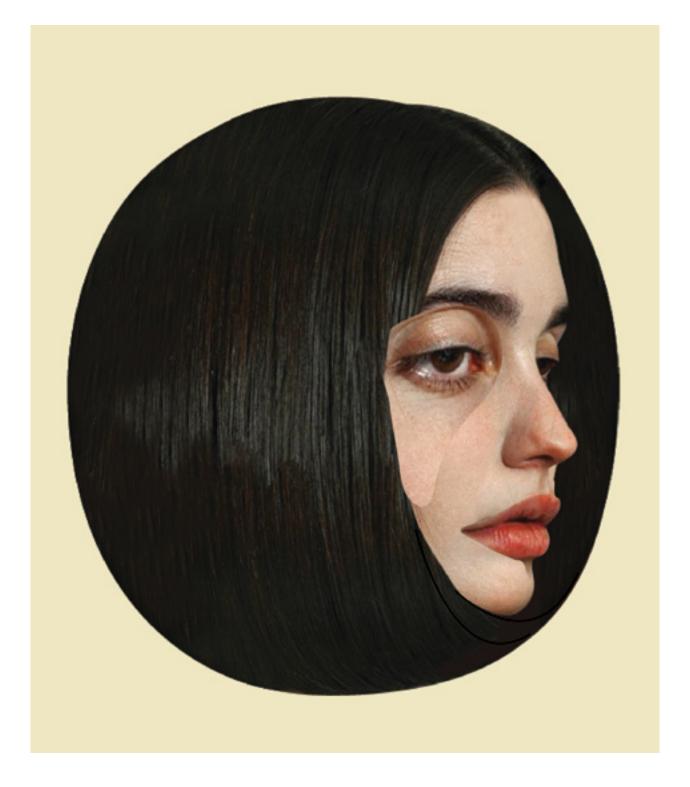
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Must watch movie. Clueless. "As If!"

Something Tasty. Pretzels!

Something Nasty. Mean people

Shameful secret love. Certain reality tv shows



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mi cabeza



HE. NOÉ ALARY / @NOEALARY PHOTOGRAPHY. MOURAD KECHAR / @MOURADKECHAR AD & STYLING. GUILUSHKA FOR YOKOMAG / @GUILUSHKA







ISSUE N.1 yoko-mag Homonima



HIRT. pierre-henry bor

double

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AGENCY. MADEMOISSELLE / @MLLEAGENCY

PHOTOGRAPHY. CLAIRE DELANNOY / @CLAIREDELANNOY

STYLING. CHARLOTTE HAULOT / @_CHARLOTTEHAULOT_

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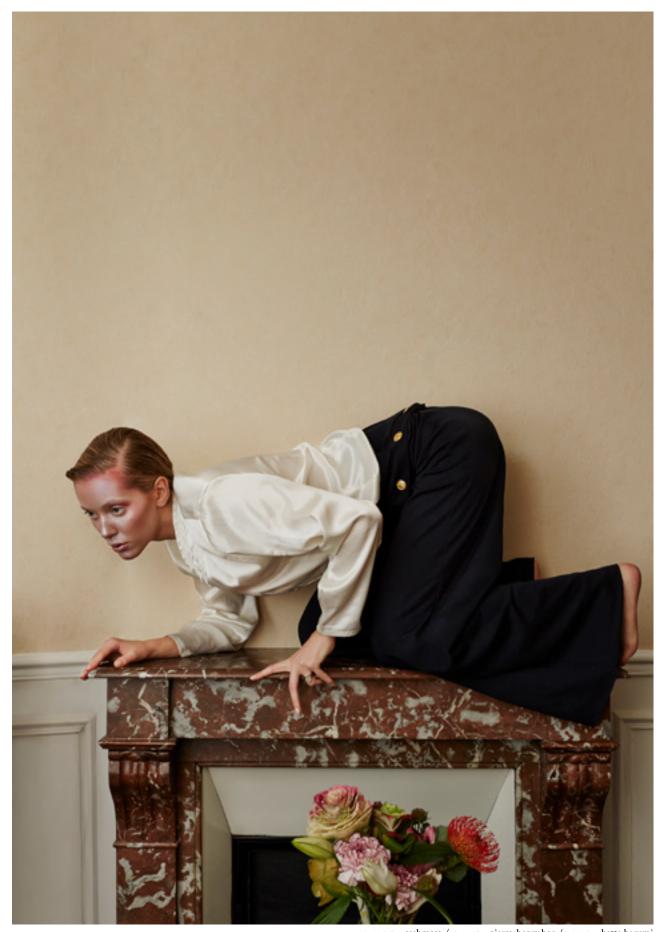












s h i r t . cashmere / p a n t . pierre-henry bor / r i n g . hatta harumi







HOMÓNIMA

blow through your heart,

wild is the wind

SHE. SARAH MCCALL FOR PRM AGENCY

@SARAH_MCCALL & @PRM_AGENCY

PHOTOGRAPHY. TIFFANY MUMFORD / @TIFFANYMUMFORD

MUA. REBBECA ROJAS / @ROJASMAKEUP

HAIR. MIKE O'GORMAN / @MIKEOGORMANHAIR

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CLOTHES & JEWELLERY. JH. ZANE / @JH. ZANE



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