



Esma Dereboy
Designer

PROFESSIONAL LINE IN CERAMICS AND PORCELAIN: ESMA DEREBOY

illuminating her brand with her passion for ceramics, Esma Dereboy creates original works as the first artist to use the embossing technique. Dereboy's handcrafted porcelain tableware, touched with innovative details, has brought her international success. Dereboy notes that her inspiration draws on her life experiences, saying "All my collections carry traces of my life."

Can you tell us a little about yourself? How did you come to establish your brand?

I was born in Kütahya and graduated from Kütahya Fine Arts High School. I attended a ceramics atelier as I was preparing for high school exams and took painting lessons. There, I saw how a brush can be used to create flawless details and, from that time, I was in a ceramic workshop whenever possible. I completed my education

at Maltepe University, in its Cinema and Television Department and began working in the retail sector. I'd always worked in ceramics as a hobby, but established my own workshop when I realized I'd reached the professional level. Since 2008, I have created under

“I try to add a new dimension to ceramics by giving them sharpness, clarity and height through the embossing technique”

the brand name of Levnalevn, and then with the Esma Dereboy brand.

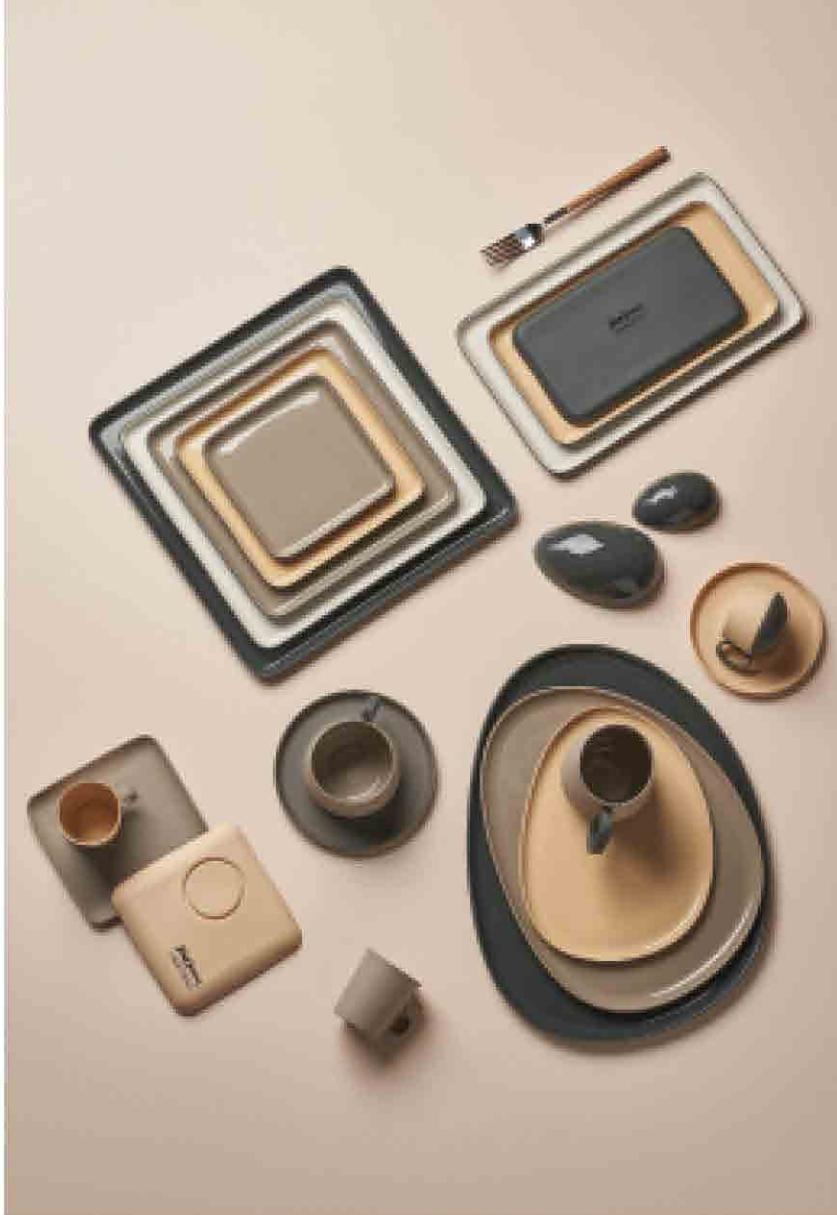
What inspires your designs? Can you describe the design phase of your products? Does your daily life affect your creativity?

Not just my day-to-day life but my

entire life impacts my creativity. All my collections carry traces of my life; My life processes are my source of inspiration. The bridal collection represents the period when I married; Karahisari represents a period during which I prayed often, especially for patience. Yas, covered with black lace, represents a time of deep mourning; Snoha represents my journeys in the past, and Saf, as it can be understood from its name, describes all of the pure emotion, facts and stories given to me during my life, which I gratefully acknowledge. Namely, they all represent me.

What are the characteristics of your ceramics, where you apply the embossing and embedding pattern technique?

I am as curious about creating something new as anyone else. For centuries, there were so many



one's destiny'. Because, while I shape them, they tell me about Esma.

And last, what are your plans and projects for the coming period?

Our handmade porcelain project - which we have been working on for a long time - is now underway. Our plan was to capture a different line in porcelain as well as in ceramics, and I believe we've accomplished this. This porcelain project is like a crawling baby right now, thus the majority of my energy is devoted to developing this project. Time flows so rapidly that if you are not constantly renewing yourself, you will stay back.

Therefore, we continue to produce projects with an innovative approach - and so we are never left behind.

masters in the ceramic arts that I had to be different to find a place for myself; I set out along this principle. I am the only practitioner of the embossing technique in ceramics, and I developed this technique by adhering to the traditional patterns. My objective is to add a new dimension to these pieces by giving them sharpness, clarity and height. The production process begins in the same manner as for ceramics, and the wedging can be as tedious and as exhausting. I've been working with a 40 percent production yield loss; this is a painstaking process that must be error free! It takes about six weeks to complete one piece.

Where are your products sold?

Our limited ceramic pieces are sold at exclusive retail points in Turkey, including Lotus Art Shop, Beymen Stores and Sirmaison

Stores. Internationally - primarily in Lebanon, Jordan, Hong Kong, France and the United States - our products are also installed in architectural projects, boutiques and art galleries.

Do you have special techniques and trade secrets related to your designs - for instance, a secret signature or something similar on your products?

My brand's logo is my name in my handwriting. Each product is finished with my own signature. Apart from that, the design of my ceramic pieces comes to life in such deeper meanings that an additional signature or secret detail is unnecessary.

I do not believe in principles in design but my own work, with my original expression technique, comes together with 'name is

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