

Nº 7

Kaotik

MAGAZINE

VINTAGE
DEALER
ILYASS
MAHFOUDI

THE
CREATIVE
FORCE
BEHIND
BEYT&CO.

KAOS THEORY

The Gen Z's
Subtle
Revolution.

Book Bliss
AHYAE

LIVING SIMPLYYY

How Astrology Inspires
Artistic Creativity



FEB 24



DEAR KAOTIK SQUAD,

SURPRISE – WE'RE BACK BETTER THAN EVER!
THIS TIME, WE'RE SWITCHING THINGS UP. NO MORE MONTHLY GRIND FOR US – WE'RE ALL ABOUT THAT LAID-BACK, PERIODICAL VIBE NOW. BECAUSE WHY RUSH GREATNESS, RIGHT?

OUR MISSION? STILL THE SAME: WE'RE HERE TO BE THE VOICE OF THE CREATIVE AND GEN Z COMMUNITY, MAKING SURE EVERYONE FEELS SEEN AND HEARD. AND TRUST US, THIS ISSUE IS GONNA BLOW YOUR MIND.

FIRST OFF, WE'VE GOT LIVINGSIMPLY DROPPING SOME SERIOUS ASTROLOGICAL KNOWLEDGE. SHE'S TAKING US ON A JOURNEY THROUGH THE STARS, UNCOVERING THE ARTISTIC SIDE OF EACH ASTROLOGICAL ARCHETYPE. PREPARE TO HAVE YOUR MIND BLOWN.

THEN, WE'RE SITTING DOWN WITH A VINTAGE SELLER WHO'S SPILLING THE TEA ON ALL THINGS RETRO. FROM CLASSIC BOOKS TO VINYL RECORDS, HE'S GOT THE INSIDE SCOOP ON EVERYTHING OLD-SCHOOL COOL.

AND LET'S NOT FORGET ABOUT BEYT&CO – THE INTERIOR DESIGN STORE WITH A FRESH PERSPECTIVE. GET READY TO BE INSPIRED BY THEIR UNIQUE TAKE ON HOME DECOR.

BUT WAIT, THERE'S MORE! WE'RE LAUNCHING A BRAND-NEW SERIES CALLED KAOS THEORY, WHERE WE'LL BE DIVING DEEP INTO HOW GEN Z IS FLIPPING THE SCRIPT ON, WELL, EVERYTHING. GET READY FOR SOME SERIOUS FOOD FOR THOUGHT.

OH, AND DID WE MENTION AHYAE? YEAH, IT'S OUR LATEST OBSESSION. TRUST US, YOU'RE GONNA WANT TO GET YOUR HANDS ON A COPY.

SO GRAB YOUR FAVORITE BEVERAGE, FIND A COMFY SPOT, AND LET'S GET INTO IT. THIS ISSUE IS GONNA BE EPIC.

CATCH YOU ON THE FLIP SIDE,



EDITOR-IN-CHIEF

ILYASS SAYTLI

@SYGHTLY

7TH ISSUE'S CREW

FATIMA-ZAHRA FARAHATE

EL MEHDI SLIMI

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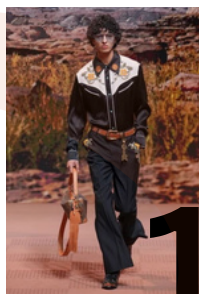
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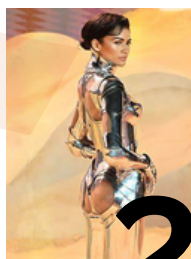
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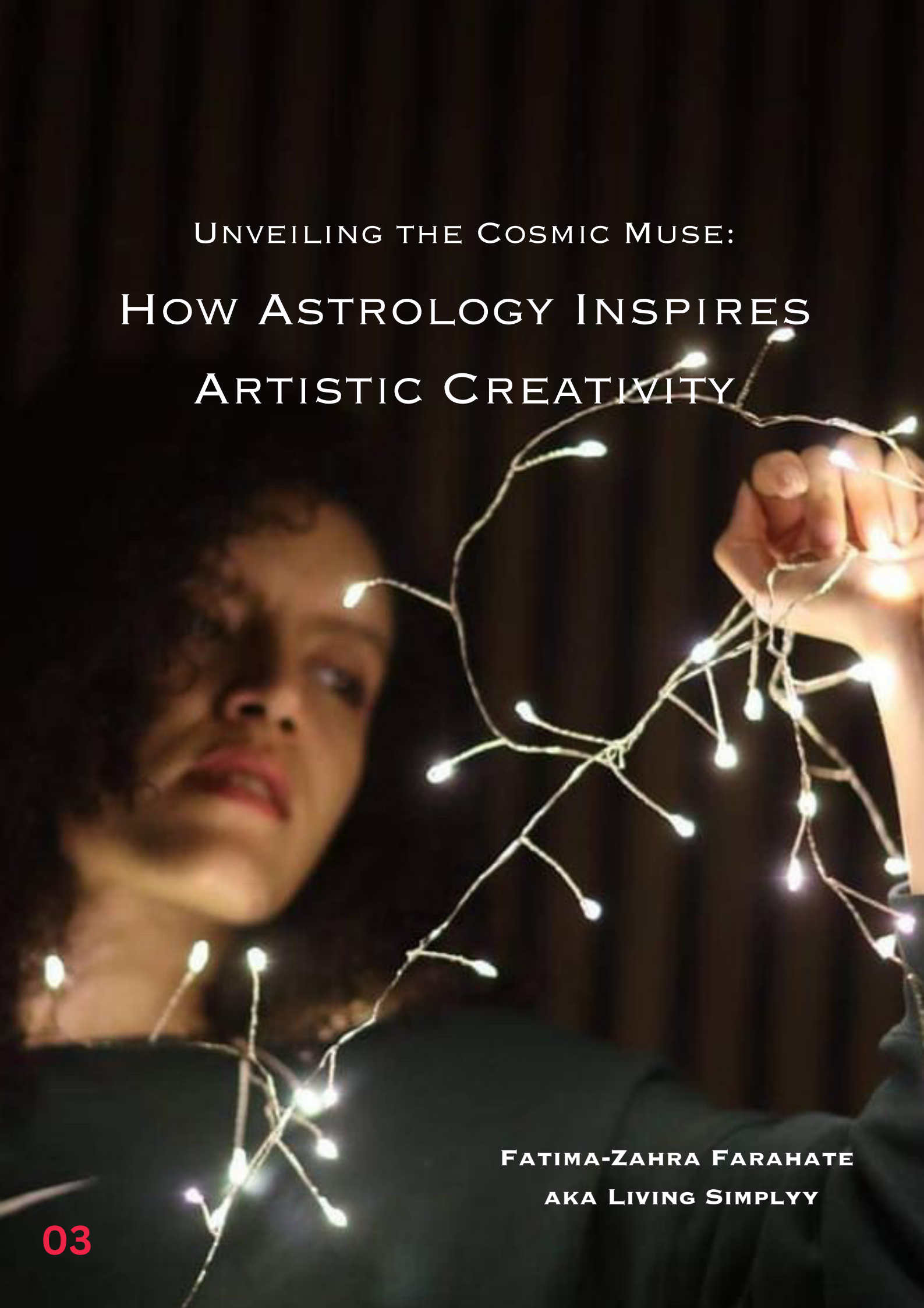
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A woman with dark curly hair is shown in profile, looking upwards and to the right. She is holding a string of warm white LED lights that are illuminated, creating a soft glow. The background is dark, making the lights stand out. The overall mood is contemplative and artistic.

UNVEILING THE COSMIC MUSE:
HOW ASTROLOGY INSPIRES
ARTISTIC CREATIVITY

FATIMA-ZAHRA FARAHATE
AKA LIVING SIMPLY

HOW ASTROLOGY INSPIRES ARTISTIC CREATIVITY

Ever pondered how the stars might influence your creative journey? In this article, we're voyaging into the celestial realms to explore how astrology can serve as your creative compass. Whether you're a seasoned artist or just beginning to traverse the vast canvas of creativity, delving into astrology's basics has the potential to unlock a whole new dimension of inspiration.

MY JOURNEY

Before we plunge into the dynamic relationship between astrology and creativity, let me offer a glimpse into my journey and why this topic resonates so deeply with me. I'm Fatii, a Moroccan archetypal, evolutionary, and holistic astrologer. But beyond labels, I'm a wildheart, a maverick, a rebel—an artist.

Art was my sanctuary growing up, especially in a society where being different wasn't always embraced. And different, I was in every way. From daydreaming in the back of the classroom as a child to studying graphic design at l'ESAV Marrakech, art has been intrinsic to my identity. As for astrology? I used to scoff and roll my eyes, too.

But at 17, I experienced a profound epiphany. Suddenly, astrology wasn't just about horoscopes and zodiac signs; it was about deepening my understanding of myself and the world. It became a conduit for spiritual union. Astrology became a trusted confidant, guiding me through life's peaks and valleys and unveiling hidden aspects of my psyche. It spoke to my soul on a profound level, offering guidance and healing in times of uncertainty. And now, I'm here to share some of it with you.



But What Is Astrology, Really?

Welcome to the crash course! At its core, astrology is a symbolic language—a tapestry of archetypes and mythic stories that echo the timeless wisdom of human experience. Since ancient times, people have been captivated by the heavens, viewing the stars as a cosmic mirror reflecting the unfolding of our inner worlds and external circumstances.

But here's an astrologer's secret: *the stars do not dictate; they only guide through the night.*

Astrology does not “influence” your personality or “affect” your daily life. The stars are simply a direct reflection. But only if you understand their language! See, if one knew themselves well enough, he could determine the position of Mars, Venus, or Mercury at any given time without checking an astrolabe or ask Google.

Yet, as humans tend to seek answers externally, astrology operates inversely: by observing the macrocosm, we glean insights into the microcosm.

P.S: Your birth chart should resemble a circle with cryptic symbols, not a periodic table. If the website you're using doesn't provide a circular birth chart, keep searching until you find one that does.



Imagine your astrological birth chart as a snapshot of the heavens on the day you were born—a cosmic selfie, so to speak. It's comprised of planets, houses, aspects, and invaluable insights into your past, present, and future. Today, we'll focus on three key placements: your Sun sign, Moon sign, and Rising (or Ascendant).

Your Sun sign illuminates your conscious self, embodying the essence of your identity and the qualities you're actively cultivating in this lifetime—the #MainCharacter of your story.

Your Moon sign unveils your unconscious side, revealing instinctual reactions, your moods, and the landscape of your emotions, guiding how you navigate life's ebbs and flows.

Your Rising sign is the cosmic mask you wear, how you approach the world and the first impression you make. It's the outer shell, your style, demeanor, and social persona.

Not sure about your big three placements? No problem! Visit astrotheme.com or astro.com and simply input your birth date, place, and time of birth. Feeling confused or don't have your exact time of birth? Consider booking a birth chart reading or DM me on Instagram (@LivingSimply)

THE 12 ZODIAC SIGNS & THE 12 ARTISTIC MUSES

Now, let's explore how each zodiac sign channels its artistic muse. Make sure to read your Sun, Moon, and Rising sign zodiac signs.

Aries (March 21 - April 19): The Warrior / The Pioneer

Bold, energetic, and fearless, Aries thrives on spontaneity and adventure, infusing their creativity with passion and action. Mantra: « I AM ».

Art Forms/Movements to explore:

Fauvism, Abstract Expressionism, Graffiti/Street Art, Gutai Group...

Creative Activities:

- Take your artistic endeavors outdoors.
- Create a playlist of high-energy songs to fuel your motivation during the day.
- Explore drip painting and other forms of action painting.
- Blast some Moroccan Chaabi music such as Daoudi's famous Aloua, and let loose.

Taurus (April 20 - May 20): The Guardian / The Epicurian

Grounded, sensual, and deeply connected to nature, Taurus finds inspiration in the tangible world, creating art that reflects beauty and craftsmanship. Mantra: « I EMBRACE ».

Art Forms/Movements to explore:

École de Casablanca, Art Nouveau, Naturalism, Land Art, Arts and Crafts Movement, Regionalism...

Creative activities to awaken your muse:

- Treat yourself to a DIY home spa day to indulge your senses and relax your mind.
- Engage in a tactile art project using natural materials like clay, wood, or stone.
- Rejoice your senses by cooking with seasonal ingredients from your local market.
- Visit places such as [Jajjah](#) (Hassan Hajjaj's tea room) or [Bacha Coffeeshop](#).

Gemini (May 21 - June 20): The Messenger / The Storyteller

Versatile, curious, and expressive, Gemini's creativity knows no bounds, exploring multiple perspectives and mediums with intellectual agility. Mantra: « I THINK ».

Art Forms/Movements to explore:

Dada, Surrealism, Art & Language, Group f/64, Glitch Art...

Creative activities to awaken your muse:

- Stimulate your intellect by exploring podcasts on topics that pique your curiosity.
- Check out [Teal Swan](#) on YouTube. If you're on the maverick side, try [Russel Brand's](#) channel.
- Participate in group workshops or webinars on subjects that interest you.
- Organize a game night with friends featuring games like trivia, charades, or board games to foster camaraderie, laughter, and friendly competition.

Cancer (June 21 - July 22): The Nurturer / The Protector

Emotionally intuitive, nostalgic, and deeply empathetic, Cancer infuses their art with soul-stirring sentimentality and tender vulnerability. Mantra: « I FEEL ».

Art Forms/Movements to explore:

Pre-Raphaelite Brotherhood, Earthworks, Stuckism, Luminism...

Creative activities to awaken your muse:

- Settle in for a night featuring heartwarming films like « [Eat Pray Love](#) » or « [The Notebook](#) ».
- Create a family heritage art project, incorporating photographs and personal stories.
- Write heartfelt lyrics and compose poems that reflect your innermost feelings.
- Take a soothing bath or go swimming to allow the magic of water inspire you.
- Listen to « [Dhafer Youssef - Soupir Eternel](#) », « [Sam Garrett - Om Ganesha](#) » or [FKJ](#).

Leo (July 23 - August 22): The King-Queen / The Trendsetter

Dramatic, charismatic, and unapologetically bold, Leo commands attention with their larger-than-life presence, producing art that captivates and inspires. Mantra: « I SHINE ».

Art Forms/Movements to explore:

Neoclassical Art, Pop Art, Baroque, Rococo Art...

Creative activities to awaken your muse:

- Read « The Hero's Journey » by Joseph Campbell and reflect on your own.
- Transform into a glamorous icon for a photoshoot.
- Treat yourself to a concert, live performance, or theatrical production.
- Go live on social media and share your artwork with others via posts and stories.
- Turn up the music and host a spontaneous dance party in your bedroom. Let loose.

Virgo (August 23 - September 22): The Healer / The Perfectionist

Detail-oriented and analytical, Virgo's creativity thrives on precision and craftsmanship, creating work of impeccable quality and attention to detail. Mantra: « I ANALYZE ».

Art Forms/Movements to explore: Hyperrealism, Arte Povera, Photojournalism, Pointillism, Minimalism...

Creative activities to awaken your muse:

- Watch « Tidying Up with Marie Kondo » on Netflix (and feel inspired to declutter).
- Cultivate your green thumb by starting an herb garden or planting something.
- Stimulate your imagination with creative writing prompts that inspire storytelling.
- Get mentally stimulated by watching the Netflix animation « The Midnight Gospel ».
- Listen to poetry. Feel free to start by the Arabic sung poem « Abdulrahman Mohammed – Craziness », then « Akua Naru – Poetry: How Does It Feel Now? ».

Libra (September 23 - October 22): The Diplomat / The Aesthete

Harmonious and aesthetically inclined, Libra seeks to create beauty and balance in their art, exploring themes of love, relationships, and social justice. Mantra: « I BALANCE ».

Art Forms/Movements to explore:

Impressionism, Art Deco, Collaborative Performance Art, Romanticism...

Creative activities to awaken your muse:

- Read « The Art of Gathering », by Priya Parker (or [subscribe to the newsletter](#)).
- Watch the ecstatic dance video « Anderson & Brenda - Hormone Soup (Spirit Bird) » and reflect on the ideal level of intimacy you seek in your life's relationships.
- Invite your loved ones to contribute their favorite songs to a collaborative playlist.
- Attend a cultural event or exhibition in your area, such as an art gallery or museum.
- Register for a two-person dance workshop: bachata, salsa, tango, samba...

Scorpio (October 23 - November 21): The Phoenix / The Mystic

Intense, transformative, and fiercely passionate, Scorpio delves into the depths of the human psyche to create art that evokes raw emotion and catharsis. Mantra: « I TRANSFORM ».

Art Forms/Movements to explore:

Symbolism, Gothic art, Dark Art Movement, Fluxus, Orientalism, CoBrA Art Movement...

Creative activities to awaken your muse:

- Dive into the captivating world of dark literature and explore themes of mystery and intrigue.
- Explore mystical and occult spiritual practices such as tarot, tantra or shamanism.
- Google “How to practice mirror work” or “shadow work” and follow the instructions.
- Watch an iconic black-and-white Film Noir or true-crime documentaries. Also, consider « Orion & The Dark » on Netflix and reflect on the relationship you have with you shadows.
- Venture out into the night with a camera or smartphone and explore the art of night photography (be safe in them' streets though, bring a couple of friends with you!).

Sagittarius (November 22 - December 21): The Pilgrim / The Adrenaline Junkie

Adventurous and expansive, Sagittarius embraces exploration and discovery in their art, drawing inspiration from diverse cultures and philosophies. Mantra: « I EXPLORE ».

Art Forms/Movements to explore:

Figuration Libre, Documentary Photography, Outsider Art, Deconstructivism...

Creative activities to awaken your muse:

- Explore the myth of Chiron, the wounded healer. Read « [The Chiron Effect: Healing Our Core Wounds through Astrology, Empathy, and Self-Forgiveness](#) » by Lisa Tahir.
- Venture into the great outdoors and embark on a nature hike or wilderness adventure.
- Document your travels in a travel journal or through vlogs and videos.
- Immerse yourself in different cultures through education, reading, traveling, etc.
- Listen to songs from different horizons like « [Mayra Andrade - Afeto](#) » « [Imarhan - Achinkad](#) » « [Alash Ensemble - Dyngyldai](#) », or « [Light in Babylone - Hinech Yafa](#) ».

Capricorn (December 22 - January 19): The Sage / The #BossBabe

Ambitious and disciplined, Capricorn's creativity is infused with purpose and determination, blending tradition with innovation to achieve greatness. Mantra: « I ACHIEVE ».

Art Forms/Movements to explore:

Bauhaus, Realism, Photorealism, Precisionism, Constructivism...

Creative activities to awaken your muse:

- Invest in building and expanding your creative network by attending events.
 - Tap into your ambitious nature and get crafty by creating a vision board.
 - Channel the self-disciplined and mastery-oriented spirit of martial arts legends like Bruce Lee or Jackie Chan. Draw insights and lessons from their experiences.
 - Research ancient myths associated with the goat as a symbol of strength, resilience, and determination. Reflect on how these themes resonate with your life journey and aspirations.
- If you're into psychology and astrology, read « [Saturn: A New Look at an Old Devil](#) » by Liz Greene.

As we wrap up our exploration, let's remember this: life itself is the ultimate canvas waiting for your unique brushstrokes. So, as you navigate your journey through the cosmos, keep in mind that your body, your relationships, your work, your faith – each aspect of your existence is an opportunity for creative expression. From the mundane to the extraordinary, every moment holds the potential for artistry. So, ready to become the masterpiece?

Aquarius (January 20 - February 18): The Humanitarian / The Maverick

Visionary and unconventional, Aquarius pushes the boundaries of art and society with avant-garde creations that challenge the status quo. Mantra: « I KNOW ».

Art Forms/Movements to explore:

Futurism, Afrofuturism, Conceptual Art, AI Art, Bio-Art...

Creative activities to awaken your muse:

- Use your voice and digital platforms as tools for activism to raise awareness.
- Make conscious choices by supporting ethical brands, artists, and initiatives that prioritize sustainability, social responsibility, and ethical practices.
- Visit a national museum to support the art economy, but also to expose yourself to new artwork, and concepts. While there: sketch, smile, take pictures, daydream.
- Close your eyes and vibe to songs such as « [Estas Tonne - The Song of the Golden Dragon](#) » or « [Tash Sultana - Jungle](#) ».

Pisces (February 19 - March 20): The Dreamer / The Cosmic Siren

Dreamy and empathetic, Pisces channels the ethereal realms of imagination and emotion into their art, creating otherworldly beauty and transcendent experiences. Mantra: « I BELIEVE ».

Art Forms/Movements to explore:

Magical Realism, Psychedelic Art, Impressionism, Contemporary Indigenous Art, Fantastic Realism...

Creative activities to awaken your muse:

- Watch the documentary « [Baraka](#) » by Ron Fricke (available on YouTube), and explore other [trippy films](#) or [psychedelic movies](#).
- Cultivate your imagination through having a regular dream journaling practice. Record your dreams every morning as you wake up (in a physical journal or on your phone).
- Engage in intuitive art-making practices like automatic drawing or freeform painting.
- Explore genres such as psychedelic rock, ambient electronica, or world fusion, and let the music transport you to realms of inner exploration and cosmic consciousness.

ILYASS MAHFOUDI





ILYASS IS A VINTAGE SELLER & THE OWNER OF EVERYTHINGVINTAGY

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IS : Hello, Can you present yourself :) ?

My name is Ilyass el mahfoudi, 26 yrs old, a vintage seller, and filmmaker.

IS : Can you walk us through the story behind everythingvintagy ?

The passion was already there, since my early childhood i loved going to flea market with my mom, the joutaya day was a magical. Through the years, my passion grew as i fell love with literature, and hunting for old books was a daily ritual. I collected many things over the years, rare edition books, vinyls, postcards, everything old had a history, and upon each gaze, my heart began glowing, the idea of creating everythingvintagy was born out of the blue, i wanted to share with people my passion, I felt home. that each week if i didn't hunt some gems for the shop, felt odd because that nourished my soul with a such light, that warmed my being.

IS : When curating your collection, how do you decide which books, vinyls & cassettes, or vintage cameras make the cut? Are there specific criteria or qualities you look for?

Oh yes, i have many criteria's and sometimes they brought many challenges to me, because, if it ain't in a excellent condition, it is not gonna cross the threshold of my home haha, books are the one thing that i struggle daily with, i want them to be pristine, spine clean, and is readable with ease, but most importantly, is the edition, it has to be unique, the older, the better, i'll take an old edition rather that a new, my soul wouldn't let me.vintage cameras and vinyls.... those too have to be beautiful, and in perfect condition too, as for my process of posting in instagram, each day I decide which product will be the winner of the day. Curating vintage things, is by far, my most nourishing activity, its something i look for everyday, i usually go out on Monday for a hunt, to look for items of the week, even when i have multitude of things to post, i HAVE to go out, and search for magic.

IS : Vinyl records have experienced a resurgence in popularity. How do you see the culture around vinyl evolving, and what role do vintage vinyls play in today's music scene?

Vinyls, My love, for many years people said that vinyl records will disappear when the digital age came bursting in, but people, i mean the vinyl shops, didn't lose hope, having a vinyl is same as having a time capsule, many shops in morocco closed, and sold their stocks but through the years a lot have changed, i and many others wanted to experience listening to music on vinyl, the thrill of buying a record unknown to us and going home and playing it, for the first time, hearing the cracks, hearing a marvelous and otherworldly sound coming from a collection of chemicals bound to gather, is without a doubt an unforgettable experience, to be honest i always had a hunch about the vintage scene flourishing, physical will always beat online streaming.

IS : Tell us about the Vintage enthusiasts community in Morocco, is it a big scene or more of a tight community ?

The Vintage community in morocco is a big scene, a multitude of online store rose over the years, and they are doing amazing things, i had the pleasure of meeting owners of vintage store when i participated in Le vintage Village, and discussing the future of the vintage, and we with certainty that we are on the right track in making the vintage accessible to everyone.



IS : Tastes in vintage items can evolve. Have you noticed any shifts in the preferences of collectors over the years, and how do you adapt to changing trends?

Taste in the vintage has definitely changed, we inspire ourselves by our culture, by tv shows and movies, i think it is essential to inspire oneself, but mainly the goal is to create a unique framework, that specialises in unique items, that most of the fast fashion brands try to copy but will never succeed in doing so, as the vintage has its charm and style, and most importantly, is TIMELESS.

IS : Vintage items often evoke a sense of nostalgia. How do you believe the nostalgia factor contributes to the appeal of the items you sell?

Nostalgia, is a wonderful thing, vintage items, have a glow, one that carry stories, personally I found many books, that have notes inside, little writings on back, sometimes, it's a cute message, stating it is a birthday gift....best part of vintage hunting but the vintage community wants something unique, a piece that was held by other people, that made them happy, and now, years passed, and it is in our hands. Nostalgia is a warm hug for our soul, and everyone who supports the vintage community, is contributing to making forgotten objects live a new life.

” NOSTALGIA IS A WARM HUG FOR OUR SOUL, AND EVERYONE WHO SUPPORTS THE VINTAGE COMMUNITY, IS CONTRIBUTING TO MAKING FORGOTTEN OBJECTS LIVE A NEW LIFE.”

IS : Beyond their historical or cultural value, do you have a personal connection to any items in your collection? Items that resonate with you on a deeper, more personal level?

Yes, i have many items that bring endless joy to me, but to summarize i have one, which is a letter and a photograph of a well known writer, by name of Somerset Maugham, while scrolling the pages of his short stories i found them inside, the letter's date was important because, it was the year he passed away, and that brought tears to my eyes, i hold that letter dearly to my heart. the letter stated his unfinished work, it's things like this that hold me through the night when things gets tough, my mission is so essential, so nourishing, it's a part that i have to feed, to maintain its bright glow, and to keep the gates of my shop open for future generations.

IS : As someone deeply immersed in the vintage world, how do you envision the future of vintage collecting? Are there emerging trends or items you predict will become sought-after in the coming years?

The future of vintage collecting is very positive, i think people are starting to realize how new items, such as books, or clothes... are soulless, and that make them long for items rich of history, in the future, we will have big shops where will buy vintage clothes, vinyl stores...as if history is repeating itself, which is proof that vintage never dies. The items that i see, flourishing in rapid-like pace is vinyls, each home will have a record bin, a vinyl player, it will be the heart and soul of the house.



IS : Now let your imagination take the lead, WHERE DO YOU SEE YOURSELF 10 YEARS FROM NOW :) ?

Thought question haha, in 10 years, i want to have a bookstore or vinyl store, or vintage store...see, every year the idea is changing haha but I keep returning to one idea is to open a vintage store where everyone can find happiness, whether is vinyls, books or cassettes, its a place like home, where one can have coffee, can stay all day reading books, playing records, I want a place where minds meet and souls flourish.

” I WANT A PLACE WHERE MINDS MEET AND SOULS FLOURISH.”



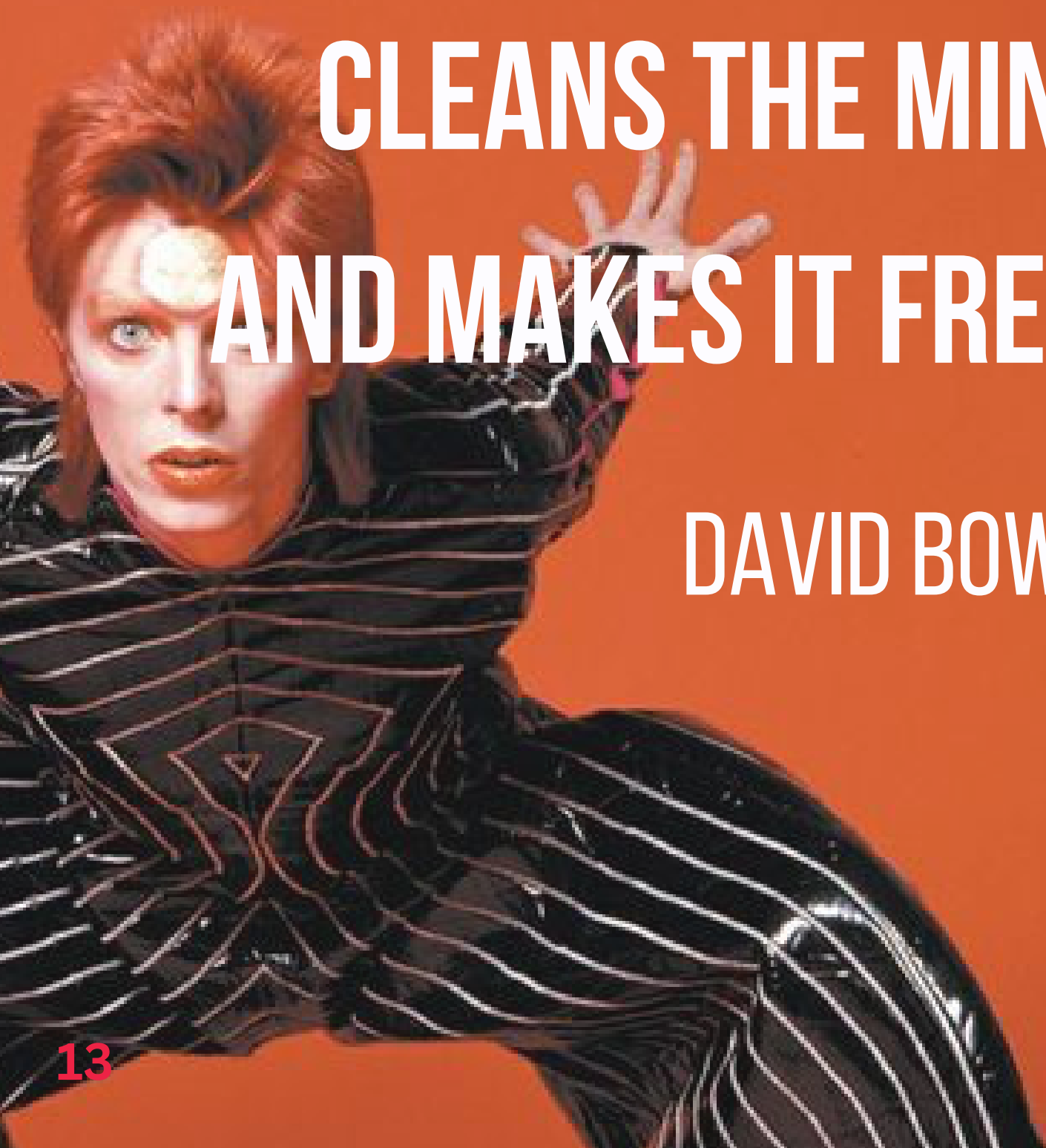
GENTLENESS CLEARS

THE SOUL, LOVE

CLEANS THE MIND

AND MAKES IT FREE.

DAVID BOWIE



Kaos Theory:

The Gen Z's Subtle Revolution.

As a member of Generation Z, I find myself constantly navigating the chaotic waters of modern society, fueled by an insatiable thirst for change and innovation. We are the product of a rapidly evolving world, shaped by the digital revolution, socio-political upheavals, and cultural shifts that have permeated every aspect of our lives. Born into a world of uncertainty and complexity, we are the torchbearers of a new era, called to revolutionize the world in ways never seen before.

Who are we, the members of Gen Z? We are the digital natives, raised in an era where technology is not just a tool but an extension of ourselves... From the moment we were able to hold a phone, we have been immersed in a virtual world that knows no limits. Social media platforms have become our playgrounds, where we forge connections, express ourselves, and challenge the status quo. We are the makers of our own digital identities, curating our online personas with care and precision.

But beyond the screens that define our existence lies a generation defined by its immense diversity and inclusivity. We are the most ethnically and culturally diverse generation in history, united by a common desire for equality and justice. Growing up in a world marked by political turmoil and environmental crisis.. we have become acutely aware of the pressing issues facing our planet. Climate change, racial inequality, gender discrimination, these are not just abstract concepts to us, but urgent calls to action that demand our attention.

Our upbringing has instilled in us a sense of empathy and compassion for those less fortunate than ourselves. We are the generation of activists and changemakers, unafraid to speak out against injustice and fight for a better world. From organizing climate strikes to advocating for LGBTQ+ rights, we are harnessing the power of collective action to effect real change in our communities and beyond.

But perhaps most importantly, we are a generation driven by creativity and innovation. Raised in an era of rapid technological advancement, we possess a unique ability to adapt and thrive in an ever-changing landscape. Our creativity knows no bounds, as we harness the power of digital tools and platforms to express ourselves in new and exciting ways. From viral TikTok dances to DIY art projects, we are constantly pushing the boundaries of what is possible and redefining the norms of creativity.

In essence, we are the vanguard of a new revolution – a Kaotic revolution, if you will. Our generation is poised to revolutionize the world in ways that were once unimaginable, fueled by a fierce determination to challenge the status quo and forge a brighter, authentic future for ourselves and generations to come. Join us on this journey as we explore the myriad ways in which Gen Z is reshaping the world and embracing the chaos of change.

Louis Vuitton

FALL 2024 MENSWEAR

Pharrell Williams's latest venture with Louis Vuitton transports the fashion house on an odyssey, exploring American heritage, particularly the roots of Western wear and workwear. This comes as a follow-up to his spectacular Pont Neuf show last June.

In a post-show briefing, Williams emphasized portraying the original cowboys who were Black and Native American, shedding light on often overlooked aspects of cowboy history. Native artists contributed to accessories, showcasing hand-paintings and desert flower embroideries on Speedy bags



The collection delves into American history, acknowledging its complexities. Williams expresses the narrative from a place of love and a candid desire to share stories, particularly those of overlooked Black protagonists in America's creation story.

The studio's execution under Williams's direction was exceptional. From lasso-throwing cowboys on lace shirts to turquoise-riveted suiting, the craftsmanship was outstanding. Noteworthy collaborations included Timberland, producing a limited-edition boot, and a mysterious "R-Project" bag.

Despite overwhelming savoir faire, the collection's narrative felt less precisely realized. Yet, it indirectly evoked stories of overlooked Black figures in American history. This stop on Williams's LV odyssey undoubtedly hints at more American chapters to come.



Beyt&co

Interior. Design. Art. And Co.

Beyt&co

Modernizing Moroccan Craftsmanship

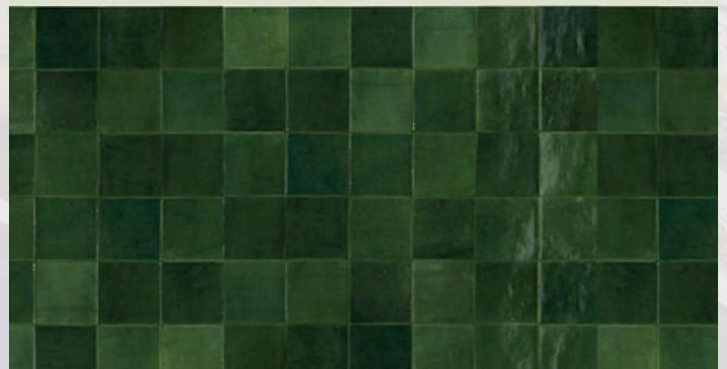
Imagine a scene where tradition seamlessly intertwines with modernity, meticulously curated to resonate with the contemporary spirit. This space transcends mere retail; it's an immersive experience, a narrative woven by the hands of artisans and visionaries alike.

Within these walls, Beyt and Co, a brainchild born from a fervent passion for interior design, stands as a testament to redefining the rhythm of traditional crafts. Here, the vibrant creations of Moroccan artisans share the stage with an in-house endeavor—a collection crafted with meticulous care by Saad, soon to be unveiled. This collection, like a hidden gem awaiting discovery, blends the timeless charm of Morocco with a modern twist, each piece an embodiment of heritage and authenticity.

Their collective vision seeks to elevate everyday objects into works of art, seamlessly bridging the gap between tradition and contemporary design. Picture a journey through space where each step is a brushstroke on the canvas of Moroccan artistry, where furniture and tableware become more than just functional items—they become cherished pieces that tell stories, evoke emotions, and stir the soul.

This vision of modernizing antiquity and revitalizing tradition is the heartbeat of Beyt&Co. It's a collaborative effort, a fusion of seasoned craftspeople and avant-garde designers, united with a Gen Z edge. As visitors explore the curated collections, vibrant hues and bold designs awaken the senses, each piece serving as a chapter in the rich tapestry of Moroccan cultural heritage.

Beyt and Co isn't just a store—it's a movement, a revolution in celebrating the magnificence of Moroccan craftsmanship. It beckons to modern souls, inviting them to embrace tradition with a fresh, creative perspective, and to partake in a journey where art and culture converge in harmony.

The logo for Beyt & Co is displayed on a light green rectangular background. The word "beyt" is written in a lowercase, serif font, with a small accent mark (^) above the letter 'y'. Below "beyt", the words "& co" are written in a lowercase, cursive script font.

Behind Beyt&co

Dive into the visionary world of Saad Filali, the creative force driving Beyt&Co.

A legal maestro turned design virtuoso, Saad is rewriting the narrative of Moroccan craftsmanship. Beyt&Co isn't just a store; it's a canvas where authenticity, creativity, and simplicity collide in a celebration of local artisans.

Get ready for an exclusive peek behind the scenes as Saad shares the story of turning passion into a curated masterpiece.

IS : Tell us a little bit about yourself and walk us through the story behind Beyt ?

After studying and practicing law for almost a decade, I felt the need to pursue my true passion for design and especially interior design. I've always been creative and interested in the art of creating and designing harmonious pieces and spaces. Of course I couldn't offer all of that at once in the beginning. That is how the idea for Beyt&Co came about : surrounding myself with different designers and craftsmen, all equally talented in their field, and curate a selection of products that fit with my vision.

IS : Why did you choose to create a concept store for interior design objects, what's your philosophy of interior ?

Beyt&Co is much more than just a store. It's a space dedicated to interior design, showcasing local Moroccan creators and artisans. My goal was to modernize the image of Moroccan craftsmanship by blending it with contemporary design elements. I wanted to create a space where customers could find unique, carefully crafted, and creative objects while supporting the local artisan community.

My philosophy of interior design can be summed up in three words: authenticity, creativity, and simplicity.

“ My goal was to modernize the image of Moroccan craftsmanship by blending it with contemporary design elements. ”



IS : What are your criteria for choosing your objects, how would you describe a Beyt&Co object ?

When choosing objects for Beyt&Co, I consider several criteria. Firstly, they must embody quality, originality, and authenticity. I prioritize handmade, one-of-a-kind pieces that tell a story. Every object at Beyt&Co should be a harmonious blend of tradition and modernity.

IS : How would you describe your favorite interior style ?

My favorite interior style is mediterranean. It brings a warm and inviting atmosphere, through natural materials and earthy colors, that reminds us of the relaxing Mediterranean region landscapes. It's a timeless invitation to travel.

IS : What object or home decor that you think is a must in each house ?

Plants and/or flowers are a must in every home! They bring life, color, and a breath of fresh air to any space. Whether it is a lush green houseplant in the corner, a bouquet of fresh flowers in a beautiful vase, or a charming herb garden in the kitchen, the presence of plants and flowers adds natural beauty and a sense of tranquility to your home.

IS : What's your favorite object ?

I haven't really started producing them, but I would say a comfortable sofa. It's the perfect place to relax, unwind, and spend quality time with family and friends. A cozy sofa can transform a living room into a welcoming haven, and it's where I love to curl up with a good book, watch a movie, or simply enjoy a peaceful moment of relaxation.

IS : Tell us a bit about the brands you work with, and how are they aligning with your vision ?

We work with many local brands and artisans in Morocco who share our vision of modernizing craftsmanship. We choose partners who prioritize quality, sustainability, and authenticity. We also work closely with some of them to develop exclusive collections for Beyt&Co.



IS : Where do you see yourself and your brand 10 years from now ?

In ten years, I see Beyt&Co as a platform for talented Moroccan designers and craftsmen to showcase their creations nationally and internationally.

As for BEYT, I would love it to be an internationally recognized brand for its commitment to local craftsmanship, high quality products, and innovative design, and more generally its contribution to promoting Moroccan culture worldwide.



IS : Can you share an insight into your latest collection or project, and the ideas and emotions behind it?

I'm working on many things at the moment, but purely creatively speaking I collaborated on a rug collection that will celebrate the rich heritage of artisanal rug-making techniques and honor the skilled craftswomen who have been creating exquisite rugs for generations, all while infusing them with a contemporary twist.

IS : Tell us a bit about your own brand Beyt, and your creations ?

At Beyt&Co, you will also find my own brand, BEYT. This is really where I can let my creativity run free. I love designing objects and furniture. Some are inspired by Morocco, but they can be inspired by anything really, a place, a style, a shape, or even just functionality. I have started with metal work, especially side tables and consoles, but I am currently developing a mirror collection, and thinking about incorporating other materials into my designs.

IS : Whats your biggest message, what do you want to change through Beyt&Co ?

The most important message I want to convey through Beyt&Co is to change the perception of craftsmanship. I want to show the world that craftsmanship can be modern, sophisticated, and suitable for any interior. I also want to support local artisans by offering them opportunities to develop their skills and preserve their traditions.

Ultimately, Beyt&Co aims to celebrate the beauty of Moroccan craftsmanship while propelling it into the contemporary world.

" I also want to support local artisans by offering them opportunities to develop their skills and preserve their traditions. "

KAOTIK

Magazine

Where Only the
Coolest Creatives Convene

ZENDAYA CAPTIVATES IN AN AVANT-GARDE ROBOTIC SUIT AT THE "DUNE" LONDON PREMIERE.

Zendaya stunned with her latest red carpet ensemble at the "Dune: Part Two" London movie premiere last Thursday, impressing all who beheld her presence.

Dressed by her longtime stylist, Law Roach, the esteemed model and actress graced the event in a breathtaking futuristic silver robotic suit, paying homage to the brilliant and creative french designer thiery mugler



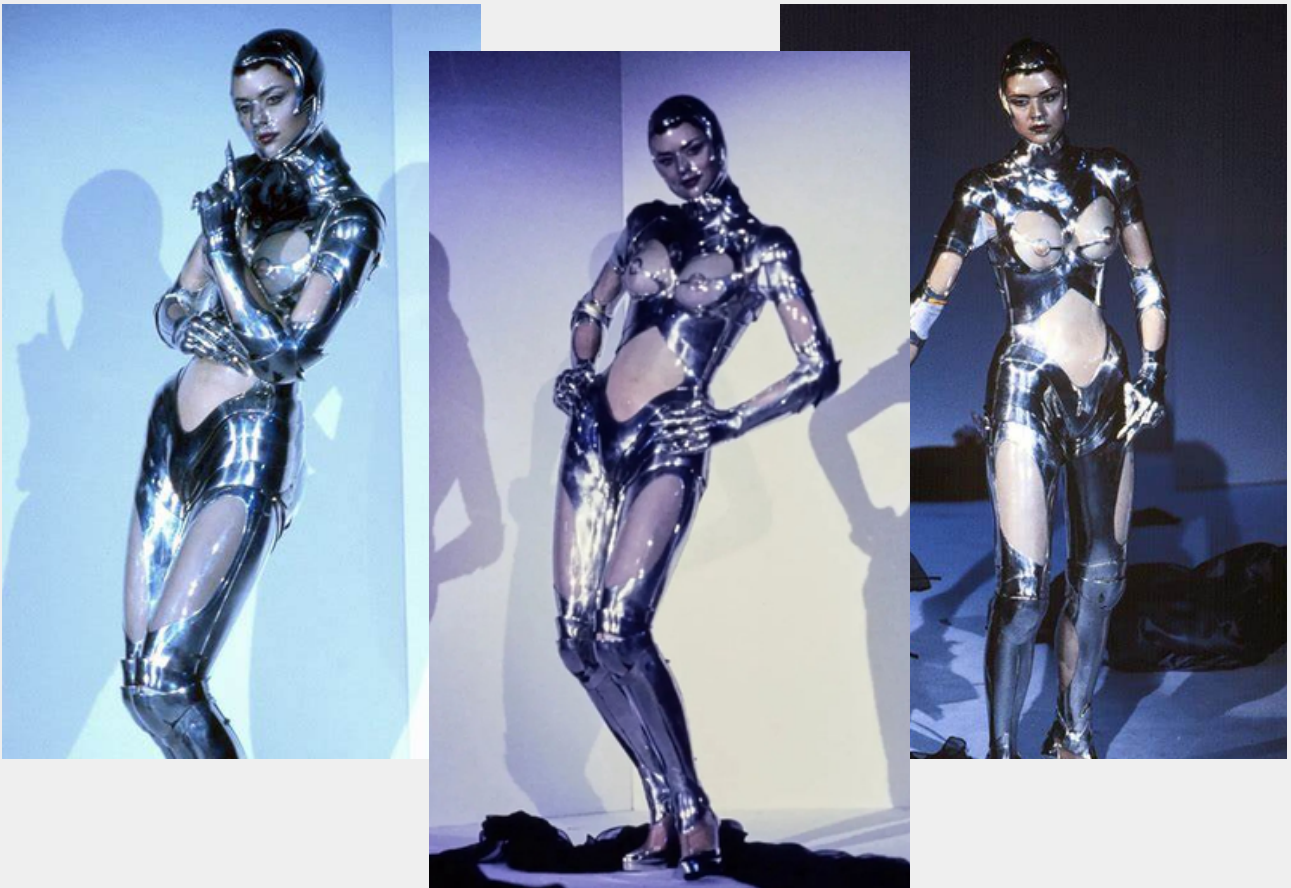
This recent masterpiece not only commanded the spotlight but also sent shockwaves across the internet, sparking many discussions and admiration across various platforms. Its unprecedented impact resonated deeply within the fashion community, solidifying its place as one of the top fashion moments of our decade.

BEHIND THE LOOK

This look originates from Thierry Mugler's Fall/Winter 1995-1996 "Cirque d'Hiver" 20th-anniversary collection, crafted in collaboration with visionary artist Jean-Jacques Urcun.

Developing innovative techniques to bring Mugler's avant-garde sci-fi vision to life, with plexiglass cutouts seamlessly integrated into the suit's chrome frame, creating a mesmerizing nude illusion.

This remarkable garment not only embodies Mugler's boundary-pushing creativity but also signifies the extraordinary collaborations that define his legacy.



CARD NEVER DECLINES



With each collaboration alongside the remarkable Law Roach, Zendaya never fails to excel at making daring fashion statements and creating memorable moments. She embodies elegance and beauty, consistently dazzling audiences with her impeccable fashion choices in previous premieres for the movie.

Their seamless partnership always seems to push boundaries and set new trends and standards within the fashion industry, and tonight was no exception.

As she remains in Mugler later on in the premiere, donning a simple black dress, this choice symbolizes "the past and present" of the fashion brand, as Law Roach explained later in his Instagram story.



BOOK BLISS

AHYAE



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AHYAE is a collective book created by, edited, and printed in Morocco by **Le Sélénite éditions**. Accompanied by a 40-page graphic notebook, it presents the texts and plastic works of the new generation.

Released on November 22, 2023.

"AHYAE" emerges as more than just a book; it's a testament to the vibrant pulse of creativity coursing through the veins of Morocco's new creative generation.

Translating to "ALIVE," this collective masterpiece captures the essence of vitality and innovation that defines contemporary Moroccan artistry.

In a world often overshadowed by chaos and clamor, "AHYAE" offers a refreshing perspective—a glimpse into a realm where creation reigns supreme. As the introductory quote beautifully articulates :

"Il y a un temps pour les cris et la revendication. Un temps pour l'écrit et la création. Nous sommes vivantEs, nous le montrons. Et si la création est un enchantement jeté sur le monde brûlé, le monde est un phénix et nous sommes les fées..."

Through its pages, "AHYAE" paints a vivid portrait of this transformative time, where voices are raised not only in protest but also in celebration of life's boundless potential. It showcases the diverse array of artistic expressions—from visual arts to literature—crafted by a generation unafraid to challenge conventions and push the boundaries of creativity.

Released on November 22, 2023, "AHYAE" marks a significant milestone in Morocco's cultural landscape—a rallying cry for artists and creatives to come together, celebrate their diversity, and harness the power of creation to shape a brighter future.

As we delve into the pages of "AHYAE," let us be inspired by the stories it tells and the visions it unveils. Let us celebrate the richness of Moroccan creativity and the resilience of a generation determined to leave its mark on the world. For in the pages of "AHYAE," we discover that to be alive is to be endlessly creative—to be a phoenix rising from the ashes, casting enchantment upon the world.

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CHIEF KAOS CURATOR : ILYASS SAYTLI

KAOTIK KREW : FATIMA-ZAHRA FARAHATE MEHDI SLIMI

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