

GUILD  
LASNAFORNIA

"The World is a playground.  
You know that when you are a kid,  
but somewhere along the way everyone forgets it."



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**LASNAFORNIA**

Laid-back capsule collection by sartorial streetwear label GUILD photographed on a sky blue basketball court hidden in the Soviet district built in the 1970s. The playgrounds are famous for uniting people. This is also one of the reasons Lasnamäe was chosen as the location.



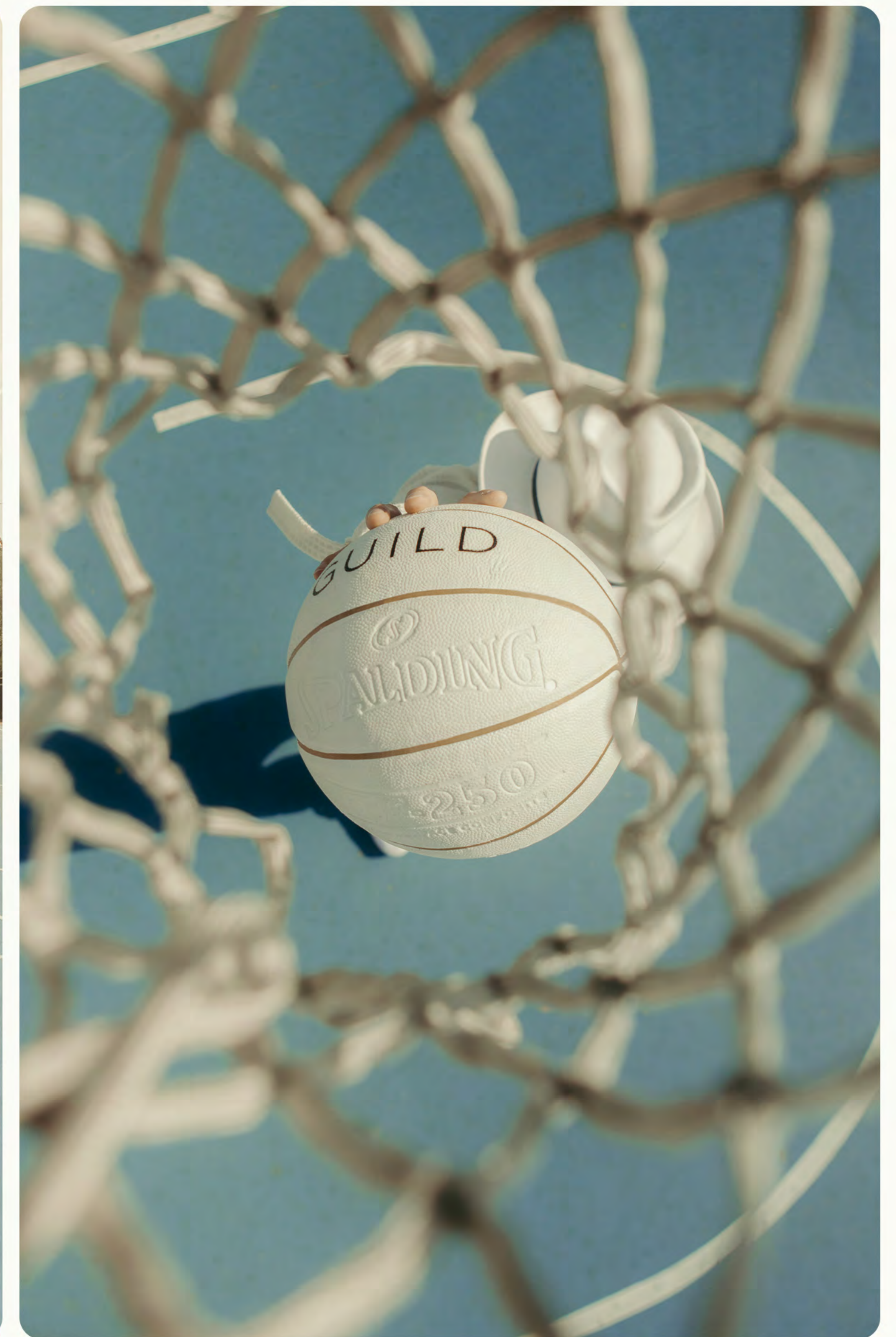
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Being heavily inspiring for its undiscovered subculture and Brutalist architecture, it's the most populous neighborhood in Tallinn, and at the same time, one of the most controversial ones. The district is mainly Russian-speaking, and the local Estonians make up a minority.



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Being also one of the symbols of the aggressive past, it has taken more than thirty years for the two cultures to integrate. And how friendships usually start?  
On the playgrounds! This is where languages are learned, friends, and memories made.



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Despite the concrete, and the prejudices  
– there's beauty, and warmth everywhere.  
Even in our very own, Lasnafornia.



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ENG

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# GUILD LASNAFORNIA

EST

“Maailm on mänguväljak - iga laps teab seda ja iga täiskasvanu unustab selle”

GUILDi minikollektsioon jäädvustatud taevasinisel korvpalliväljakul Lasnamäe südames.

Mänguväljakud ühendavad inimesi. See on ka üks põhjuseid, miks valiti seeria jäädvustamiseks just Lasnamäe - kant, kus elab kogu Eesti peale üheskoos enim inimesi ning samal ajal, inimesi, kes kõige vähem eesti keelt kõnelevad. Kaheksakümnendate “Peatage Lasnamäe” loosungid rajooni kerkimist ei takistanud ning linnaosa kannab endiselt mõru maitset eestlaste meeles. See on pärand, mida uue generatsioonina kanname ning on meie valik, kas kanda vimma või otsustada näha olemasolevas hoopis ilu.

On teada, et GUILDi on aastaid paelunud me juured ning võib tunduda üllatav, et inspireerivaks peetakse ka Nõukogude brutaalset arhitektuuri. “Kõik, mis on olnud, mõjutab seda, kes me täna oleme. Meie põlvkond kasvas üles linnaruumis, kus lisaks keskaegsele pärandile ümbritsesid meid ka tohutud panelkad. Just mänguväljakutel õpib uus põlvkond keelt, luuakse sõprussidemeid ja mälestusi.

Minu esimesed teadmised teistest kultuuridest sündisid just vene lastega mängides. 90ndatel oli inimeste vahel kindlasti konflikte sama palju kui sõbrunemisi, kuid tajun, et viimaks ometi on see muutumas. Me oleme teineteist omaks võtmas,” jagab seeria taustalugu GUILDi üks loojaid, Joan Hint.

Ka kivist linnas võib soe olla. Ka meie oma - Lasnaforhias.