
Haute Couture in the HEMA

During the festival there are four striking fitting rooms between the smoked sausages, the colored underwear and the fluffy toys in the HEMA. You're not supposed to try on clothes, looking at clothes however is the idea! We talked to two designers who divulge their costume secrets.

In each of the four fitting rooms in the HEMA at the Steenweg you can watch a short documentary, allowing you to take a look behind the scenes of a costume designer. Guest of the Year Anneke Blok wanted to put their field of expertise in the spotlight this year. Alette Kraan and Anneke Blok worked together for *Oorlogswinter* (2008) and the drama series *Lijn 32* (2010); Bho Roosterman took care of the clothing for the new Telefilm *Bon Voyage* (2011) and the feature film *Sonny Boy* (2011).

Alette Kraan: 'Anneke is not afraid of looking unbecoming. If she needs to play a common woman from Amsterdam-Noord, she doesn't mind that her clothes are just a little too tight. She gets really into her role.' Bho Roosterman shares that experience. 'Some actors don't care about clothes.

Anneke Blok wanted to rehearse wearing the clothes for *Een Zomer thuis*, to see whether they really fit the character.' Roosterman especially likes the diversity of the profession. 'Each film is different.' Kraan adds: 'You get immersed in a different atmosphere and time. After a while you are completely through with that period and then suddenly something totally different comes on your path. From a series about Rembrandt to a Western, for example.'

Apart from a passion for costumes, the women also share a love for the HEMA. Roosterman is very enthusiastic about the children's department, she gets all sorts for her children: from socks to rain clothes. Laughing, Kraan adds: 'I also use many HEMA store systems on the set. Jewelry, for example, I keep in transparent bread bins.' What do the women think about the fact that they themselves can be seen in the HEMA? Kraan: 'Unfortunately, I haven't had time yet to have a look, because of the preparations for a new TV-series, but I will definitely go and have a look.' Roosterman already had a look on Tuesday afternoon. 'It's an honor that our profession is in the spotlight.' Then it is quiet for a moment and she seems to be having second thoughts. 'Maybe the magic disappears little by little if you know exactly how everything works behind the scenes.' **LW & KvdM**

Fitting rooms HEMA can only be seen today in the branch at the Steenweg, until 21:00 hours.

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In the fitting rooms in the HEMA costume designers offer a look behind the scenes. Photo Lucia Gugliemetti