



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SCUOLA DI LETTERE E BENI CULTURALI
ZONEMODA

ZONEMODA

FASHION AND CREATIVITY

SUMMER SCHOOL 2015

Focus on

FASHION AND TECHNOLOGY: FROM THEORY TO DISPLAY

Monday
June 15th



FASHION AND TECHNOLOGY: THEORY

Morning: Vittoria Caterina Caratozzolo (Università di Roma La Sapienza) "Tomorrow's Wardrobe and Technological Research. A Survey on the Changing Role of Dress from Aesthetic to Ethical and Environmental Concerns"

Afternoon: Workshop "The Low and High Tech of Transglobal Fashion Cities" by Wessie Ling (Northumbria University)

_ www.wessieling.com

Tuesday
June 16th



FASHION AND TECHNOLOGY: METHODOLOGIES

Morning: MIC (Marconi Institute For Creativity) "Creative Thinking: Basics, Tools and Applications. Creativity as a Necessity"

_ www.mic.fgm.it

Afternoon: Workshop "From Fashion Research to Digital Timeline" by ZoneModa

Wednesday
June 17th



FASHION AND TECHNOLOGY: MATERIAL ARCHIVE

Morning: Visit to Archivi di Ricerca Mazzini – Massa Lombarda

_ www.archividiricercamazzini.it

Afternoon: Workshop "From Fashion Research to Digital Timeline" by ZoneModa in collaboration with Pietro Turi (Vogue Archive/Condé Nast)

_ www.voguearchive.it

Thursday
June 18th



FASHION AND TECHNOLOGY: DIGITAL ARCHIVE

Morning: Europeana Fashion Portal "Warnings for Use - On-line Access to Digital Archives as a Vehicle to Creativity and Innovation in Fashion"

_ www.europeanafashion.eu

Afternoon: Workshop "From Fashion Research to Digital Timeline" by ZoneModa

Friday
June 19th



FASHION AND TECHNOLOGY: DESIGNER WORLD

Morning: Carlotta Catrani (designer of Mr&MrsItaly - Jo No Fui) "From Inspiration to Creation: how Technology Supports Designer's Research and Brand Communication"

_ www.mrmrsfurs.eu

Afternoon: Workshop in collaboration with designer Carlotta Catrani

Scientific Committee:

Daniela Calanca, Mariachiara Colucci, Giovanni Matteucci, Federica Muzzarelli, Simona Segre Reinach

info: <http://www.lifequalitystudies.unibo.it/fashionandcreativity>



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