

The background features a vibrant, abstract composition of overlapping shapes and patterns. A large black circle is the central focus, containing the conference title. Surrounding it are various elements: a blue shape with vertical stripes, a red shape with a white dot pattern, a yellow shape, a green shape, and several solid-colored rounded rectangles in red, yellow, and blue. Small circles and wavy lines in blue and yellow are scattered throughout the design.

ZONEMODA CONFERENCE 2019

BE COOL!

AESTHETIC IMPERATIVES
AND SOCIAL PRACTICES

MAY 16 - 18, 2019

UNIVERSITY OF BOLOGNA, RIMINI CAMPUS

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PROGRAM

16/05

Museum of the City, via L. Tonini 1, Sala del Giudizio

14.30-15.00 Registration

15.00-15.30 Welcome & Introduction

15.30-15.45 **Paolo Fabbri & Simona Segre Reinach** present the installation:
FASHION IN PARADISE: Rimini and the Golden Age of Discoteca Paradiso

15.45-16.45 **KEYNOTE LECTURE**

Elizabeth Wilson (London Metropolitan University)
What Are People Wearing These Days?

17.00-18.30 **Panel 1: AESTHETICS // perspectives**

Chair: Gioia Laura Iannilli
(University of Rome Tor Vergata, University of Bologna)

Dagmar Venhor (Europa-University Flensburg)
Vestimentary Self-Fabrication based on Collective-Aesthetical Experiences of Diversity, Solidarity and Creativity

Dorrit Bøilerhauge (Aarhus University)
The Aesthetic Character of Age in SoMe Fashion Practice

Kathleen Horton (Queensland University of Technology, Brisbane)
From the Aestheticization of Everyday Life to Everyday Aesthetics: 21st Century Fashion and Quiet Sustainability.



17/05

Department for Life Quality Studies, C.so d'Augusto 237

8.30-9.00 Registration

9.00-11.00 **Panel 2: COMMUNICATION // narratives** Aula Briolini 1,2
Chair: Federica Muzzarelli (University of Bologna)

Sofia Lampropoulou (Stockholm University)
Myth, History and Nostalgia as Non-Verbal Communication of High Fashion

Paula von Wachenfeldt (Stockholm University)
Mediation of Luxury Brands in The Digital Storytelling

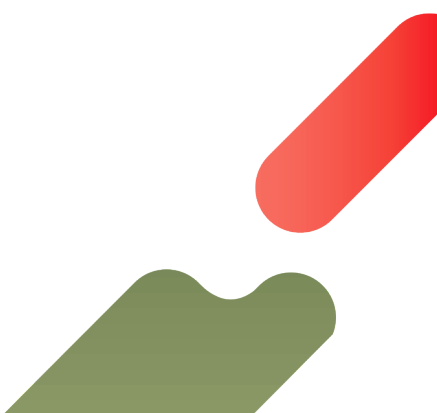
Luz Neira Garcia (Fashion for Future, Independent Researcher, Milan)
Fashion Primitivism: "The intellectual's guide to fashion"

Panel 3: THEORY // coolness Aula Briolini 4
Chair: Giampaolo Proni (University of Bologna)

Eleonora Corbanese (Independent Researcher, Milan)
The Anatomy of Coolness

Vittorio Linfante (Politecnico di Milano)
Is it 'cause I'm cool / Why you dress like me is it honesty or you just a fool

Monica Sassatelli (University of Bologna)
Cool, Omnivore or Blasé? Some Reflections on Cultural Taste, Value and the Aestheticization of Everyday Life



Panel 4: CULTURE // gender

Aula Briolini 5

Chair: **Mariella Lorusso** (University of Bologna)

Nicola Brajato (Antwerp University)

Queering Tailoring. Walter Van Beirendonck and the Evolution of the Suit

Melanie Haller (University of Paderborn)

The Meggings: Tight Pants and Bold Images – Subculture Styles as New Concepts of Masculinity?

Katharina Rüss (University of Paderborn, University of Bremen)

Wild Girls, Hipster and “White Negros” in the Literature of the Weimar Republic: Cool Fashion Bodies Between Expressionism and New Objectivity

11.00-11.15: Coffee Break

11.15-13.00 Panel 5: AESTHETICS // context

Aula Briolini 1,2

Chair: **Giovanni Matteucci** (University of Bologna)

Abel B. Franco (California State University, Northridge)

Does the Aesthetic Evaluation of the City We Inhabit Affect Our Daily Clothing Choices?

Theresa Lobo (IADE-Universidade Europeia, Lisbon)

The Aesthetics in Fashion Design and Cultural Studies

Panel 6: CULTURE // feminism

Aula Briolini 4

Chair: **Stefano Marino** (University of Bologna)

Natalia Michna (Jagiellonian University, Krakow)

Knitting, Weaving, Embroidery, and Quilting as Subversive Aesthetic Strategies: On Feminist Interventions in Art, Fashion, and Philosophy

Laurie Naranch (Siena College, New York)

Could Old Be the New Cool?: Shifting Aesthetics of the Aging Body

Rosa Crepax (London College of Fashion)

The Aestheticization of Feminism: A Case Study of Feminist Instagram Aesthetics

Panel 7: COMMUNICATION // style

Aula Briolini 5

Chair: Monica Sassatelli (University of Bologna)

Giampaolo Proni (University of Bologna)

Kim VS Trump: a Hair Style Duet

Paola Brembilla (University of Padova) & **Chiara Checcaglini**
(University of Udine)

"Iconic and Beyond Reproach": The Socio-Aesthetic Relevance of Riverdale

Maria Claudia Bonadio (Federal University of Juiz de Fora)

Dressing up as a Telenovela Star, or How To Be Cool in Brazil: Manequim Magazine, Telenovelas and Fashion in Brazil (1990-2002)

13.00-14.15: Light Lunch

14.15-15.45 **Panel 8: THEORY // normativity**

Aula Briolini 1,2

Chair: Simona Segre Reinach (University of Bologna)

Anna-Mari Almila (University of the Arts London)

What is "Fashion" and How to Research it? Implications of an "Ecumenical Moment" for Globalizing Fashion Studies

Anna Kamneva (University of Paderborn)

On the Norms of "-Core": Vestimentary Sync in Street Style Phenomena

Laura Nistor (Sapientia – Hungarian University of Transylvania, Cluj-Napoca) & **Andrea Müller-Fábián** (Babeş-Bolyai University, Cluj-Napoca)

The Meaning of Fashion: A Tri-Dimensional Model

Panel 9: COMMUNICATION // identity

Aula Briolini 4

Chair: Mariella Lorusso (University of Bologna)

Vivian Orsi (Universidade Estadual Paulista "Júlio de Mesquita Filho", São Paulo)

The "Aesthetic Use of Language" in Fashionblogs: English Loanwords as Cultural Symbolic Capital

Chiara Pompa (University of Bologna)

Daily Icons after Fashion Photography. The Role Played by Advertising in the Process of Digital Identity Construction



Panel 10: AESTHETICS // ethics

Aula Briolini 5

Chair: **Stefano Marino** (University of Bologna)

Dominika Czakon (Jagiellonian University, Krakow)
& **Monika Mazur-Bubak** (Jagiellonian University, Krakow)
Be Cool, Be Responsible, Buy Responsibly. Bihor vs. Dior - Case Study

Kayla Owen (Liverpool John Moores University)
Community ID: Fashion's Pimp Up Posse

Daria Mikerina (Charles University, Prague)
"Make It Last": The Aestheticization of "More Sustainable" Style on Social Media

15.45-16.00: Coffee Break

16.00-18.45 **Plenary Session**

Aula Briolini 1,2

Not Just Glossy Words: The Language of Fashion in the Digital Media Era, ModaCult Annual Seminar

KEYNOTE LECTURE

Agnès Rocamora (University of the Arts, London)
#parisienne: Social Media Stratification in Visions of Parisian Women

with: **Emanuela Mora** (Università Cattolica del Sacro Cuore, Milan),
Marco Pedroni (eCampus University),
Ambrogia Cereda (eCampus University, Università Cattolica del Sacro Cuore, Milan)

19.30: Social Dinner



18/05

Department for Life Quality Studies, C.so D'Augusto 237

8.30-9.00: Registration

9.00-10.15 **Panel 11: CULTURE // social practices** Aula Briolini 1,2
Chair: Ines Tolic (University of Bologna)

Wang Zhe (University of Edinburgh)
Anti-Elitism at Shanghai Fashion Week: A Socially Engaging Mass Entertainment

Magdalena Germek (Research Centre of the Slovenian Academy of Sciences and Arts) & **Kristina Pranjić** (University of Ljubljana)
"What to Wear?" Design as a Form of Aesthetic and Social Communication

Panel 12: THEORY // imperatives Aula Briolini 4
Chair: Gioia Laura Iannilli
(University of Rome Tor Vergata, University of Bologna)

Wendy Pojmann (Siena College, New York)
Barista Cool: Espresso Fashion Transformed

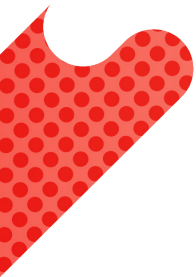
Leszek Sosnowski (Jagiellonian University, Krakow)
Be Cool! Be Fast! On Fashion and Philosophy

Panel 13: AESTHETICS // moving image Aula Briolini 5
Chair: Giampaolo Proni (University of Bologna)

Adriano D'Aloia (Università degli Studi della Campania "Luigi Vanvitelli")
"Hey Siri, play me something I'd like!": Eco-phenomenology of Fashion in Spike Jonze's Commercials

Roy Menarini (University of Bologna)
Cinephilia and the Aestheticization of Film. Cultural Legitimacy Before and After

10.15-10.30: Coffee Break



10.30-11.30 **KEYNOTE LECTURE**

Aula Briolini 1,2

Joanne Entwistle (King's College London)

Instagram Mums: The Aesthetics and Ethics of Life on Instagram

11.45-13.00 **Concluding Remarks**

Aula Briolini 1,2

with:

Emanuele Arielli (IUAV University, Venezia),

Barbara Carnevali (EHESS, Paris),

Elena Esposito (University Bielefeld, University of Modena and Reggio Emilia)

Chair: **Stefano Marino** (University of Bologna)

13.00:

Light Lunch



On Friday, May 17th and Saturday, May 18th the installation "FASHION IN PARADISE: Rimini and the Golden Age of Discoteca Paradiso" will be open to the public at Palazzo Ruffi-Briolini, Department for Life Quality Studies. A guided tour will be offered during the lunch break on May 17th.

ORGANIZING COMMITTEE

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University of Rome Tor Vergata,
University of Bologna

Stefano Marino,
University of Bologna

Giovanni Matteucci,
University of Bologna

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Emanuela Mora,
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CENTRE “CULTURE FASHION COM-
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