Domus Academy

PARSONS THE NEW SCHOOL FOR DESIGN

IFM INSTITUT FRANÇAIS DE LA MODE

University of the Arts London London College of Fashion

FASHION COLLOQUIA MILANO

Future of the fashion weeks, future of the fashion system.

FEBRUARY 15 -16 2012

Domus Academy
via Mario Pichi 18 Milano

February 15

10.00 Welcome coffee
Visit to the exhibitions *Fashion Fast Forward* and *Fashion Management People*
Opening Sessions by Marc Ledermann, CEO Laureate Italian Art & Design Education and Alberto Bonisoli, Domus Academy Dean

10.30 - 12.00 First round table:
"Time Vs. creativity - Constraints or stimuli?
Fashion weeks and calendars, a system to be re-thought?"
WITH
Antonella Antonelli, *Director Marie Claire*
Mario Boselli, *President Camera Nazionale della Moda Italiana*
Ennio Capasa, *Creative Director Costume National*
Frances Corner, *Head of College, London College of Fashion, University of the Arts London*
Riccardo Grassi, *Riccardo Grassi Showroom*
Sara Maino, *Senior Fashion Editor Vogue*
Antonio Mancinelli, *Senior Editor Marie Claire*
Maurizio Modica e Pierfrancesco Gigliotti, *Frankie Morello*
Raffaello Napoleone, *CEO Pitti Immagine*
Barbara Trebitsch, *Director Fashion Design Department Domus Academy*

12.00 - 12.30 Q & A

12.30 - 14.00 Lunch (Registered speakers and special guests)

14.00 - 15.30 Second round table:
"Fashion System and intangible values. New and evolved professions in a new balance between Creativity and Industry."
WITH
Fiona Dieffenbacher, *Program Director BFA Fashion Design, Parsons The New School for Design*
Paolo Fanara, *Product Manager Red Valentino*
Dominique Jacomet, *General Director Institut Français de la Mode*
Felice Limosani, *Digital Story Teller*
Marco Lucarelli, *International Communication Manager Maison Fendi*
Christina Lundari, *Director Google Italia Retail*
Margherita Pogliani, *Director Style.it*
Simona Segre Reinach, *Fashion Anthropologist*
Roberta Valentini, *Penelope Stores*
Annagemma Lascari, *Director Fashion Management Department Domus Academy*

Domus Academy

PARSONS THE NEW SCHOOL FOR DESIGN

IfM INSTITUT FRANÇAIS DE LA MODE

University of the Arts London London College of Fashion

FASHION COLLOQUIA MILANO

Future of the fashion weeks, future of the fashion system.

FEBRUARY 15 -16 2012

Domus Academy
via Mario Pichi 18 Milano

15.30 - 16.00	Q & A
16.00 - 18.30	PechaKucha sessions
18.30 - 19.00	Conclusions
19.00 - 20.00	Cocktail

February 16

9.30 - 11.00	Research Session

The Italian session of the Fashion Colloquia organised in collaboration between London College of Fashion, Domus Academy, Institut Français de la Mode and Parsons NY, will take place in the new building of Domus Academy in Milan, Via Pichi 18.
All the sessions will be held in English

Domus Academy

PARSONS THE NEW SCHOOL FOR DESIGN

IFM INSTITUT FRANÇAIS DE LA MODE

University of the Arts London London College of Fashion

FASHION COLLOQUIA MILANO

Future of the fashion weeks, future of the fashion system.

FEBRUARY 15 -16 2012

Domus Academy
via Mario Pichi 18 Milano

PechaKucha Sessions

16.00 *The Old, the New and the (failed) Innovation of the Fashion System* by Cecilia Winterhalter

16.10 *Ancient Runways* by Marie Genevieve Cyr

16.20 *The Decline of Celebrities Art and Fashion* by Joris Jansen & Jeroen Visser

16.30 *From trend to T.R.E.N.D.* by Paolo Ferrarini

16.40 *The Mysterious Fashion Designers of the Planet of the Apes* by Esther Yance

16.50 *Fashion Design: Process (The establishement of system thinking)* by Fiona Dieffenbacher

17.00 *Taking sides* By Manishi Joshi

17.10 *The Complex Art of Dressing-up: teaching and learning fashion Styling* by Philip Clarke

17.20 *Fashion and female Desire in Iran* by Azadeh Fatehrad

17.30 *Mela – the great Indian fashion fair as a medium of fashion expression* by Vibhavari Kumar and Nithya Ventakatamaran

17.40 *São Paulo Fashion Week & House of Creators: Between business and creativity* by Tarcisio D'Almeida

17.50 *Brief considerations in the Fashion system redefinition* by Arturo Tejada Tejada

18.00 *The Intellectual Property Paradox of Fashion* by Nicola Searle

18.10 *Tradition and innovation in Design pedagogy: a synergy between craft and technology* by Tamara Albu, Luciana Scrutchen

18.20 *The new Virtual Classroom: the Evolution of Learning* by James Mendolia

ALL THE SESSIONS WILL BE HELD IN ENGLISH