



WHO WE ARE

The Centre for the study of Fashion and Cultural Production (Modacult) is a research institute founded in 1996 within the Faculty of Political Science at the Catholic University of Milan and including scholars from the Department of Sociology. The Centre benefits from the collaboration of academic and non academic experts in Italy and abroad. .

Modacult has an international reputation in the socio-cultural study of fashion, with expertise in research on consumption, gender, sustainability, cultural industries, culture-led urban regeneration and creative districts. The Centre works in partnership with fashion industries and a wide group of international research institutions.

OBJECTIVES

Modacult aims to:

- Stimulate scientific debate through publications and conferences;
- Develop interdisciplinary research projects both on a national and international level;
- Plan educational and training activities in the fields of fashion, communication and cultural promotion;
- Facilitate the creation of networks and partnerships among industries schools, universities and research centres as well as consultancy services for the city.

ACTIVITIES

RESEARCH

Since its founding, Modacult has carried out national and international research projects financed by various institutions.

Moreover, the Centre has also specialised in consultancy services and has designed tailored research projects for both public and private institutions in order to tackle and interpret specific issues and suggest personalised action plans.

The Centre boasts specific research expertise in the use of qualitative research methods, which aim to explore both the explicit and implicit dimensions of social phenomena.

CONFERENCES

Each spring, Modacult organizes an international conference on Fashion. This is an important meeting for academics, entrepreneurs, public institutions, fashion schools, and other associations in the fashion sector.

Furthermore, the Centre organizes book presentations, seminars and events in order to disseminate the results of its research.

PUBLICATIONS

Modacult edits the series *Produrre cultura, creare comunicazione* (Producing Culture, Creating Communication), published by Franco Angeli, which includes more than thirty titles. The series includes original research both from the Centre and the fields of fashion, sustainability, consumer studies, urban regeneration and creative industries.

Modacult researchers have also published their work with other publishing houses and in national and international scientific journals.

TRAINING AND EDUCATION

Modacult organizes the Master's degree in Communication for Cultural Industries, in the Faculty of Political Science at the Catholic University in Milan.

In addition, Modacult is co-founder, with Bocconi University and Politecnico Milano, of the Milano Fashion Institute, a consortium established to provide higher education in the fashion sector.

STAFF

Director

Laura Bovone

Board of Directors

Elena Besozzi, Carla Lunghi, Emanuela Mora, Giancarlo Rovati, Lucia Ruggerone

International Advisory Board

Monica Codina Blasco, Fausto Colombo, Diana Crane, Ana Marta Gonzalez, Wendy Griswold, Mario A. Maggioni, Antonietta Mazzette, Justin O'Connor, Raimondo Strassoldo, Paolo Volonté.

Collaborators

Nella Audisio, Maria Rosaria Becchimanzi, Elisa Bellotti, Mariangela Breda, Ambrogia Cereda, Paola Chessa Pietroboni, Federica Colzani, Raffaella Ferrero Camoletto, Antonella Gilardelli, Nicoletta Giusti, Michela Grana, Giovanna Mascheroni, Silvia Mazzucotelli Salice, Flavio Merlo, Enrica Morini, Silvia Morsenchio, Marco Pedroni, Italo Piccoli, Gabriella Salvini, Simona Segre Reinach.

INFORMAZIONI

Centro per lo studio della Moda e della Produzione culturale

Università Cattolica del Sacro Cuore

L.go Gemelli,1, 20123 Milano

Tel. +39-02-7234.2505

Fax +39-02-7234.3665

e-mail: centro.modacult@unicatt.it

www.unicatt.it/modacult