

FASHION TALES

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18-20 JUNE 2015 INTERNATIONAL CONFERENCE
FEEDING THE IMAGINARY

FASHION TALES 2015 PROGRAM

Thursday 18 June

9.00 - 9.30 Registration and Welcome coffee

9.30 - 10.00 Guido Merzoni, Dean of the School of Political and Social Sciences, UCSC Milan, **Welcome address**
Laura Bovone, Director of ModaCult, UCSC Milan, **Conference opening**

10.00 - 12.00 **PLENARY SESSION**
Diana Crane, University of Pennsylvania, **The Puzzle of the Ethical Fashion Consumer: Implications for Sustainability and the Future of the Fashion System**
Discussant: Agnès Rocamora, London College of Fashion

Farid Chenoune, Institut Français de la Mode and Ecole Nationale des Arts Décoratifs, Paris **Making versus Meaning: What is Happening to Our Clothes?**
Discussant: Sanda Miller, Marangoni Institute, London

12.00 - 13.30 **PARALLEL SESSIONS**

13.30 - 14.30 Lunch

14.30 - 16.00 **PARALLEL SESSIONS**

16.00 - 16.30 Coffee break

16.30 - 18.00 **PARALLEL SESSIONS**

Friday 19 June

9.00 - 11.30 **OPEN PLENARY SESSION - Round Table**
(Translation is provided)

Change makers. The Material Basis of Sustainable Fashion with Cristina Tajani - Council Member, City of Milan; Filippo Servalli - Corporate Marketing Manager, Radici Group; Gigi Caccia - CEO, Italdenim spa; Alfonso Saibene - Supply chain & Sustainability Director, Canepa spa; Gaetano Lanfranchi - CEO, Lanfranchi spa; Giuseppe Miroglio - CEO, Miroglio Group; Tony Sadowichik - Head of investigations, Greenpeace International.
Chair Marco Ricchetti - Blumine and Sustainability-lab.net

11.30 - 12.00 Coffee break

12.00 - 13.00 **OPEN PLENARY SESSION**
Kavita Parmar, Iou Project, **Between Technology and Social Media: The New Frontiers of Fashion**
Discussant: Silvia Mazzucotelli Salice, ModaCult, UCSC Milan. With the participation of Giacimenti Urbani

13.00 - 14.30 Lunch

14.30 - 16.00 **PARALLEL SESSIONS**

16.00 - 16.30 Coffee break

16.30 - 18.00 **PARALLEL SESSIONS**

18.00 - 19.00 **ART EXPERIENCE**
Sewing a Velvet World. Interaction with a Project of the artist Anna Paola Cibin

Saturday 20 June

9.00 - 10.30 **PARALLEL SESSIONS**

10.30 - 11.00 Coffee break

11.00 - 12.30 **PLENARY SESSION**
Leslie Rabine, University of California, **Graffiti Fashion in Dakar, Senegal: Theory and Practice**
Discussant: Simona Segre Reinach, University of Bologna

12.30 - 13.00 Emanuela Mora, ModaCult, UCSC Milan
Conclusive remarks

Convegno

Con il patrocinio di



Milano



Partner tecnico



ModaCult

Centro per lo studio della moda e della produzione culturale

Segreteria organizzativa

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