The Department for Life Quality Studies (QuVi) of the University of Bologna in partnership with the Department of Management (University of Bologna) and UniRimini spa, organized a Summer School in Fashion and Creativity.

**GENERAL INFORMATION**

**OFFICIAL LANGUAGES**
Italian and English

**ENROLLMENT**
from the 15th of February 2014 to the 30th of May 2014. For further information visit the website: http://www.scienzequalitativa.unibo.it/fashionandcreativity

**DURATION**
June 2014, from 23rd to 27th, from 9 a.m. to 6p.m

**LOCATION**
Rimini Campus (Valigimigli) via Santa Chiara 40, 47921, Rimini

**PARTICIPATION REQUIREMENTS**
The Summer School is open to Graduates, Undergraduates, Postgraduates, Master’s Degree students and Professionals who work in fashion area.

**NO ADMISSION TEST IS REQUIRED**

**INVOLVED SUBJECTS**

**GUESTS**

- Simone Ferriani - Università di Bologna
- Frederic Godart - INSEAD, Parigi
- Yuniya Kawamura - Fashion Institute of Technology, New York
- Nathalie Khan - Central Saint Martins, London
- Stoyan V. Sougrev - ESSEC Business School, Parigi
- Daniilo Venturi - Polimoda Firenze
- Martine Villedon - Université de la Mode, Lyon 2

An entire day will be dedicated to the activity of workshop with an Aefle Group’s senior designer.

**ATTENDANCE CERTIFICATION**
Summer School does not grant academic credits, an attendance certification will be provided to the students.

**INFORMATION**
For further information please visit the website: http://www.scienzequalitativa.unibo.it/fashionandcreativity or contact alessia.nuccia@unibo.it for general information and paola.carlini@unibo.it for administrative information.

**ADMISSION FEE**

- €360,00
  UniBo students enrolled until the 30th of April 2014

- €400,00
  all others participants

- €400,00
  UniBo students enrolled after the 1st of May 2014

**DOWNLOAD APPLICATION FORM**

To download the application form point the camera of your smartphone using a QR code reader; you will be automatically directed to download the file.
ZONEMODA
FASHION and CREATIVITY
SUMMER SCHOOL

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ZONEMODA
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2014

PROGRAM

JUNE 23rd
Mariachiara Colucci and Federica Muzzarolli Coordinators

- 11:00 a.m. Greetings Unibo/Unirimini
- 1:00 p.m. Brunch
- 3:30 p.m. FREDERIC GODART (Assistant Professor of Organisational Behaviour at INSEAD, Fontainebleau)
  From Creativity to Style: How Fashion Comes to the World

JUNE 24th
Mariachiara Colucci Coordinator

- 10:00 a.m.-1:00 p.m. SIMONE FERRIANI (Associate Professor of Management at the Department of Management, University of Bologna)
  Fostering Creative Collaboration Through Crowdsourcing
- 3:30 p.m. STIOYAN V. SGIOUREV (Professor at ESSEC Business School, Management Department, Paris)
  Dangerous liaisons – Creativity, Networks, Style and a Billiard Table

JUNE 25th
Mariachiara Colucci, Nicoletta Giusti and Simona Segre Reinach Coordinators

- 10:00 a.m.-1:00 p.m. YUNIYA KAWAMURA (Associate Professor of Sociology at the Fashion Institute of Technology, New York)
  The Social Construction of Creativity in Fashion
- 3:00 p.m. DANIEL VENTURI (Head of the Business Department at Polimoda, Florence)
  Branding the Subconscious, Identity and Identity of a Fashion Brand

JUNE 26th
Daniela Calanca and Simona Segre Reinach Coordinators

- 10:00 a.m.-1:00 p.m. MARTINE VILLELONGLUE (MCF Université Lumière Lyon 2, Head Mistress at the Fashion University) and NADINE GÉLAS (Founder of the Fashion University Lumière Lyon 2 and Vice President of Grand Lyon)
  L’exemple italien dans le textile du luxe français. De la naissance de la soierie à Lyon jusqu’à la haute couture française contemporaine
- 3:00 p.m. NATHALIE KHAN (Lecturer in Cultural and Historical Studies at Central St. Martins and London College of Fashion, London and Sotheby’s Institute of Art, New York)
  Changing Image Culture. The Case of Fashion Film

JUNE 27th
Nicoletta Giusti Coordinator, Alessia Zucca Tutor
- 1:00 p.m. Workshop with a Senior Designer (Philosophy by Alberta Ferretti/Aeffe Group)
- 3:30 p.m. Workshop with a Senior Designer (Philosophy by Alberta Ferretti/Aeffe Group)

INFORMATION
For further information please visit the website:
http://www.scienzequalitativa.unibo.it/modacreativita