

ZONEMODA

# FASHION AND CREATIVITY SUMMER SCHOOL

2014

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

### DURATION

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

### ENROLLMENT

from the 15th of February 2014 to the 30th of May 2014. For further information visit the website: <http://www.scienzequalitavita.unibo.it/fashionandcreativity>

### LOCATION

Rimini Campus (Valgimigli) 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

Fashion Culture, Fashion&Design, Creativity in Social Science.

## GUESTS

Simone Ferriani - Università di Bologna

Frédéric Godart - INSEAD, Parigi

Yuniya Kawamura - Fashion Institute of Technology, New York

Nathalie Khan - Central Saint Martins, London

Stoyan V. Sgourev - ESSEC Business School, Parigi

Danilo Venturi - Polimoda Firenze

Martine Villelongue - Université de la Mode, Lyon 2

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

### ATTENDANCE CERTIFICATION

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

### ADMISSION FEE

€ 360,00

UniBo students enrolled until the 30th of April 2014

€ 400,00

all others participants and UniBo students enrolled after the 1st of May 2014

### INFORMATION

For further information please visit the website: <http://www.scienzequalitavita.unibo.it/fashionandcreativity> or contact [alessia.zucca2@unibo.it](mailto:alessia.zucca2@unibo.it) for general information and [paola.carlini@unibo.it](mailto:paola.carlini@unibo.it) for administrative information.

### 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.



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## FASHION and CREATIVITY

# SUMMMER SCHHOOOL

Communication and Graphics by  
Chiara Merziani - Iaria Pizzari - Cleste Priore

2014

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### INFORMATION ●●●

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# ZONEMODA

## FASHION and CREATIVITY

### SUMMER SCHOOL

2014

#### PROGRAM

#### INFORMATION

For further information please visit the website:  
<http://www.scienzequalitavita.unibo.it/modaecreativita>

#### JUNE 23rd

Mariachiara Colucci and Federica Muzzarelli Coordinators

h 11:00 a.m. Greetings Unibo/Unirimini

h 1:00-3:00 p.m. Brunch

h 3:00-6:00 p.m. **FRÉDÉRIC GODART** (Assistant Professor of Organisational Behaviour at INSEAD, Fontainebleau)

*From Creativity to Style: How Fashion Comes to the World*

#### JUNE 24th

Mariachiara Colucci Coordinator

h 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*

h 3:00-6:00 p.m. **STOYAN V. SGUREV** (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

h 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*

h 3:00-6:00 p.m. **DANIL 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

h 10:00 a.m.-1:00 p.m. **MARTINE VILLELONGUE** (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*

h 3:00-6:00 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

h 10:00 a.m.-1:00 p.m. Workshop with a Senior Designer (Philosophy by Alberta Ferretti/Aeffe Group)

h 3:00-6:00 p.m. Workshop with a Senior Designer (Philosophy by Alberta Ferretti/Aeffe Group)

