



CIMODE 2014

2° Congresso internazionale di Moda e Design

2° International Fashion and Design Congress

SCUOLA DEL DESIGN - POLITECNICO DI MILANO

MILANO 5-7 NOVEMBRE 2014

A cura di

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CIMODE (CONGRESSO INTERNAZIONALE SULLA MODA E SUL DESIGN) è una piattaforma per la ricerca sulla Moda e sul Design, nata per promuovere lo scambio di idee tra ricercatori, accademici, designer e professionisti del settore. Attraverso un dialogo interdisciplinare e un approccio interculturale, l'evento ha l'obiettivo di generare e presentare i nuovi scenari sul presente e sul futuro del Design della Moda.

CIMODE è un evento il cui impegno principale è quello di contribuire allo sviluppo e alla diffusione degli studi scientifici inerenti il Design della Moda e si tiene ogni due anni in diversi paesi europei e americani di espressione latina. CIMODE è dedicato alla ricerca e all'insegnamento della progettazione della Moda e intende essere un importante forum per la discussione di questioni rilevanti per la progressione delle conoscenze in questo settore.

Congresso inter e trans-disciplinare, CIMODE esplora il Design della Moda da un punto di vista progettuale, sociale, culturale e comunicativo, per mettere insieme approcci e punti di vista eterogenei circa la pratica, l'insegnamento e la cultura del progetto della Moda.

CIMODE (INTERNATIONAL FASHION AND DESIGN CONGRESS) is a Fashion and Design research platform, promoting exchange of ideas between researchers, academics, designers and other professionals in the fields of Fashion and Design. Through an interdisciplinary dialogue and intercultural perspective, the event aims to generate and present new scenarios on the present and future of Fashion and Design.

CIMODE main commitment is to contribute to the development and diffusion of scientific studies in Fashion and Design. The event, planned to be held every two years in different Latin-speaking countries (European and American countries of Latin expression), is dedicated to the discussion of the research and the teaching of Fashion and Design studies and intends to be an important forum for discussion of issues relevant to the progression of knowledge in these areas.

Being an inter and trans-disciplinary Congress, CIMODE seeks to explore Fashion and Design from a social, cultural, psychological and communicational perspective, trying to bring together different approaches and points of view about the practice, teaching and the culture of Design and Fashion.

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La Moda al Politecnico

Al Politecnico non formiamo “stilisti” ma “progettisti” della moda. Vale a dire non un artista libero e isolato nel proprio talento ma un designer che trae spunto – progettuale e professionale – nella relazione con il sistema dell’industria della moda e nei suoi vincoli. I principali elementi che caratterizzano la formazione “politecnica” nella moda derivano proprio dalla cultura del design italiano e dalla sua capacità di trasferire saperi e conoscenze da discipline diverse. Pertanto la Moda al Politecnico presenta un percorso didattico interdisciplinare e allo studente viene offerta la possibilità di scegliere indirizzi di studio personalizzati in ambiti alquanto eterogenei, con prodotti moda che fanno capo ai settori del tessile, dell’abbigliamento uomo, donna, al knitwear, allo sportswear, al gioiello e agli accessori moda ma anche corsi che approfondiscono le caratteristiche dei processi di innovazione, dei materiali, delle tecnologie e delle lavorazioni, come anche le logiche di concorrenza, di posizionamento di mercato e i processi di distribuzione, di vendita e di comunicazione. Un percorso intenso e completo che prepara alle numerose professioni della moda con competenza e passione.

Fashion Design at Politecnico

At Politecnico we do not offer an education in fashion “stylism” but in fashion “design”. A fashion designer is not an artist, isolated in his own talent but a designer who is inspired and linked to the fashion system and its constraints. The main elements that characterize and distinguish the “Politecnico” education in fashion design come from the culture of the Italian design, the made in Italy, its connection with the fashion industry and its aim to combine tradition with innovation, crafts with technologies, heritage with progress, dreams with discipline. Therefore, the Fashion Design Degree at Politecnico offers an interdisciplinary approach to its students who can customize their education in fashion choosing from different areas of study: from menswear and womenswear to jewelry and fashion accessories, from knitwear to sportswear, underwear and beachwear. We are proud to offer also courses related to the fashion materials, technologies, processes, communication and services as fashion studies, fashion management, innovative materials, digital technologies, retail, visual merchandising, market and sales processes, image and communication. A comprehensive and fascinating degree that gives expertise and an easy job placement.

Prof. Arturo Dell'Acqua Bellavitis

Preside della Scuola del Design, Politecnico di Milano

Dean of the School of Design, Politecnico di Milano

Prof. Alba Cappellieri

Presidente Corso di Laurea in Design della Moda

Fashion Design Degree Chair

UN PENSIERO SU DOROTEIA

Nanni Strada

Ho conosciuto Doroteia in occasione di un viaggio in Argentina per far parte di una giuria all'UBA, Università di Buenos Aires. Siamo state subito in sintonia e abbiamo lavorato come se ci fossimo sempre conosciute.

Doroteia, donna solare, seguiva il suo intuito e con grande intelligenza, studiava e ricercava collegando fili che la portavano a scoprire linguaggi progettuali al di là delle latitudini, delle diverse culture e delle lingue.

Parlava correttamente l'italiano anche se io le chiedevo di farlo nella sua bellissima e musicale lingua portoghese.

Doroteia lascia un vuoto enorme, non solo per me, ma anche nell'ambito nel quale essa operava perchè era un ponte, una mente non incasellabile, sempre all'avanguardia della ricerca di nuovi modi di pensare e di comunicare il progetto moda.

Il mio ricordo di lei rimane legato alla gita che abbiamo fatto al Tigre, lungo i canali d'acqua limacciosa e di vegetazione tropicale, felici, in una giornata calda d'autunno.

A MEMORY OF DOROTEIA

Nanni Strada

I met Doroteia during a trip to Argentina, organized for me to be part of a jury at UBA University of Buenos Aires. We immediately empathized and worked together as if we had always known each other.

Doroteia, solar woman, following her intuition and with great intelligence, studied and researched topics connecting dots that brought her to explore design languages beyond specific latitudes, cultures and languages.

She spoke Italian fluently, even though I often asked her to talk to me in her beautiful, musical Portuguese language.

Doroteia leaves a huge void, not only for myself, but also in her work because she always acted as a bridge, always operated with an open mind, and she was always at the forefront of the search for new ways of thinking and communicating fashion projects.

My memory of her is linked to the trip we made to the Tigre river, along the canals of muddy water and tropical vegetation, happy together, on a warm day in autumn.



CIMODE 2014

THEMATIC TRACKS

EMERGING GLOBAL TRENDS IN FASHION DESIGN PROCESSES

FASHION AND COMMUNICATION

FASHION, IDENTITIES AND CULTURES

MARKETING AND CONSUMPTION

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Mariah Majolo, Ronaldo Vasques

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SLOW FASHION: A NEW WAY TO FASHION PRODUCTION, CONSUMPTION AND SUSTAINABILITY?

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EXPERIENCE REPORT ABOUT THE TEACHING OF DISCIPLINES OF CLOTHING FOR STUDENTS OF THE PROGRAM MULHERES MIL ON CAMPUS FARROUPILHA-BRASIL.

Lílian Vieira Rodrigues de Carvalho, Alexandra Isabel Costa Bigotte de Almeida, Carolina Lopes Pitelli, Lettícia de Souza Cordeiro

FASHION AND CONSUMPTION - A REFLECTION ABOUT USABILITY AND THE FEELING OF AFFECTION

Mariana Araújo, Ana Cristina Broega, Silvana Mota-Ribeiro

COMMUNICATION IN SUSTAINABLE FASHION BRANDS



DESIGN THINKING: ITS ROLE IN THE DEVELOPMENT OF A FASHION PRODUCTS

ANA PAULA PERFETTO DEMARCHI¹, BRUNO M. RIZARDI², CLEUZA BITTENCOURT RIBAS FORNASIER³, ROSANE FONSECA DE FREITAS MARTINS⁴

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Abstract: *This article seeks to understand the process of creating a fashion product, and hereby establish a parallel with the Design Thinking, which translates literally to the Portuguese as the "Designer's thoughts", and it is all laid out procedure adopted by the designer, his creative process and their perceptions. In this context seeks to understand where this is present at every stage of development of a fashion piece and how much is responsible for the choice of techniques. Thus, it is possible to understand how the skill of the designer can influence the chosen methodology and on factors such as innovation and satisfaction of needs.*

Key words: *Design Thinking, Fashion, Design process.*

1. Introduction

Since the Industrial Revolution, the consumption is encouraged at all costs, is the experience of the status, for luxury or necessity (real or not). However, with the advent of globalization, the consumer started to have a more critical eye on the product, requiring this to bring not only functionality, but also a wide experience (Demarchi, 2011). Therefore, it is necessary that companies remain connected to the needs and market trends, in order to bring a product that not only above this need, as well as bring an innovative quality, because second Serafim (2008, *apud* Home, 2012), companies that bring more innovation to the market tend to make more profit.

In the fashion market, it settles with more force. A thread that depends on innovation for its products to reach success together with store racks, need a method of creation that not only satisfies the needs of the public, but also offer an innovative and enter in the fashion trends, all in one quick process because the fashion cycle is short and ephemeral.

According to Demarchi (2011), the Design Thinking is not a new concept, as it is present, even if not consciously, in any design process. According to the same author, it is a tool to get innovation. Through a dynamic process, which are the market needs perceived, and converted into product by means of creativity, innovation and visual thinking. "In this way, the design management becomes essential for companies who want to stand out in this scenario of competitive pressure and continuous innovation that characterises the fashion industry". (Montemezzo, *apud* 2007 DEMARCHI, 2011).

The fashion industry often lacks of a structured method, clear and flexible enough to generate innovation with minimal loss of information during the process. This is because, according to Jordan (2004, *apud* Cardoso & Demarchi, 2012) many companies do not have a product development process (PDP) with method defined, where development generally relies on the experience of the company. This results in a

DETAILED PROGRAM

TUESDAY 4TH NOVEMBER

- 18:00 **Registration** | Sala Castiglioni
- 19:00-20:00 **Welcome cocktail** | Sala Castiglioni

WEDNESDAY 5TH NOVEMBER

- 9:00 **Registration** | Sala Castiglioni
- 9:30-10:30 **Plenary Opening Session** | Sala Castiglioni
**The importance of scientific research in Fashion Design.
The Cimode Experience**
- Arturo Dell'Acqua Bellavitis | Dean of the School of Design, Politecnico di Milano
Alba Cappellieri | President of the Fashion Design Course, Politecnico di Milano
Ana Cristina Broega | UMinho, President of Centre for Textile Science and Technology
Kathia Castilho | President of ABEPEN Associação Brasileira de Estudos e Pesquisas em Moda
- 10:30-11:30 **Plenary Session 1** | Sala Castiglioni
Fashion Design at Politecnico di Milano
- Arturo Dell'Acqua Bellavitis and Rita Airaghi
An analysis of the design methodology of Politecnico di Milano. Introduces prof. Arturo Dell'Acqua and closes Rita Airaghi from Ferré Foundation, who will talk about the work of one of the finest graduates in Politecnico in the fashion industry, Gianfranco Ferré.
- 11:30-12:00 **Coffee Break** | Sala Castiglioni
- 12:00-13:00 **Parallel Session 1**
Fashion and Communication | Politeca Sala Viola
Fashion, Identities and Cultures | Sala Castiglioni
Sustainability for Fashion Design | Politeca Sala Verde
Emerging Global Trends in Fashion Design processes | Politeca Sala Rossa
- Fashion and Communication**
Sala Viola Politeca
- Session Moderators**
Federico Poletti - POLITECNICO DI MILANO
Simone Sanfratello - POLITECNICO DI MILANO
Renata Pitombo - UFBA (BR) UFBA - Universidade Federal da Bahia
Alessandra Vaccari - IUAV
- Papers**
A STANDARDIZATION OF DISPLAYS THE CENTERS SHOPPING MALLS: GLOBALIZATION AS AFFECTED RETAIL FASHION
Marcela Favero, Francisco J.S.M. Alvarez, Maria José Abreu
- X MARKS THE SPOT
Demetra Kolakis
- CAROLINA HERRERA: ELEGANCE AND SENSUALITY IN ADVERTISEMENT CH PERFUME
Taísa Vieira-Sena

Fashion, Identities and Cultures

Sala Castiglioni

Session Moderators

Paolo Volontè - POLITECNICO DI MILANO
Maria do Carmo Rainho - Arquivo Nacional (BR)
Joana Bosak - SENAC (BR); UNISINOS (BR); UBA (AR)

Papers

THE STUDY OF COSTUME AND CARNIVAL COSTUMES BY ROSA MAGALHÃES
Madson Oliveira

ANALYSIS OF THE IMPACT OF TRAVEL EXPERIENCES IN FASHION REFERENCES FOR TRAVELERS
Leticia Bono, Debora Elman

THE TEXTILE IN THE INDUSTRIAL REVOLUTION: CONTRIBUTIONS OF COTTON INDUSTRY
Dailene Nogueira Silva, Erica Pereira Neves, José Carlos Placido, Luiz Carlos Paschoarelli

FASHION THROUGH CRAFTS: AN INDIAN CHINTZ PERSPECTIVE
Malini Divakala, Vasantha Muthian

SÃO PAULO'S URBAN TISSUE THAT BECAME FASHION
Marcelo Machado Martins, Sylvia Demetresco

Sustainability for Fashion Design

Sala Verde Politeca

Session Moderators

Paola Bertola - POLITECNICO DI MILANO
Cristina Figueiredo - FA-ULisboa (PT)
Fernando Moreira da Silva - FA-ULisboa (PT)

Papers

THE DISCARD OF CLOTHING PRODUCT ON JEANSWEAR SEGMENT IN BRAZIL
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Emerging Global Trends in Fashion Design Processes

Sala Rossa Politeca

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Giovanni Maria Conti - POLITECNICO DI MILANO
Maurizia Botti - POLITECNICO DI MILANO
Helder Carvalho - Universidade do Minho (PT)
Rui Alberto Lopes Miguel - University of Beira Interior (PT)

Papers

IT-WAY, WEARABLE COMPUTING APPLIED TO PARKOUR
Irene Fedrigo, Maximiliano Romero, Marta Zambelli, Mariagrazia Soldati

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FASHION, CHANGE AND CONTAMINATION
Leilane Rigatto Martins, Rafaela Blanch Pires, Sérgio Régis Moreira Martins

DESIGNING DERIVES OF EVOLUTION: LEADING FASHION BRAND EXPANSION THROUGH TECHNOLOGY INNOVATION AND SOCIAL BEHAVIOUR
Duanyi Cai, Francesco Galli, Marco Spadafora, Annamaria Andrea Vitali

WALK ON HIGH HEELS AT WORK WITH ELEGANCE AND SAFETY
Maria Magali Diniz Milheiro, Camila de Oliveira Gonçalves

13:00-14:30 **Lunch** | Sala Castiglioni

14:30-15:30 **Parallel Session 2**
Fashion, Identities and Cultures | Sala Castiglioni
Product Design | Politeca Sala Viola
Teaching and Education | Politeca Sala Rossa

Fashion, Identities and Cultures
Sala Castiglioni

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Tula Fyskatoris - PUC-SP|COS|CPS
Maria do Carmo Rainho | Arquivo Nacional (BR)
Joana Bosak - SENAC (BR); UNISINOS (BR); UBA (AR)

Papers

THE MUSEOLOGIST AND HER MAGIC: THE DRESS THAT WAS TURNED INTO A MUSEUM OBJECT
Aline Lopes Rochedo

THE CRAFT AMID CONTEMPORARY DESIGN AND CULTURAL INFLUENCES
Maria Rozimeire Bezerra Augusto, Germana Maria Fontenelle Bezerra, Juliana Bezerra Gomes De Pinho Pessoa

ATIVIDADE ARTESANAL DAS RENDEIRAS DA PRAINHA
Cynthia de Holanda Sousa Matos, Germana Maria Fontenelle Bezerra, Humberto Pinheiro Lopes

MARIO VALENTINO: THE BEGINNING AND THE SUCCESS OF AN HISTORIC COMPANY OF NAPLES IN THE INTERNATIONAL CONTEXT
Ornella Cirillo

FASHION, LIGHT, COLOR AND HEALTHCARE ACCORDING TO THE VEDIC TRADITION
Valter Carlos Cardim

DISCUSSIONS OF FASHION AND THE PERSPECTIVE OF EXCLUSION
Marcelo Machado Martins, Sabrina Pereira Santos

Teaching and Education
Sala Rossa Politeca

Session Moderators

Elena Manzo - POLITECNICO DI MILANO
Joana Cunha - DET Universidade do Minho (PT)

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Product Design

Sala Viola Politeca

Session Moderators

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Giovanni Maria Conti - POLITECNICO DI MILANO
Ana Margarida Fernandes - IPCB/ESART (PT)

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16:00-16:30

Poster Session | Sala Castiglioni

Coffee Break | Sala Castiglioni

Posters

CREATIVE PROCESS FOR THE DEVELOPMENT OF MODULE AND HUMAN-MACHINE INTERFACE FOR HYBRID VEHICLE

Adriana Yumi Sato Duarte, Marília Colozio Favaro, Fabio Mazzariol Santiciolli, Eduardo Costa, Franco Giuseppe Dedini

CULTURE AS A SYSTEM OF SIGNS

Lidiane Valeska Gonçalves Vignes

PROPOSAL FOR THE DEVELOPMENT OF PACKAGING BASED ON GUIDELINES ON SUSTAINABILITY AND BRAZILIAN ARTISANAL PRODUCTION

Marilia Colozio Favaro, Adriana Yumi Sato Duarte, Franco Giuseppe Dedini

ELDERLY WOMAN AND CONSUMPTION OF FASHION

Rosangela De Lima Figueiredo

PACKAGING AS BRAND COMMUNICATION: THE INTERRELATIONS IN THE PRODUCTION CHAIN

Arina Blum, Eugenio Andrés Díaz Merino

OSTENTATION OUT OF NORMAL: CONSUMPTION OF LUXURY BRANDS AS A VECTOR OF IDENTITY OF THE YOUNG BRAZILIANS

Rita De Cássia Nunes, Tatalina C.S. de Oliveira

CONTEMPORARY MUSEUM OF CLOTHING OF CIANORTE: PRIMARY CONCLUSIONS ON THE INITIAL PART OF THEORY AND FIELD RESEARCH

Mariah Majolo, Ronaldo Vasques

MASLOW'S HIERARCHY OF NEEDS AS A GUIDE TO FASHION CREATION WITH WEARABLE TECHNOLOGY

Carina Toledo Matos, Mariana Machado Lousada Rocha

FROM SOAP OPERAS TO FASHION BLOGS - THE CONSTRUCTION OF BRAZILIAN FASHION IDENTITY THROUGH MEDIA RESOURCES

Maina Pinillos Prates

THE APPROPRIATION OF THE OBSCURE SIGNS OF THE FAIRY TALES ON FASHION

Mayra Cristini De Oliveira, JUSSILENE SANTANA

FASHION AND CONSUMPTION - A REFLECTION ABOUT USABILITY AND THE FEELING OF AFFECTION

Lilian Vieira Rodrigues de Carvalho, Alexandra Isabel Costa Bigotte de Almeida, Carolina Lopes Pitelli, Letticia de Souza Cordeiro

SUSTAINABLE FASHION - EXPERIENCE REPORT OF INTERDISCIPLINARY PROJECT

Danielle Simoes Borgiani, Beatriz Santos, Rita Nunes

BODY AND SEDUCTION IN THE CONSUMER SOCIETY

Sabrina Pereira dos Santos, Marcelo Machado Martins, Maria Alice Vasconcelos Rocha, Teresa Cristina Alves de Lima

SLOW FASHION: A NEW WAY TO FASHION PRODUCTION, CONSUMPTION AND SUSTAINABILITY?

Márcia Costa, Cynthia de Holanda Sousa Matos

COMMUNICATION IN SUSTAINABLE FASHION BRANDS

Mariana Araújo, Ana Cristina Broega, Silvana Mota-Ribeiro

EXPERIENCE REPORT ABOUT THE TEACHING OF DISCIPLINES OF CLOTHING FOR STUDENTS OF THE PROGRAM MULHERES MIL ON CAMPUS FARROUPILHA-BRASIL.

Natálie Pacheco Oliveira

16:30-19:00

Parallel Session 3

Fashion, Identities and Cultures | Sala Castiglioni

Fashion and Communication | Politeca Sala Verde

Product Design | Politeca Sala Rossa

Fashion, Identities and Cultures

Sala Castiglioni

Session Moderators

Paolo Volontè - POLITECNICO DI MILANO

Maria do Carmo Rainho - Arquivo Nacional (BR)

Papers

COSTUME AND FANTASY

Lisete Arnizaut de Vargas

BETWEEN THE BASTING AND SEWING: HISTORIOGRAPHY OF ART AND DRESS AS CRITICISM OF CULTURE IN RIO GRANDE DO SUL

Joana Bosak de Figueiredo

FASHION AND BEAUTY: THE ORIGIN OF THE FREE PLEATED IN THE WORLD NIETZSCHEAN VIEW AS CREATION

Ana Fabíola Pedrosa Vasconcelos, Valeska Alecsandra de Souza Zuim, Ana Cláudia Silva Farias, Antonio Takao Kanamaru, Maria Sílvia Barros de Held

MEDITERRANEAN - TEXTILE INNOVATION

Paola Maddaluno

THE VISUALIZED NOTATION OF ANCIENT CHINESE MUSIC

Tao Haifeng, Sun Yi, Wang Kang

INFLUENCE OF INDIAN DRAPES ON GLOBAL FASHION

Koshalpreet Kaur

DESIGN VERNACULAR AND CONTEMPORARY DESIGN CONVERGENCES: AFRICAN CLOTHS CASE

Marizilda dos Santos Menezes, Edna Martins

RUA DIREITA: COMÉRCIO, CONSUMO E MODA

Tula Fyskatoris

THE CREATIVE PROCESS AS A COLLECTIVE ACTIVITY IN PRODUCT DEVELOPMENT IN THE BRAZILIAN TEXTILE CHAIN

Deborah Chagas Christo, Flávio Glória Caminada Sabrá, Alberto Cipiniuk

Fashion and Communication

Sala Verde Politeca

Session Moderators

Federico Poletti - POLITECNICO DI MILANO
Renata Pitombo - UFBA (BR) UFBA - Universidade Federal da Bahia
Alessandra Vaccari - IUAV

Papers

THE COLORS AS THE EVIDENCE OF POETIC CONSTRUCTION: CASE STUDY OF THE COSTUME FOR THE CHARACTER CAPITU
Mariana Millecco Ribeiro

THE IMAGE-APPAREL: THEORETICAL QUESTIONS IN THE VISUAL APPROACH OF FASHION
João Dalla Rosa Júnior

THE GRAPHIC PROJECT OF FASHION MAGAZINES: IN BETWEEN DIFFERENTIATION AND RECOGNITION
Marlon Uliana Calza

FASHION IMAGE: STORE WINDOW AND EVERYDAY LIFE
Renata Pitombo Cidreira

READING IMAGES: A METHODOLOGICAL APPROACH
Simone Formiga, Heitor Alvelos

THE INDUSTRIAL REVOLUTION AND THE FASHION SYSTEM
Maria Auxiliadora Costa

THE CONSTRUCTION OF THE POINT OF VIEW ON THE FRENCH DRESS
Marília Hernandes Jardim

FASHION CURATING. ISSUES IN THEORY AND PRACTICE OF FASHION EXHIBITED
Luca Marchetti

ROMANTIC GOTHIC, WOMEN AND THEIR ARMOURY: DARK, APOTHEOTIC SEDUCTION
Adriane De Paula Majczak, Cley Fabiano Linhares

Product Design

Sala Rossa Politeca

Session Moderators

Simone Sanfratello - POLITECNICO DI MILANO
Carla Morais, UTAL (PT)

Papers

DIGI GLASS CASE STUDY: THE INFLUENCE OF THE USER INTERFACE IN INNOVATION PROJECTS
Andrea Meneghetti Zatta, Leandro Martini Chagas, Luis Carlos De Albuquerque E Silva, Marco Angelini

DESIGN OF MAXI RINGS AS LARGE WINDOWS OF SYNESTHESIA'S FRUITS
Lila Maciel Pires, Ana Maria Rocha

CONSTRUCTION OF WEARABLE TEXTILE STRUCTURES
Patrícia de Mello Souza, Marizilda dos Santos Menezes

INTERSEMIOTIC METHODOLOGY APPLIED TO PROJECTS IN GRAPHIC DESIGN
Diego Piovesan Medeiros, Luiz Salomão Ribas Gomez, Marília Matos Gonçalves

PRINTS AND GESTALT: VISUAL ANALYSIS
Dailene Silva, Marizilda dos Santos Menezes, Erica das Neves

DESIGN FOR ENHANCEMENT OF LOCAL RESOURCES: A CASE IN COSMETIC FIELD
Rosanna Veneziano, Patrizia Ranzo

DESIGN AND CRAFTS: ESPEDITO SELEIRO AN INTERFACE FOR THE DEVELOPMENT OF A NEW LINE OF FASHION ACCESSORIES
Valeska Zuim, Ana Cláudia Silva Farias, Ana Fabiola Pedrosa Vasconcelos, Maria Sílvia Barros Held, Antonio Takao Kanamaru

FUNCTIONAL LINGERIE DESIGNED WITH CONTRIBUTIONS OF THE USERS: NEW LANGUAGE AND AESTHETIC COMFORT, BY MEANS OF VISUAL PERCEPTION AND THE GESTALT LAWS
Valdirene Aparecida Vieira Nunes, Grazielle Cristina Ignácio, Lucimar Fátima Bilmaia Emidio

FASHIONABLE TECHS: AN INVESTIGATION ON AESTHETIC ISSUES AND PROJECT METHODOLOGIES IN FASHION DESIGN BASED ON TECHNOLOGY INNOVATION
Giovanni Maria Conti, Margherita Pillan, Maria Grazia Soldati

THURSDAY 6TH NOVEMBER

9:00 **Registration** | Sala Castiglioni

9:30-10:30 **Plenary Session 2** | Sala Castiglioni
**Italian Fashion Landscapes.
Fashion, Design and the Culture of the Project.**

Patrizia Ranzo and Nanni Strada

Different cultural influences are combined in a process that, starting from the project, is carried out through innovation in know-how that has always characterized Italian creativity. Design, whose nature is fundamentally conceptual, and the visions that stem from are combined in dialectical confrontation with industry and with "handmade" processes, defining in the landscape of fashion design the most original and contemporary paths.

10:30-11:00 **Coffee Break** | Sala Castiglioni

11:00 13:00 **Parallel Session 4**
Fashion and Communication | Politeca Sala Verde
Fashion, Identities and Cultures | Sala Castiglioni
Teaching and Education | Politeca Sala Rossa
Product Design | Politeca Sala Gialla
Emerging Global Trends in Fashion Design processes | Politeca Sala Viola

Fashion, Identities and Cultures
Sala Castiglioni

Session Moderators

Paolo Volontè - POLITECNICO DI MILANO
Joana Bosak - SENAC (BR); UNISINOS (BR); UBA (AR)

Papers

O LEGADO DA COLONIZAÇÃO ITALIANA NO SUL DO BRASIL – UM OLHAR ESTÉTICO
Raquel Souza, Maria Gabriela Gama

TROPICAL KALEIDOSCOPE – AN ANALYSIS OF THE BRAZILIAN TROPICALIST COSTUMES IN THE “DIVINO MARAVILHOSO” TV SHOW, IN 1968
Carolina Morgado Pereira

CRAFT: WHAT IS THE VALUE OF THIS COMMODITY TODAY?
Emanuelle Kelly Ribeiro da Silva, Cynthia Holanda Souza Matos, Eneas Arrais

COUNTERFEITING VIEW FROM THE PORTUGUESE AND EUROPEAN LEGISLATION
Humberto Pinheiro Lopes, Artemisia Lima Caldas, Cynthia de Holanda Sousa Matos

FASHIONING THE INDIAN SARI BLOUSE
Ruby Kashyap Sood, Suman Pant

THE BODY-IMAGE DEMYSTIFIED
Luciana Da Silva Bertoso, Cleuza Bittencourt Ribas Fornasier

SORRY FOR THE INCONVENIENCE
Bruna Martinez Marconi, Ana Beatriz Simon Factum, Leandro Costa Mendes

A SONG OF ICE AND FIRE – A PROPOSAL OF METHODOLOGY TO THE DEVELOPMENT OF FASHION COLLECTIONS UTILIZING CROSS FERTILIZATION, INSPIRED BY LITERATURE AND TV
Natália Fernandes Medawar, Sérgio Luíz Sudsilowsky

Fashion and Communication

Sala Verde Politeca

Session Moderators

Federico Poletti - POLITECNICO DI MILANO
Simone Sanfratello - POLITECNICO DI MILANO
Kathia Castilho - ABEPEM (BR)
Alessandra Vaccari - IUAV

Papers

WRONGNESS: A REFLECTION ON THE IDEA OF MISTAKE AS A CATALYST FOR THE CREATIVE PROCESS
Maria Serrenho Lima

THE POLITICAL POWER OF EVA PERÓN DRESSES
Alba Mercedes Miranda Leyva

ROCK&LOVE ADVERTISING IN LUXURY FASHION BRANDS
José Martínez Sáez, Marta Martín Núñez, José Manuel Amiguet Esteban

VISUAL MERCHANDISING: MERGING OF LEARNING AND DIAGNOSTIC TECHNIQUES ON RETAIL
Iara Silva Mesquita, Mariana Silos Pereira

COSTUME DESIGN IN THE TEATRO BRASILEIRO DE COMÉDIA (TBC): CULTURE, FASHION, MARKETING AND MODERNITY
Fausto Viana

A DISCOURSE ON THE BODY TRENDY OF RONALDO FRAGA
Helena de Azevedo Dieb, Madalena de Fátima Zaccara Pekala, Uyara Travassos Barbosa

PRODUCTION DESIGN IN LAVOURA ARCAICA – THE COSTUME DESIGN
Carolina Bassi de Moura

THE MULTIPLE APPEARANCES OF REPRESENTATIONS OF THE SAME BODY
Geni Dos Santos

Emerging Global Trends in Fashion Design Processes

Sala Viola Politeca

Session Moderators

Alba Cappellieri - POLITECNICO DI MILANO
Bernardo Providência, Esc. AUM (PT)
Rui Alberto Lopes Miguel - University of Beira Interior (PT)

Papers

EMOTIONAL DESIGN OF FASHION: DEVELOPMENT AND APPLICATION OF NEW TOOL FOR NON-INTERFERING RESEARCH
Simone Thereza Alexandrino Maffei, Pedro Simacek, Marizilda Dos Santos Menezes, Maria João Durão

FASHION DESIGN, PRODUCT DESIGN AND SURFACE DESIGN IN HYBRIDISM: AFFAIR BETWEEN INTERACTIVE PRINT AND OTHER FIELDS OF DESIGN
Bruna Luz, Gisela Monteiro, Sergio Sudsilowsky

INICIATIVAS DE INCENTIVO AO CRESCIMENTO DO SEGMENTO DE ESTAMPARIA DIGITAL NO BRASIL
Tatiana Laschuk, Evelise Anicet Rüttschilling

(UN)LIMITED SHOES DESIGN VIRTUAL WORLD
José Augusto Marinho Silva

FASHION GENERATIVE DESIGN: FASHION DESIGN DISCOVERS THE MOST CREATIVE SIDE OF TECHNOLOGY
Viola Chiara Vecchi
INTERAÇÕES ENTRE DESIGN DE MODA E TECNOLOGIAS VESTÍVEIS: ...
Celia Auxiliadora Fernandes

INVESTIGATION AND NARRATION ABOUT THE TERRITORY: INNOVATIVE METHODOLOGIES FOR FASHION DESIGN
Rossana Gaddi, Federica Gallarati, Alice Zantedeschi, Francesca Pievani

ADD WHAT? A REFLECTION ON THE APPLICATION OF ADDITIVE MANUFACTURING FOR THE CREATION OF JEWELLERY

Maarten Floris Versteeg, Liesbeth den Besten

Teaching and Education

Sala Rossa Politeca

Session Moderators

Maria Grazia Soldati - POLITECNICO DI MILANO

Madalena Pereira, UBI (PT)

Papers

FASHION DESIGN EDUCATION IN BRAZILIAN CHILDREN BOOKS

Silmara Takazaki, Mariuze Mendes

WHAT ABOUT BECOMING A FASHION DESIGNER? TEACHING FASHION PROGRAMS TODAY

Sara Paci Piccolo

A BRAND NEW DESIGN EDUCATION MODEL BETWEEN ITALY AND INDIA

Arturo Dell'acqua, Anna Sara Zanolla Mancini

THE PLACE OF FASHION IN SCHOOL – HOW ART CLASSES IN SECONDARY SCHOOL CONTRIBUTE TO THE EDUCATION OF FUTURE DESIGNERS

Renata Vellozo Gomes, Mônica Palhano Daher Merchak

FROM DIRORDER TO ORDER: RESULTS FROM INNOVATION WORKSHOP AND MOULAGE ARTWEAR

Danielle Silva Simoes Borgiani, Anete Silva, Maria Silva

DIGITAL ILLUSTRATION OF ACCESSORIES IN THE DISCIPLINE OF COMPUTER GRAPHICS

Marly de Menezes Gonçalves

Product design

Sala Gialla Politeca

Session Moderators

Giovanni Maria Conti - POLITECNICO DI MILANO

Annalisa Dominioni - POLITECNICO DI MILANO

Isabel Cristina Gouveia, UBI (PT)

Papers

SILICONE RUBBER APPLIED TO HAUTE COUTURE

Andressa Almeida

URINARY INCONTINENCE AND THE PRACTICE OF WATER SPORTS – DEVELOPING A SWIMSUIT SOLUTION

Camila Falcone, Ana Cristina Broega

MODELING IN HYBRID DESIGN CLOTHING

Patricia Aparecida de Almeida Spaine, Débora Mizubuti Brito, Marizilda dos Santos

DEVELOPING OF 3D PORTOTIPES IN THE CLOTHING INDUSTRY

Gisely Andressa Pires, Tamissa Juliana Barreto Berton, Luís Carlos Paschoarelli, Marizilda do Santos Menezes

A ANALYSIS OF FASHION PROFESSIONALS ACTIVE IN CREATING APPAREL'S MANUFACTURE

Júlia Nunes Cordeiro, Cláudia Regina Garcia Vicentini

BRA FOR BREAST SUPPORT WITH FOCUS ON BREAST HYPERTROPHY

Thais Wagner, Anna Cavalcanti, Adriane Shibata, Kaísa Bassoli

THE MOULAGE AND THE CREATIVE PROCESS OF CLOTHING: A STUDY CASE

Patricia Aparecida De Almeida Spaine, Débora Mizubuti Brito, Raquel Rabelo Andrade, Marizilda Dos Sant

PANTIES USAGE ISSUES

Marina Anderle Giongo, Julio Carlos de Souza Van der Linden

13:00-14:30 **Lunch** | Sala Castiglioni

14:30-15:30

Plenary Session 3 | Sala Castiglioni
Where Design matches Fashion?

Joana Cunha and Ana Paula Celso de Miranda

Consumption and value: fashion's narratives and design's narratives in Brazil

Consumption behavior expresses local culture and transcultural meanings in a contemporary society, using the case of Brazilian Fashion Consumption for understand how through consumption we can understand the contemporary culture and at the same time our contemporary experience.

15:30-16:30

Books & Magazines presentation | Sala Castiglioni

16:00-16:30

Coffee Break | Sala Castiglioni

16:30-18:30

Parallel Session 5

Fashion, Identities and Cultures | Sala Castiglioni

Marketing and consumption | Politeca Sala Verde

Sustainability for Fashion Design | Politeca Sala Viola

Teaching and Education | Politeca Sala Rossa

Fashion, Identities and Cultures

Sala Castiglioni

Session Moderators

Federico Poletti - POLITECNICO DI MILANO

Maria Gabriela Gama - Universidade do Minho (PT)

Papers

MODA, CONSUMO E ETIQUETA SOCIAL CONTEMPORÂNEA NO BRASIL

Jessica Chang Melo, Mayrinne Wanderley

FLÁVIO DE CARVALHO: EXPERIÊNCIAS Nº2 E AND Nº3, A NEW LOOK FOR A NEW MAN

Luisa Mendes Arruda

OTHERNESS IN THE CITY: A STUDY OF HOMELESSNESS, PERCEPTIONS AND STEREOTYPES

Gaba Najmanovich

THE CREATIVE FASHION OF RONALDO FRAGA: A NARRATIVE STITCHED BY PLOTS OF THE SENSITIVE AND THE CULTURAL

Clicia Ferreira Machado, Kênia Ferreira Machado, Renata Pinheiro Loyola

PARIS-BYZANCE "MÉTIER D'ART": FASHION AS AN EXPRESSION OF ART, CULTURE AND INNOVATION

Rafaella Campagnolo Cavion, Ione Bentz

IN BRAZIL'S FOOTPRINTS: THE JOURNEY OF HAVAIANAS FROM AN ANTHROPOLOGICAL PERSPECTIVE

Livia Stroschoen Pinent

COSTUME AS A MEMORY OF A SPECTACLE

Graziela Ribeiro

FOR A MAP OF FASHION AND APPAREL IN BRAZIL

Maria Do Carmo Teixeira Rainho

Marketing and Consumption

Sala Verde Politeca

Session Moderators

Marco Turinetto - POLITECNICO DI MILANO

Flávio Sabrá - SENAI CETIQT (BR)

Ana Paula Celso de Miranda - UFPE - Federal University of Pernambuco State-Brazil

Papers

FASHION OF FASHION AND THE COMPLEXITY THEORY BY EDGAR MORIN

Ana Paula de Carvalho Gomes, João Fernando Marar

THE CUSTOMIZATION AS KEY TO RESILIENCE OF BRANDS

Diego Piovesan Medeiros, Luiz Salomão Ribas Gomez, Marília Matos Gonçalves

WOMEN'S FASHION AND THE 'NON-GARMENT' CONSUMPTION AS EROTIC CAPITAL
Clarisse Barreiros, Letícia Diniz

SLOW FASHION: FASHION TREND IN? NOTES ON CLOTHING CONSUMPTION AMONG BRAZILIAN
WOMEN
Solange Mezabarba, Maria Elisabeth Goidanich

HOW DO WE SIGNIFY LUXURY CONSUMPTION IN EVERYDAY LIFE?
Ana Paula Miranda, Tatiana Toraci Gois

HANDICRAFT, TRENDS AND TRADITIONS: OBJECTS VALUING IN CONTEMPLATION AND CONSUMPTION
URBAN SPACES
Mariuze Dunajski Mendes

FASHION INDUSTRY CONSUMPTION IN THE NEW PARADIGM
Sara Barquero Pérez, Borja García Sanchis, Luis Calabuig Parras

NARRATIVE OF BRANDS IN THE MALE UNIVERSE OF THE GREAT GATSBY
Ana Paula Celso De Miranda, Amilcar Almeida Bezerra

ITINERANT VISUAL MERCHANDISING FROM A NEW CONSUMPTION BEHAVIOUR
Grasiele Pilatti, Amanda Queiroz Campos, Luiz Salomão Ribas Gomez

Sustainability for Fashion Design
Sala Viola Politeca

Session Moderators
Anna Sara Zanolla Mancini - POLITECNICO DI MILANO
Cristina Figueiredo - FA-ULisboa (PT)
Fernando Moreira da Silva - FA-ULisboa (PT)

Papers
NEW MATERIALS AND TECHNIQUES APPLIED TO THE DEVELOPMENT OF A PRODUCT OF SUSTAINABLE
FASHION DESIGN
Sílvia Araújo, Fernando Moreira Da Silva, Isabel C. Gouveia

«BEEHIVE» - SUSTAINABLE METHODOLOGY FOR FASHION DESIGN
Carla Cristina Costa Pereira Morais, Manuela Cristina Paulo Carvalho Almeida Figueiredo, Ana Cristina Luz
Broega

FROM UNSUSTAINABILITY TO SUSTAINABILITY THROUGH DESIGN: REFLECTIONS AROUND FASHION
DESIGN EDUCATION
Verena Ferreira Tidei de Lima, Maria Cecília Loschiavo dos Santos

FROM FASHION DESIGN TO DESIGN OF ACCESSORIES – THE DEVELOPMENT OF NONWOVENS WITH
SUSTAINABLE FABRICS AND TECHNOLOGICAL APPLICATIONS
Ana Margarida Pires Fernandes

THE USE OF ALTERNATIVE MATERIALS IN CONTEMPORARY JEWELRY
Helen Tatiana Takamitsu, Marizilda Dos Santos Menezes

CRAFTING IDENTITY THROUGH SUSTAINABLE CO-DESIGN INITIATIVES
Banhi Jha

Teaching and Education
Sala Rossa Politeca

Session Moderators
Maria Grazia Soldati - POLITECNICO DI MILANO
Madalena Pereira, UBI (PT)

Papers
APPLICATION OF THE TRADITIONAL ELEMENTS OF THE MYTH IN BOOK DESIGN
Tao Haifeng, Sun Yi

FASHION AND ETHNIC-RACIAL ISSUES: A VIABLE (AND NECESSARY) DEBATE

Tatalina C. S. Oliveira

ANALYSIS OF FASHION DESIGN LEARNING THROUGH SIMPLIFICATION OF PROPORTION

Tamissa Juliana Barreto Berton, Gisely Andressa Pires, Roberto Alcarria do Nascimento, Marizilda dos Santos Menezes, Maria Antonia Benutti Giunta

MATHEMATICS: METHOD AND CREATIVITY IN FABRIC DESIGNS CREATION

Anna Scotti, Franca Caliò

METHODOLOGY IN THE CREATIVE PROCESS: A CASE STUDY IN CREATING A FASHION COLLECTION

Uyara Travassos Barbosa, Renata Dias Oliveira, Maura Maldonado Mousinho, Gabriela Maroja Sales

DESIGN AND HIGH MANAGEMENT: A PROPOSAL OF ENDOMARKETING BASED IN STRATEGIC DESIGN FOR FASHION

Marina Anderle Giongo, Bruna Lummertz Lima, Mauricio Moreira Bernardes, Samira Moraes Troncoso, Rafael Korbes

FASHION EDUCATION: THE NEED FOR CONTEXTUALIZATION OF VISUAL STUDIES FOR THE CREATIVE PROCESS

Annelise Nani da Fonseca

20:30-23:00 **SOCIAL DINNER * | Triennale di Milano**

FRIDAY 7TH NOVEMBER

9:00 **Registration** | Sala Castiglioni

9:30-10:30 **Round Table** | Sala Castiglioni
Sustainability for Fashion Design

Ana Cristina Broega, Evelise Anicet, Giovanna Villani, Fernando Moreira da Silva

The importance of sustainable approach in Fashion Design. Members of the scientific committee of Cimode will discuss the topic with the designer Giovanna Villani

10:30-12:30 **Parallel Session 6**
Fashion and Communication | Politeca Sala Gialla
Fashion, Identities and Cultures | Sala Castiglioni
Marketing and consumption | Politeca Sala Verde
Teaching and Education | Politeca Sala Rossa
Product Design | Politeca Sala Viola

Fashion, Identities and Cultures
Sala Castiglioni

Session Moderators

Federico Poletti - POLITECNICO DI MILANO

Kathia Castilho - ABEPEM (BR)

Papers

ANIMAL PRINT SYMBOLIC CONSUMPTION: AN URBAN SAFARI IN SÃO PAULO

Maria Carolina Garcia, Ludmila Paz

RELATIONSHIP BETWEEN FASHION FIELD AND FINE ART IN THE IDENTITARY DYNAMICS

Lucie Decker

BODY COVERS MICROCOSMS CREATORS - THOUGHTS ON TEGUMENT, CLOTHING, ORNAMENTS

Beatriz Ferreira Pires

FASHION AND SOCIAL NETWORKS: NEW APPROACHES IN THE SPHERE OF CULTURE

Maria Eduarda Araujo Guimaraes

CREATION CELL PROJECT

Luziane Lima Santos, Jorge Oliveira Gomes, Rávila Gabrielle Ferreira Melo, Vallerya Almeida Lima, Ana Carolina Nogueira Lemos Clemente

CREATION OF FASHION PRODUCTS FOR AN ANDROGYNOUS BODY
Stephan Maus, Francisca Dantas Mendes

NARRATIVES OF FASHION. What becomes heritage? What turns into history?
Rafaela Norogrande, João A. Mota

BRAZILIAN CULTURAL ELEMENTS APPLIED TO THE CREATION OF A BRAND FOR FEMALE FASHION ACCESSORIES
Jamile Goulart, Rita Ribeiro, Helder Carvalho

Marketing and Consumption
Sala Verde Politeca

Session Moderators

Marco Turinetto - POLITECNICO DI MILANO
Flávio Sabrá - SENAI CETIQT (BR)
Maria da Graça Guedes - DET Universidade do Minho (PT)

Papers

PERSONA, BRANDS AND IDENTITY
Maria Gabriela Gama

INFLUENCE PERCEPTIONS: TRENDS OF FASHION AND TRENDS OF DESIGN
Amanda Queiroz Campos, Luiz Salomão Ribas Gomez

CASE: ESPAÇO GARIMPO, PLATFORM OF BUSINESS, EDUCATION AND INNOVATION FOR DEVELOPMENT OF CREATIVE ENTREPRENEURS OF FASHION
Germana Uchoa Moreira Reis

THE INFLUENCE OF BLOGS ON FASHION CONSUMERS IN THE GLOBALIZATION ERA: A METHODOLOGICAL REFLECTION
Alexandra Bigotte de Almeida, Lílian Carvalho, Carolina Pitelli, Letícia Cordeiro

BEHAVIORISM, IN-STORE DESIGN EXPERIENCE AND SETTING OF THE BRAND: AN ANALYSIS OF THE HAVAIANAS BRAND
Diego Piovesan, Grasielle Pilatti, Clarissa Martins Alves, Richard Perassi, Luiz Salomão Ribas Gomez

VISUAL MERCHANDISING AS A TOOL FOR THE "TXM" METHODOLOGY: CASE HAVAIANAS
Leandro Ribeiro, Luiz Salomão Gomez

FASHION AND CLOTHING CONSUMPTION: SOME THOUGHTS FROM AN ANA
Maria Alice Vasconcelos Rocha

THE MARKET SEGMENT OF PLUS SIZE FASHION PRODUCTS: AN EXPLORATORY STUDY
Fábia Costa, Helder Carvalho, Nuno Marques

THE UNEMPLOYMENT IS A TREND: ROLE OF FASHION HIGHER EDUCATION IN THE PORTUGUESE ENTREPRENEURSHIP
Maria Da Graça Guedes, Alexandra Bigotte Almeida

Product Design
Sala Viola Politeca

Session Moderators

Rui Alberto Lopes Miguel - University of Beira Interior (PT)
Alba Cappellieri - POLITECNICO DI MILANO

Papers

DEPENDENT SENIORS CLOTHING FROM THE CAREGIVER'S PERSPECTIVE
Artemisia Lima Caldas, Monique Caldas Souza, Georgya Almeida Brito, Humberto Pinheiro Lopes

KNIT DESIGN CONTEMPORARY SCENARIOS
Martina Motta, Giovanni Maria Conti

THE UTILIZATION OF FABRIC MODELS FOR THE DEVELOPMENT OF TEXTILE DESIGN IN BRAZIL
Maria Regina Ribeiro De Sousa Camboim

TAILORING CLOTHING PRODUCTION: STUDY OF THE OPERATIONAL SEQUENCE
Valdirene Nunes, Mônica Moura

WEFT DESIGN: APPLICATIONS OF EXCESS OF KNITTING RAW MATERIAL
Ana Paula Gentile, Francisca Dantas Mendes

RAINWEAR COLLECTION DEVELOPMENT FOR INSPIRED LIFESTYLE BRAND OF SURF CULTURE
Vera Vieira, Rui Miguel, Madalena Pereira, Liliana Ribeiro, José Lucas

CREATIVITY ACCORDING TO THE CHRONOLOGY OF FASHION
Layla de Brito Mendes, Ana Cristina Broega, Patricia Sant'Anna

INCLUSIVE SOCIETY: THE IMPORTANCE OF AN INCLUSIVE SPACE FOR BLIND CHILDREN
Inês Amaral, M^oGraça Guedes, M^oGabriela Gama

Teaching and Education

Sala Rossa Politeca

Session Moderators

Maria Grazia Soldati - POLITECNICO DI MILANO
Marly de Menezes - Istituto Europeu di Design in Sao Paulo - Brasil

Papers

CONNECTIONS AND PLOTS BETWEEN ART, FASHION AND DESIGN: ARMOD LABS – AN ALCHEMICAL EXPERIMENT
Sandra Galeffi, Maria Mendes, Marcia Mello

THE IMPORTANCE OF THE USE OF COLOR PALETTES AS TOOLS IN COURSE CONCLUSION PROJECT (CCP) FOR FASHION DESIGN
Sergio Sudsilowsky, Gisela Monteiro

FASHION STATION PROJECT IN JOÃO PESSOA/PB: Experience Report
Jorge Oliveira Gomes, Luziane Lima Santos, Egídio Luiz Furlanetto, Ana Patrícia Pereira, Camila Silva Santos

WEARABLE COMPUTING PROTOTYPING EXPERIENCES AT DESIGN SCHOOL COURSES
Maria Grazia Soldati, Maximiliano Romero, Giorgio Vignati

CO-DESIGNING IN FASHION TEACHING
Desamparados Pardo Cuenca, Patrik Baldan

Fashion and Communication

Sala Gialla Politeca

Session Moderators

Simone Sanfratello - POLITECNICO DI MILANO
Renata Pitombo - UFBA (BR) UFBA - Universidade Federal da Bahia
Alessandra Vaccari - IUAV

Papers

NOTES ABOUT FASHION AND CYBERSPACE: POSSIBLE NARRATIVES
Lorena Abdala

DEVELOPMENT OF UNDERWEAR OUTFITS FOR PRE-ADOLESCENTS THROUGH VISUAL COMMUNICATION

Laís Regina Faganello, Bruna Ross, Andressa Rossi, Tamissa Berton, Gisely Pires
INFLUENCES OF FUTURISTIC FASHION TO MINIMALIST COSTUMES
Bárbara Formiga

BODY, DISCOURSE AND PRACTICES IN THE FASHION E-COMMERCE
Bianca Terracciano

THE INCORPORATION OF LIFESTYLES AND ERASURE EFFECTS IN THE COMMERCE OF JOSÉ PAULINO STREET IN SÃO PAULO

Kathia Castilho, Marcelo Martins, Raquel Maia

THE FASHION THAT CHANGE THE BODY
Claudia Mendes Galdino de Moraes

THE IMPORTANCE OF COMMUNICATION IN THE LABELS OF FASHION BRANDS
Tânia Graça, Rui Alberto Lopes Miguel, Fernando Oliveira, João Barata

12:30-13:00 **Coffee Break** | Sala Castiglioni

13:00-14:30 **Plenary Closing Session** | Sala Castiglioni

Creativity in Design Education

Andrea Saltzman

How do we give meaning to the design of the dress? Is the dress an object to which we give life from interaction with our body? Is it an area of contention, a filter on our experience of the world? How we think of ourselves as designers?

The great task of the designer is perhaps the ability to denature the world.

The imagination, discovery, curiosity, are the traits of human vitality.

What is already qualified class involved at some point experience to arrive at the nomination. How surprised again? How to put ourselves back into the enigma, which invites us to rediscover the everyday world, and from there, recreate it? How to get out of what we already know, to look into the mystery of discovering?

See you in Cimode 2016

Arturo Dell'Acqua Bellavitis

Alba Cappellieri

Ana Cristina Broega

Kathia Castilho

16:00-18:00 **SOCIAL ACTIVITY * | Triennale di Milano**

Visit to the Design Museum

Guided tour with Arturo Dell'Acqua Bellavitis

Visit to the exhibition

Textile Vivant. Tracks, experiences and researches in Textile Design.

Guided tour with Eleonora Fiorani

please note * Social Dinner and Activities must be booked in advance by email

Arturo Dell'Acqua Bellavitis, architect, is presently president of the Triennale Design Museum in Milan for which he has developed the new concept of a changing museum and the different editorial lines on new Italian design, the masters and new looks on new design from far away countries.

He is Industrial Design full professor, at the Design Faculty of the Politecnico di Milano, where, he is actually Dean of the School of Design after having covered for eight years the role of Head of INDACO Department (Dipartimento di Industrial Design, delle Arti, della Comunicazione e della Moda).

Chief and Senior Professor of Textile Design degree course (Campus of Como, Politecnico of Milan) and Manager of Fashion

Design degree courses (Campus Bovisa, Politecnico of Milan).

He is one of the founders of the College of Design of the Politecnico and of the Interior Design PhD course.

He lectured at the Universities of Copenhagen, Helsinki, Oslo, Barcelona, Montreal, Berlin, Shanghai, Beijing, Orleans, Paris, Melbourne, Buenos Aires, São Paulo and Rio de Janeiro.

He is one of the founder and actual President of Milan Fashion Institute connecting Politecnico di Milano, Università Bocconi and Università Cattolica in their activities in the field of fashion management and design. In the board of this consortium he has planned the master courses delivered by this institution.

He has been in charge of the course of History of Design in the FIT (Fashion Institute of Technology) of New York, in the Milan Campus at the Politecnico.

He has developed scientific researches on interior spaces, and more recently on retail and new scenarios. His actual area of interest is fashion. He has written books, essays and papers for international congresses

Rita Airaghi's commitment is articulated in a plenty of activities and competences: organization of events, exhibitions, publications, participation in conferences. All that is made possible also thanks to the creation of a digital data base, upon her personal oversight, which the heterogeneous material expressing the work of Gianfranco Ferré is organized in.

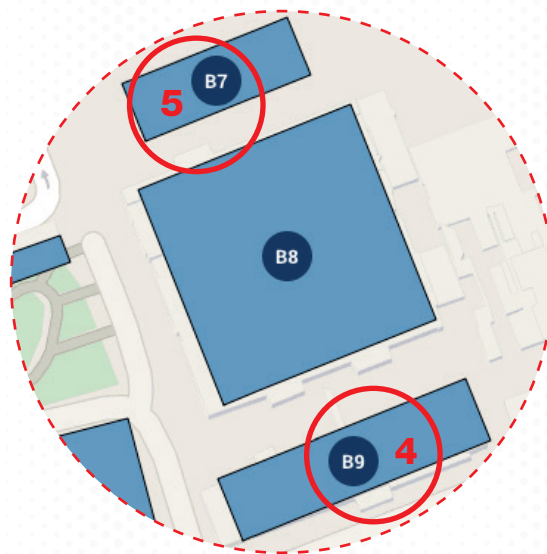
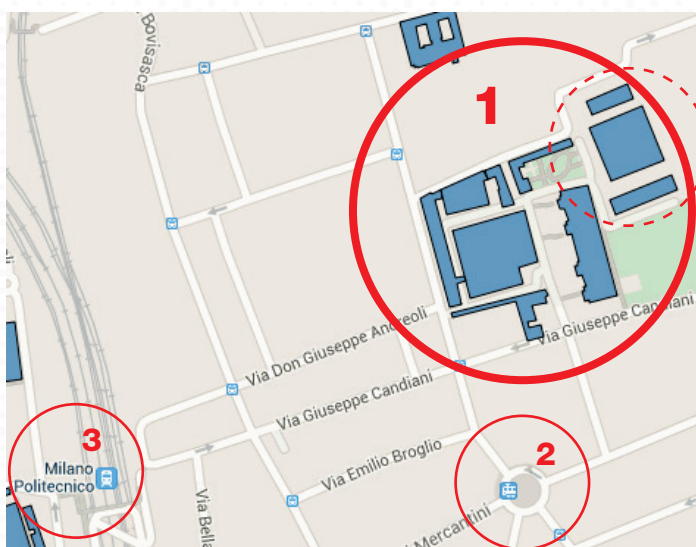
Patrizia Ranzo is Full Professor of Industrial Design at the Second University of Naples. She is coordinator of the Council for the Master Degree courses in Design and Fashion Design. She is scientific coordinator of FA.RE, international fashion research lab, and scientific responsible of IDEAS for Peace, design for sustainable international cooperation lab. She is also scientific coordinator of "Indesign" series of books edited by Alinea (Firenze) and of "Culture del design" series of books edited by Franco Angeli (Roma-Milano), series selected for ADI Compasso D'oro Award. As designer she received important international awards.

Nanni Strada, Milanese fashion designer, is well known for having introduced a project-driven language in the world of fashion. Her constant attention to design and architecture has given rise to a concept of dress as "pure element", off the hook from the usual tailoring practices as well as from temporary seasonal trends.

Her two-dimensional, size-less clothes and those of the meta-project "The Cloack and the Skin", were awarded the Compasso d'Oro in 1979. Parallel to her professional activities, Nanni Strada has been also engaging in teaching since 1990s at renowned universities and design schools both in Italy (Politecnico di Milano, Domus Academy, Accademia di Belle Arti di Brera, IULM) and abroad (Haute Ecole d'Art et de Design – Genève, UBA Universidad de Buenos Aires, USP Universidade de Sao Paulo). Nanni Strada's clothes and projects have been exhibited at the Triennale Museum in Milan as well as across the world's most important museums, such as the MOCA (Museum of Contemporary Art) in Los Angeles during the exhibition "Skin + Bones: Parallel Practices in Fashion and Architecture" (November '06 - March '07), the National Art Center in Tokyo (June - August '07) and the Somerset House in London (April - August '08).

Ana Paula Celso de Miranda Doctor of Business Administration at FEA-USP - São Paulo University. Professor of UFPE - Federal University of Pernambuco State-Brazil. Teaching "Fashion and Consumption" and "Fashion and Film"; Head of the Department of Design and leading G-COMO - Group for the Study of Consumption of Fashion. Published books: "Fashion is communication: experiences, memories, links"; "Consumption of Fashion: the relationship between Person and Object"

Joana Cunha - PhD in Textile Engineering - Design and Management, by the University of Minho; MSc in Design and Marketing by the University of Minho. Assistant Professor at the University of Minho, acting in the 1st cycle course in Fashion Design and Marketing and in the Master courses in Design and Marketing and Fashion Communication Design. Director of the 1st cycle course in Fashion Design and Marketing since 2013 and a researcher at the Centre for Textile Science and Technology, University of Minho since 1996.



POLITECNICO DI MILANO SCHOOL OF DESIGN - BOVISA CAMPUS (1)

Via Durando 10, 20158 Milano, Italia

By bus with line 92, towards Bovisa - Bausan bus stop (2)

By underground with the "Passante ferroviario" - Bovisa Politecnico station (3)

SALA CASTIGLIONI (B9 building) (4)

POLITECA (B7 building) - SALA ROSSA, GIALLA, VERDE, VIOLA (5)



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