

The background features a vibrant, abstract composition of overlapping shapes and patterns. A large black circle is the central focus, containing the main text. Surrounding it are various elements: a blue shape with vertical stripes, a red shape with a white dot pattern, a yellow shape, a green shape, and several solid-colored rounded rectangles in red, yellow, and blue. Small circles and wavy lines in blue and yellow are scattered throughout the design.

ZONEMODA CONFERENCE 2019

BE COOL!

AESTHETIC IMPERATIVES
AND SOCIAL PRACTICES

MAY 16 - 18, 2019

UNIVERSITY OF BOLOGNA, RIMINI CAMPUS

CONFERENCE PROGRAM

ZONEMODA CONFERENCE 2019:

“Be Cool! Aesthetic Imperatives and Social Practices”.

University of Bologna, Rimini Campus.

Department for Life Quality Studies.

International Research Centre
“Culture Fashion Communication”.

ZoneModa Conference is a scientific event which aims to become an occasion for scholars to deal with fashion as an interdisciplinary research field, which encompasses dynamic and cross-cutting forces, hybrid forms of analysis and experimental research methodologies.

With the goal of exploring groundbreaking research tracks in the world of Fashion Studies, each Conference will focus on a different topic.

The topic of the 2019 conference will be:
“Be Cool! Aesthetic Imperatives and Social Practices”.

It is almost trivial to underline how our current reality has undergone a process of widespread aestheticization.

On the one hand, this fact proves that the aesthetic has fundamentally become an “imperative” while playing a relevant role in social practices, and on the other hand it reminds us that what is required today is a better understanding of what is actually at stake when we talk about the aesthetic in terms of “imperatives”, and we inextricably link it to social dynamics.

The dimension of appearances and the expression of taste preferences cannot but be considered as determining factors in this framework.

All this makes emerge fashion’s paradigmatic role for dealing with the pressing theme ZMC 2019 aims to inquire into: not only fashion is intrinsically connoted by the priority of appearances and taste over other features of our experience, but it does so while intertwining the aesthetic and the social implications it has.

And this is presumably why the imperative “be cool!” is supposed to work on both levels and has such a deep impact on our reality. In this

framework, the conference will focus on both considering fashion as an exemplary case of aesthetic practice, especially in the current context, and emphasizing the need for social-human sciences to understand the widely aestheticized character that reality itself has assumed today.

Oriented by a multidisciplinary approach – the only one which can do justice to fashion’s multiform and complex character – the 2019 conference will investigate such implications by welcoming proposals addressing (but not limited to) the following questions/aspects:

- What does it mean and imply determining social relationships on the basis of values and criteria that are also, if not especially, aesthetic?
- How does fashion influence other domains of life and culture (art, design, mass media, music, lifestyle etc.), and actually lead them to focus or even centre their attention on aesthetic aspects in order to improve their impact on society?
- What is the exact role played by fashion with regard to such relevant phenomena as the increasing digitalization of our experience, the reorganization of economic processes of production, and finally globalization?
- To what extent is it possible to conceive of the aesthetic mediation carried out by fashion as an essential factor to achieve a fruitful and, so to speak, peaceful or non-colliding “fusion” of Western and Eastern cultural paradigms?
- Is it desirable today to have a conflict of aesthetic and ethic values, or at least some kind of difference and friction between the aesthetic and the ethic dimensions, or does the ongoing development of aestheticization progressively nullify any autonomous rest of “the ethical”?
- What does the socio-aesthetic relevance of fashion consist of?
- What’s the phenomenological, ontological, or social status of appearances?
- What are the prospects of the so-called “social fashion” (whether fashion can be socially engaged/beneficial; whether fashion helps define a new genre of fashion replacing the old cliché of elitism and class, etc.)?
- What is the relationship between fashion and body practices (tattoos, plastic surgery, scarifi-

cation) seen as phenomena of aestheticization and also of constitution/expression of one's identity?

- How is the concept of aestheticization, in general, related to questions concerning "cultural legitimacy" in such realms as mass media, film, television, gaming and web aesthetics?

The Conference will take place in Rimini on May 16-18, 2019.

Location

Department for Life Quality Studies, Palazzo Ruffi-Briolini, C.so d'Augusto 237, 47921 - Rimini, Italy.

Keynote speakers

will be Joanne Entwistle (King's College London), Agnès Rocamora (University of the Arts, London), Elizabeth Wilson (London Metropolitan University).

Concluding remarks

with Emanuele Arielli (IUAV University, Venezia), Barbara Carnevali (EHESS, Paris), Elena Esposito (University Bielefeld, University of Modena-Reggio Emilia).

Plenary session

"Not just glossy words: The language of fashion in the digital media era", organized by the research group "ModaCult" supervised by Emanuela Mora (Università Cattolica del Sacro Cuore, Milan): an excursus on the recent transformation of the Fashion Media System aiming at stressing the performative role played by the fashion media in providing an aesthetic and practical imaginary for the aestheticization of reality and human experience.

Language: **English.**

On Friday, May 17th and Saturday, May 18th the installation "FASHION IN PARADISE: Rimini and the Golden Age of Discoteca Paradiso" will be open to the public at Palazzo Ruffi-Briolini, Department for Life Quality Studies. A guided tour will be offered during the lunch break on May 17th.

Info: **becool.zmc2019@gmail.com.**

Website of the ZoneModa 2019 conference: **<https://eventi.unibo.it/becool>.**

Website of the Department for Life Quality Studies: **www.scienzequalitavita.unibo.it/it.**



Website of the International Research Centre "Culture Fashion Communication":

www.centri.unibo.it/culturefashioncommunication/en.

Conference participants are required to pay a **conference fee** of EUR 100,00, or EUR 80,00 if they register before March 15 at: <https://eventi.unibo.it/becool>.

The conference fee is EUR 70,00 for PhD, Graduate and Undergraduate Students of other Universities.

No conference fee for PhD, Graduate and Undergraduate Students of all courses at the University of Bologna.

MAY, 16

Museum of the City, via L. Tonini 1, Sala del Giudizio

14.30-15.00 Registration

15.00-15.30 Welcome & Introduction

15.30-15.45 **Paolo Fabbri & Simona Segre Reinach** present the installation:
FASHION IN PARADISE: Rimini and the Golden Age of Discoteca Paradiso

15.45-16.45 **KEYNOTE LECTURE**

Elizabeth Wilson (London Metropolitan University)
What Are People Wearing These Days?

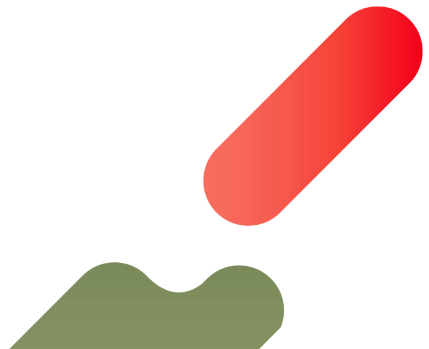
17.00-18.30 **Panel 1: AESTHETICS // perspectives**

Chair: Gioia Laura Iannilli
(University of Rome Tor Vergata, University of Bologna)

Dagmar Venohr (Europa-University Flensburg)
Vestimentary Self-Fabrication – Collective-Aesthetical Experiences of Diversity, Solidarity and Creativity

Dorrit Bøilerhauge (Aarhus University)
The Aesthetic Character of Age in SoMe Fashion Practice

Kathleen Horton (Queensland University of Technology, Brisbane)
From the Aestheticization of Everyday Life to Everyday Aesthetics: 2^{1st} Century Fashion and Quiet Sustainability.



MAY, 17

Department for Life Quality Studies, C.so d'Augusto 237

8.30-9.00 Registration

9.00-11.00 **Panel 2: COMMUNICATION // narratives** **Aula Briolini 1,2**
Chair: Federica Muzzarelli (University of Bologna)

Sofia Lampropoulou (Stockholm University)
Myth, History and Nostalgia as Non-Verbal Communication of High Fashion

Paula von Wachenfeldt (Stockholm University)
Mediation of Luxury Brands in The Digital Storytelling

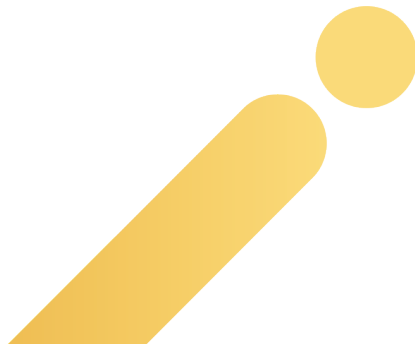
Luz Neira Garcia (Fashion for Future, Independent Researcher, Milan)
Fashion Primitivism: "The intellectual's guide to fashion"

Panel 3: THEORY // coolness **Aula Briolini 4**
Chair: Giampaolo Proni (University of Bologna)

Eleonora Corbanese (Independent Researcher, Milan)
The Anatomy of Coolness

Vittorio Linfante (Politecnico di Milano)
Is it 'cause I'm cool / Why you dress like me is it honesty or you just a fool

Monica Sassatelli (University of Bologna)
Cool, Omnivore or Blasé? Some Reflections on Cultural Taste, Value and the Aestheticization of Everyday Life



MAY, 17

Panel 4: CULTURE // gender

Aula Briolini 5

Chair: **Mariella Lorusso** (University of Bologna)

Nicola Brajato (Antwerp University)

Queering Tailoring. Walter Van Beirendonck and the Evolution of the Suit

Melanie Haller (University of Paderborn)

The Meggings: Tight Pants and Bold Images – Subculture Styles as New Concepts of Masculinity?

Catharina Rüb (University of Paderborn, University of Bremen)

Wild Girls, Hipster and “White Negros” in the Literature of the Weimar Republic: Cool Fashion Bodies Between Expressionism and New Objectivity

11.00-11.15: Coffee Break

11.15-13.00 Panel 5: AESTHETICS // context

Aula Briolini 1,2

Chair: **Giovanni Matteucci** (University of Bologna)

Abel B. Franco (California State University, Northridge)

Does the Aesthetic Evaluation of the City We Inhabit Affect Our Daily Clothing Choices?

Theresa Lobo (IADE-Universidade Europeia, Lisbon)

The Aesthetics in Fashion Design and Cultural Studies

Panel 6: CULTURE // feminism

Aula Briolini 4

Chair: **Stefano Marino** (University of Bologna)

Natalia Michna (Jagiellonian University, Krakow)

Knitting, Weaving, Embroidery, and Quilting as Subversive Aesthetic Strategies: On Feminist Interventions in Art, Fashion, and Philosophy

Laurie Naranch (Siena College, New York)

Could Old Be the New Cool?: Shifting Aesthetics of the Aging Body

Rosa Crepax (London College of Fashion)

The Aestheticization of Feminism: A Case Study of Feminist Instagram Aesthetics

MAY, 17

Panel 7: COMMUNICATION // style

Aula Briolini 5

Chair: Monica Sassatelli (University of Bologna)

Giampaolo Proni (University of Bologna)

Kim VS Trump: a Hair Style Duet

Paola Brembilla (University of Padova) & **Chiara Checcaglini**
(University of Udine)

"Iconic and Beyond Reproach": The Socio-Aesthetic Relevance of Riverdale

Maria Claudia Bonadio (Federal University of Juiz de Fora)

Dressing up as a Telenovela Star, or How To Be Cool in Brazil: Manequim Magazine, Telenovelas and Fashion in Brazil (1990-2002)

13.00-14.15: Light Lunch

14.15-15.45 Panel 8: THEORY // normativity

Aula Briolini 1,2

Chair: Simona Segre Reinach (University of Bologna)

Anna-Mari Almila (University of the Arts London)

What is "Fashion" and How to Research it? Implications of an "Ecumenical Moment" for Globalizing Fashion Studies

Anna Kamneva (University of Paderborn)

On the Norms of "-Core": Vestimentary Sync in Street Style Phenomena

Laura Nistor (Sapientia – Hungarian University of Transylvania, Cluj-Napoca) & **Andrea Müller-Fábián** (Babeş-Bolyai University, Cluj-Napoca)

The Meaning of Fashion: A Tri-Dimensional Model

Panel 9: COMMUNICATION // identity

Aula Briolini 4

Chair: Mariella Lorusso (University of Bologna)

Vivian Orsi (Universidade Estadual Paulista "Júlio de Mesquita Filho", São Paulo)

The "Aesthetic Use of Language" in Fashionblogs: English Loanwords as Cultural Symbolic Capital

Chiara Pompa (University of Bologna)

Daily Icons after Fashion Photography. The Role Played by Advertising in the Process of Digital Identity Construction

MAY, 17

Panel 10: AESTHETICS // ethics

Aula Briolini 5

Chair: **Stefano Marino** (University of Bologna)

Dominika Czakon (Jagiellonian University, Krakow)
& **Monika Mazur-Bubak** (Jagiellonian University, Krakow)
Be Cool, Be Responsible, Buy Responsibly. Bihor vs. Dior - Case Study

Kayla Owen (Liverpool John Moores University)
Community ID: Fashion's Pimp Up Posse

Daria Mikerina (Charles University, Prague)
"Make It Last": The Aestheticization of "More Sustainable" Style on Social Media

15.45-16.00: Coffee Break

16.00-18.45 **Plenary Session**

Aula Briolini 1,2

Not Just Glossy Words: The Language of Fashion in the Digital Media Era, ModaCult Annual Seminar

KEYNOTE LECTURE

Agnès Rocamora (University of the Arts, London)
#parisienne: Social Media Stratification in Visions of Parisian Women

with: **Emanuela Mora** (Università Cattolica del Sacro Cuore, Milan),
Marco Pedroni (eCampus University),
Ambrogia Cereda (eCampus University, Università Cattolica del Sacro Cuore, Milan)

19.30-20.00: Social Dinner



MAY, 18

Department for Life Quality Studies, C.so D'Augusto 237

8.30-9.00: Registration

9.00-10.15 **Panel 11: CULTURE // social practices** **Aula Briolini 1,2**
Chair: Ines Tolic (University of Bologna)

Wang Zhe (University of Edinburgh)
Anti-Elitism at Shanghai Fashion Week: A Socially Engaging Mass Entertainment

Magdalena Germek (Research Centre of the Slovenian Academy of Sciences and Arts) & **Kristina Pranjić** (University of Ljubljana)
"What to Wear?" Design as a Form of Aesthetic and Social Communication

Panel 12: THEORY // imperatives **Aula Briolini 4**
Chair: Gioia Laura Iannilli
(University of Rome Tor Vergata, University of Bologna)

Wendy Pojmann (Siena College, New York)
Barista Cool: Espresso Fashion Transformed

Leszek Sosnowski (Jagiellonian University, Krakow)
Be Cool! Be Fast! On Fashion and Philosophy

Panel 13: AESTHETICS // moving image **Aula Briolini 5**
Chair: Giampaolo Proni (University of Bologna)

Adriano D'Aloia (Università degli Studi della Campania "Luigi Vanvitelli")
"Hey Siri, play me something I'd like!". Eco-phenomenology of Fashion in Spike Jonze's Commercials

Roy Menarini (University of Bologna)
Cinephilia and the Aestheticization of Film. Cultural Legitimacy Before and After

10.15-10.30: Coffee Break

MAY, 18

10.30-11.30

KEYNOTE LECTURE

Aula Briolini 1,2

Joanne Entwistle (King's College London)

Instagram Mums: The Aesthetics and Ethics of Life on Instagram

11.45-13.00

Concluding Remarks

Aula Briolini 1,2

with:

Emanuele Arielli (IUAV University, Venezia),

Barbara Carnevali (EHESS, Paris),

Elena Esposito (University Bielefeld, University of Modena and Reggio Emilia)

Chair: **Stefano Marino** (University of Bologna)

13.00-14.00:

Light Lunch



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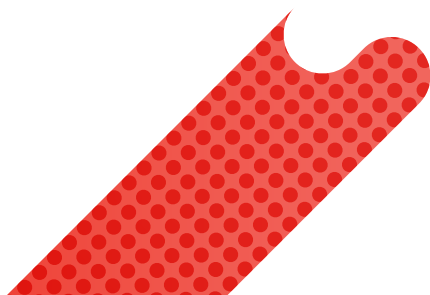
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