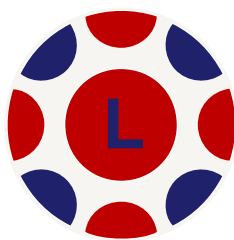
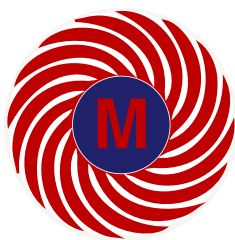


ZoneModa Conference 2017

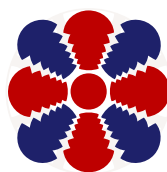
Sizing



Theory



Body



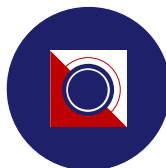
Fashion

PROGRAM

May 3-4-5, 2017 / Rimini



Celebrity



Media



History

May 3, 2017

Museum of the City, via L. Tonini 1

@Sala del Giudizio

14.20 – 15.00 Registration

15.00 – 15.30 Greetings

Giovanni Matteucci (University of Bologna)

Massimo Pulini (Municipality of Rimini)

Leonardo Cagnoli (Uni.Rimini)

Sergio Brasini (Rimini Campus)

15.30 – 15.45 Introduction

Antonella Mascio

Roy Menarini

Simona Segre Reinach

Ines Tolic

(University of Bologna)

15.45 – 16.45 Keynote Lecture

Emanuela Scarpellini (University of Milan)

Sizing: A Historical Approach

Discussant: **Daniela Calanca** (University of Bologna)

16.45 – 17.45 Keynote Lecture

Nathalie Khan (University of the Arts, London)

Technology as Medium and Body as Material in Commercial Imagery

Discussant: **Federica Muzzarelli** (University of Bologna)

18.00 – 19.00 Welcome buffet

May 4, 2017

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



Panel A1 – Sizing: **Theory**

@Aula Briolini 4

Chair: **Stefano Marino**, University of Bologna

9:00 – 9:30

Registration

9.30 – 11.00

Giampaolo Proni (University of Bologna)

Jonathan Swift's Gulliver's Travels

Nello Barile (IULM University of Milan)

Re-designing Onto Branding. Digital Re-mediation of Fashion Contents and its Intersection with the City Branding and the Consumer Urban Experience

Nathaniel Dafydd Beard (Coventry University)

City-Fashion-Image: Fabricating Myths, Mediating Reality, Scaling Sizes

11.00 – 11.30

Coffee Break

11.30 – 13.00

Simonetta Buffo (Catholic University of the Sacred Heart, Milan)

Fashion Films and Net Aesthetics

Simona Ironico (Marangoni Institute, Milan)

Sizing in the Postmodern Age: a Trendbook



Panel A2 – Sizing: **Body**

@Sala del Consiglio

Chair: **Vittoria Caterina Caratozzolo**, Sapienza University, Rome

9.30 – 11.00

Giuseppe Previtali (University of Bergamo)

Dimensions that Matters. The Concept of Size in Contemporary Pornography

Eliot Eklöv (Stockholm University)

How is the Human Body Changing in Relation to the Possibilities Offered by Wearable Technologies?

Anna-Mari Almila (University of the Arts, London)

Sizes and Scales of Fashion Research: Connecting Bodies and Garments from Skin to Globality

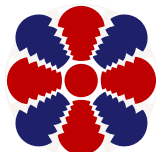
11.00 – 11.30 Coffee Break

11.30 – 13.00 **Giulia Caffaro** (University of Bologna)
The Revolution of Sizes. The Pioneering Work of the Gruppo Finanziario Tessile (GFT) Through Archival Sources

Elena D'Amelio (University of San Marino)
The Smallest Country, the Biggest Screen: San Marino and Post-WWII Film Productions

13.00 – 14.00 Lunch

14.15 – 15.15 Keynote Lecture - **Plenary Session** @Aula Briolini 1 & 2
Joke Hermes (Inholland University)
Visible Invisibility: the Critical Visibility and Invisible Pleasure of Fashion and Media
Discussant: **Giovanni Boccia Artieri** (University of Urbino "Carlo Bo")



Panel B1 - Sizing: **Fashion** @Aula Briolini 4
Chair: **Emanuela Mora**, Catholic University of the Sacred Heart, Milan

15.30 – 16.30 **Sevgi Gaye Ayanoglu** (Atılım University, Ankara)
Silhouette Size Changes: A Case Study of Stella McCartney Spring Collections for 15 Years

Gokce Coskun (Gazi University) and **Basaran Fatma Nur** (Gazi University)
Minimizing the Amount of Textile Post-consumer Wastes via Recycling

Basak Bogday Saygili (Ipek University)
The Physical and Psychological Effects of the Corset

16.30 – 17.00 Coffee Break

17.00 – 19.00 **Satomi Sugiyama** (Franklin University Switzerland)
Images of Wearable Technologies

Marco Pedroni (eCampus University)
Resizing Fashion Imaginary. Curvy Bloggers and Their Role in the Fashion Blog Revolution

Mariella Lorusso (University of Bologna)
Bikini, Burkini, Fatkini: the Size of Fashion Words



Panel B2 - Sizing: **Celebrity**

@Sala del Consiglio

Chair: **Lucio Spaziante**, University of Bologna

15.30 – 16.30

Cristina Colet (University of Turin)

Ryan Gosling: the Celebrity and the Taste for Fashion

Sara Pesce (University of Bologna)

Celebrity Culture and Vintage Clothing. Allied and the Bodily Proportions of the 1940s

Dirk Reynders (Vrije University of Bruxelles)

Fashion Film & the Gay Scene

16.30 – 17.00

Coffee Break

Ariela Mortara (IULM University of Milan) and

Geraldina Roberti (University of L'Aquila)

From Celebrities to Influencers and Back. Emerging Trends in the Fashion System

Piergiorgio Degli Esposti (University of Bologna)

Celebrity and Prosumerism

Stefano Brilli (University of Urbino "Carlo Bo")

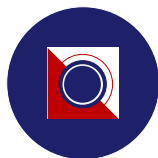
Resizing the Dream of Celebrity: Representations of Fame in Italian YouTube Stars' Books

20.00

Social Dinner

May 5, 2017

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



Panel C1 - Sizing: **Media**

@Aula Briolini 4

Chair: **Giampaolo Proni**, University of Bologna

9:00 – 9:30

Registration

9:30 – 11.00

Luca Bandirali (University of Salento)

Narrative Size and Time in Contemporary TV Series

Daniela Cardini (IULM University of Milan)

Pilots, Pilot-seasons, Serial Movies. Size Changes in TV Series from the 1980s to the 2010s

Luca Barra (University of Bologna)

Shaping Television Comedy Series. Sizes, Formats, Distribution Models

11.00 – 11.30

Coffee Break

11.30 – 13.00

Nicola Stefani (University of Florence)

Great and Uncomfortable. The Oversize of Young Pope Between Fashion and Fan Art

Carlotta Susca ("Aldo Moro" University, Bari)

Structural Shifting and the Semioticity of Actors' Bodies in Arrested Development

Raffaele Pavoni (University of Florence)

Limiting Seize: Snapchat's 10-seconds Videos. Short Video Messaging Between Market Strategies and Users' Practices



Panel C2 - Sizing: **History**

@Sala del Consiglio

Chair: **Elena Formia**, University of Bologna

9.30 – 11.00

Eleonora Sforzi (University of Florence)

Sizing in Fashion Newsreels from the Istituto Luce (1920s–1930s)

Ornella Cirillo (University of Campania "Luigi Vanvitelli")

The "Mele Department Store": Shapes and Sizes in the 'Reproduction' Process, a Step Towards the Ready-made

11.00 – 11.30

Coffee Break

11.30 – 13.00

Kjerstin Gruys (University of Nevada)

True to Size? A History of Clothing Size Standards and Vanity Sizing in Sears & Roebucks

Andrea Serrau (University of Bologna)

The Best Pages of Our Lives. "Vogue" Illustrate Architecture

International Board:

Djurdja Bartlett
(University of the Arts, London)

Paola Bertola
(Politecnico di Milano)

Giovanni Boccia Artieri
(University of Urbino “Carlo Bo”)

Flaviano Celaschi
(University of Bologna)

Pamela Church-Gibson
(University of the Arts, London)

Emanuela Mora
(Catholic University of the Sacred Heart, Milan)

Roberta Paltrinieri
(University of Bologna)

Guglielmo Pescatore
(University of Bologna)

Sara Pesce
(University of Bologna)

Agnes Rocamora
(University of the Arts, London)

Anneke Smelik
(Radboud University Nijmegen)

Paolo Volonté
(Politecnico di Milano)

Coordination

Giulia Caffaro, Chiara Pompa, Stefano Zappi

The Conference is organized by the International Research Group “Culture Fashion Communication”:

Djurdja Bartlett (University of the Arts, London)

Daniela Baroncini (University of Bologna)

Daniela Calanca (University of Bologna)

Vittoria Caterina Caratozzolo (Sapienza University)

Fabrizio Fabbri (University of Bologna)

Frederic Godart (INSEAD)

Nathalie Khan (University of the Arts, London)

Wessie Ling (Northumbria University)

Mariella Lorusso (University of Bologna)

Alberto Malfitano (University of Bologna)

Peter McNeil (University of Technology Sydney)

Luca Marchetti (HEAD – Geneva)

Gustavo Marfia (University of Bologna)

Stefano Marino (University of Bologna)

Antonella Mascio (University of Bologna)

Giovanni Matteucci (University of Bologna)

Roy Menarini (University of Bologna)

Federica Muzzarelli (University of Bologna)

Eugenia Paulicelli (City University of New York)

Giampaolo Proni (University of Bologna)

Giorgio Riello (University of Warwick)

Simona Segre Reinach (University of Bologna)

Lucio Spaziantè (University of Bologna)

Ines Tolic (University of Bologna)

DIRECTION

Antonella Mascio, University of Bologna
Roy Menarini, University of Bologna
Simona Segre Reinach, University of Bologna
Ines Tolic, University of Bologna

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