

International Conference

Department of the Arts, University of Bologna – Rimini Campus
Complesso Alberti, Via Q. Sella 13, Rimini
7 – 8 novembre 2025, Rimini

Call for Papers

Made in Digital: Fashion, Technology, and Cultural Shifts from Italy to the Global Context

The International Research Center “CFC – Culture Fashion Communication” of the Department of Arts at the University of Bologna invites the scientific community to submit contributions to the ZoneModa Conference. Now in its fifth edition, the conference aims to explore the opportunities and challenges posed by the *Digital Twin* paradigm, not only from a technological perspective but also in its aesthetic, cultural, and social dimensions. For years, CFC has fostered an international network of scholars dedicated to analyzing fashion from interdisciplinary perspectives. This conference continues that mission by integrating socio-humanistic knowledge, design cultures, and computer science, facilitating the adoption of theoretical and methodological approaches that address the complexities of contemporary digital transformations in fashion.

The fifth edition of the ZoneModa Conference coincides with the conclusion of the three-year project *Digital Services for Made in Italy: Digital Twins for Predictive Models and to Support the Lifecycle of Fashion Products*, conducted by CFC-affiliated researchers. This initiative, part of Spoke 1: *Digital Advanced Design: Technologies, Processes, and Tools* of the extended partnership MICS – Made In Italy Circolare e Sostenibile, has been co-financed by the multi-brand group AEFPE S.p.A. under the National Recovery and Resilience Plan (PNRR). Notably interdisciplinary, the project has explored new scenarios for the integration of *Digital Twins* in the Italian fashion supply chain. In its first two years, the research has focused on implementing extended reality technologies (XR) and Artificial Intelligence (AI) in processes and services related to both product promotion and sales, as well as to the preservation and enhancement of corporate heritage, aiming to identify models of responsible innovation for the Made in Italy industries.

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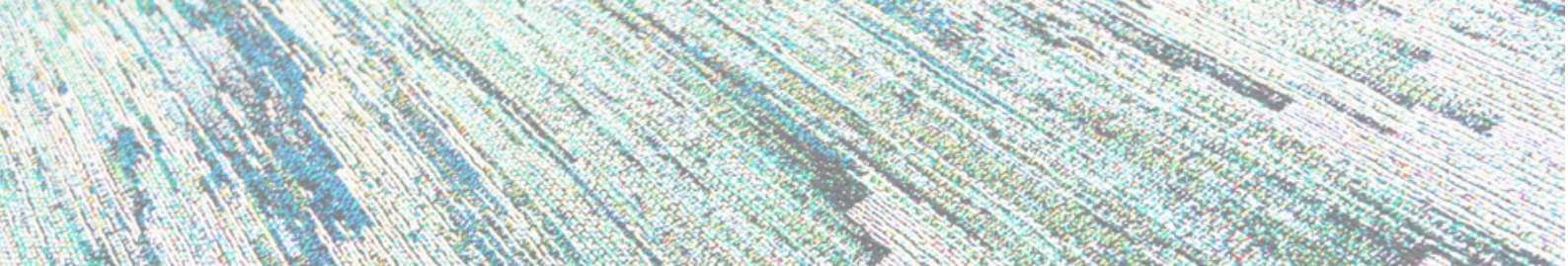
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In alignment with the *Digital Services for Made in Italy* project, the international conference promoted by the CFC International Research Center seeks to encourage critical reflection on the opportunities and challenges presented by digital transformation, with a particular focus on the role of the Digital Twin as a potential driver of innovation in the fashion sector and the cultural and creative industries. The concept of the Digital Twin is currently at the centre of a process of definition and theorization through multiple perspectives and interpretations. It contributes to the creation of a renewed paradigm of fashion product design and consumption, considering it both as a commercial and cultural asset. The conference aims to investigate both the technologies and methodologies used in creating digital objects – such as 3D reproduction techniques and AI – and those that enable their employment, including virtual and augmented reality. The objective is to establish a space for dialogue among different generations of scholars with diverse research approaches in different fields, mapping ongoing research at national and international levels. The conference particularly welcomes proposals presenting the results of projects exploring interactions between Made in Italy fashion and these technologies. More broadly, it invites contributions regarding the digital transformation of products, processes, and services, with the aim of enriching the debate on methodologies, practices, and strategies related to sustainable development and the enhancement of fashion's historical and cultural heritage.

1. The Digital Twin Paradigm for a Sustainable Development of the Fashion Industry

In the fashion sector, the circular and sustainable economy increasingly relies on *Digital Twins* to optimize design, production, promotion, and e-commerce processes, as well as to manage product lifecycles through tools such as the digital passport. Alongside these applications, sustainability-oriented strategies include approaches related to eco-design, additive manufacturing, and upcycling and recycling techniques.

In this regard, the conference seeks to encourage theoretical and methodological reflections on digital objects and their contexts of use, with particular attention to technological integration in support of both creative and production processes on the one hand and promotional and sales practices on the other. The following thematic areas will be explored, without excluding additional lines of inquiry:

- The application of XR and AI technologies to support fashion product design, production, sales, and communication processes;
- 3D reproduction of physical garments for promotion and sales purposes;
- The evolution of retail spaces and shopping experiences, both in-person and remotely, driven by XR technologies;
- The role of XR and AI technologies in consumer engagement strategies and in redefining models of customer interaction;

2.The Digital Twin Paradigm for the Preservation and Enhancement of Fashion Heritage

In recent years, discussions on cultural heritage have been enriched by the possibilities offered by integrating XR technologies into conservation and enhancement practices. Within this framework, *Digital Twins* emerge as strategic resources capable of redefining traditional modes of interaction with the heterogeneous materials stored in fashion archives, which are seen not only as valuable repositories but also as dynamic entities to be sustained, reactivated, and promoted. From this perspective, the conference aims to stimulate theoretical and methodological reflections on the potential adoption of these technologies in archival and museum contexts, exploring – without excluding other lines of inquiry – the following thematic areas:

- The application of XR and AI technologies to support cataloguing, conservation, and consultation processes for archival collections;
- 3D reconstruction and reproduction for the protection of historically significant fashion products;
- The evolution of exhibition spaces and visitor experiences, both in-person and remotely, facilitated by XR technologies and the Metaverse;
- The role of XR and AI technologies in public engagement strategies to promote social inclusion and improve physical and cultural accessibility in museum contexts;

The International Conference *Made in Digital: Fashion, Technology, and Cultural Shifts from Italy to the Global Context* will take place in Rimini on Friday 7 and Saturday 8 November 2025, further information and updates will be available on the Research Centre website [CFC - Culture Fashion Communication](#).

Submission Guidelines

Proposals must include:

1. Title and, if applicable, a subtitle;
2. 5 keywords;
3. An abstract of up to 500 words;
4. A bibliography (maximum of 5 references);
5. A brief biography of the author (maximum of 200 words).



Deadlines

Abstract submission: July 23rd, 2025

Notification of acceptance: August 4th, 2025

Submission of full papers and slides: October 27th, 2025

For further information and proposal submissions, please contact

dar.cfc-conference@unibo.it with the subject line: CFP_Zonemoda Conference 2025

Conference Structure

The conference will take place over two days as follows:

- Friday: Morning session (9:00 AM – 1:00 PM) / Afternoon session (2:30 PM – 6:30 PM)
- Saturday: Morning session (9:00 AM – 1:00 PM)

Conference Language: English or Italian

Participation Fees

Early registration (by September 14th): 150,00 €

PhD (Early): 100,00 €

Late registration (by October 5th): 180,00 €

PhD (Late): 130,00 €

Participation is free for PhD and students at the University of Bologna

Publication of proceedings

Speakers will be required to send the full text of their paper and presentation slides by October 27th. Based on these materials, as well as the discussions that take place during the conference, the Scientific Committee will select the most significant contributions for inclusion in a publication. This volume will serve as an additional tool for the dissemination of shared knowledge and perspectives.

Scientific Committee - in progress

Daniela Calanca (University of Bologna), Pasquale Cascarano (University of Bologna), Flaviano Celaschi (University of Bologna), Lorenzo Donatiello (University of Bologna), Fabiano Fabbri (University of Bologna), Pasquale Fameli (University of Bologna), Veronica Innocenti (University of Bologna), Vittorio Linfante (University of Bologna), Mariella Lorusso (University of Bologna), Gustavo Marfia (University of Bologna), Stefano Marino (University of Bologna), Roy Menarini (University of Bologna), Federica Muzzarelli (University of Bologna), Chiara Pompa (University of Bologna), Catia Prandi (University of Bologna), Monica Sassatelli (University of Bologna), Simona Segre Reinach (University of Bologna), Ines Tolic (University of Bologna), Michele Zannoni (University of Bologna).

Organised by Pasquale Cascarano, Gustavo Marfia, Chiara Pompa, with the collaboration of Maryam Arjmandi, Irene Calvi, Eleo Stacchiotti.

The ZoneModa Conference is promoted by the International Research Center “CFC – Culture Fashion Communication” and financially supported by DAMSLab, Department of Arts at the University of Bologna and, for the 2025 edition, is part of the activities of the three-year PNRR project *Digital Services for Made in Italy: Digital Twins for Predictive Models and to Support the Lifecycle of Fashion Products*, under the Spoke 1 of the extended partnership MICS – Made In Italy Circolare e Sostenibile within the National Recovery and Resilience Plan (PNRR).

Images source: Glitch Textiles by Phillip David Stearns

