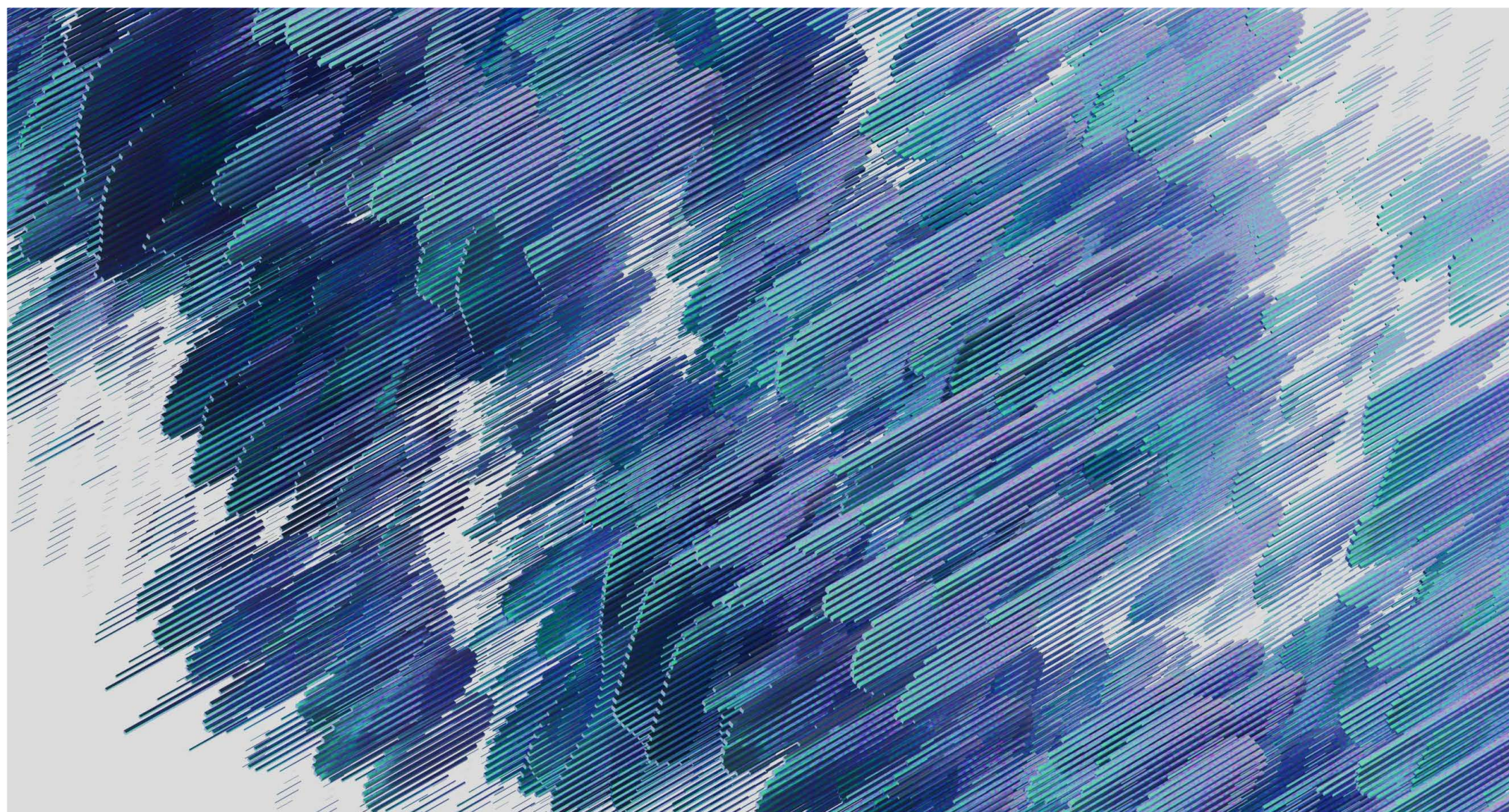




MADE IN DIGITAL

FASHION, TECHNOLOGY, AND CULTURAL SHIFTS FROM ITALY TO THE GLOBAL CONTEXT

ZoneModa Conference 2025

RIMINI
7 – 8.11 / 2025

**Department of the Arts,
University of Bologna – Campus of Rimini**
Sede Angherà, Via D. Angherà 22, Rimini
Complesso Alberti, Via Q. Sella 13, Rimini



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

The 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 Uni.Rimini Foundation. For the 2025 edition, it 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).

Financially supported by



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA | DEPARTMENT
OF THE ARTS

D A M S L A B

Organizing secretariat: **Fondazione Alma Mater**

Promoted by



UNI.RIMINI
Società consortile per l'Università nel riminese



CFC Culture
Fashion
Communication

In collaboration with

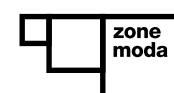


MICS
Made in Italy
Circolare e Sostenibile

Academic partnerships



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
RIMINI CAMPUS



Info: damslab.unibo.it