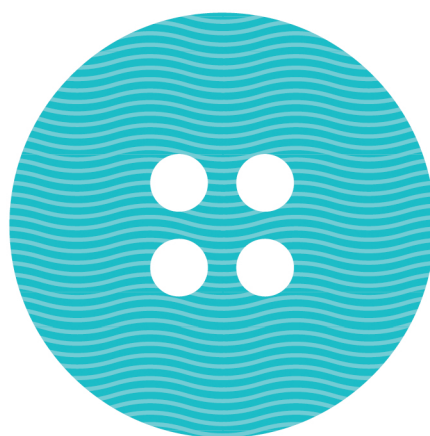
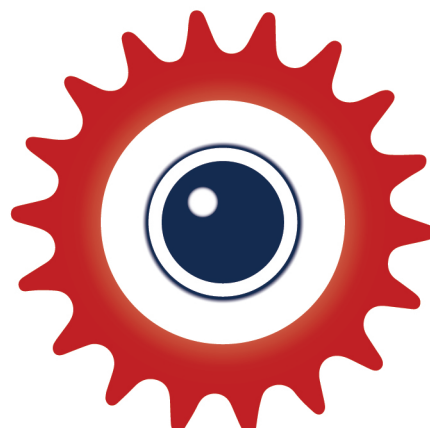


FASHION IN 3D



DECOLONIZING DECONSTRUCTING DECENTERING

ZoneModa
International Conference 2023
October 19-21 2023
Rimini Campus - University of Bologna
Complesso Alberti - Via Quintino Sella 13
Palazzo Ruffi Briolini - Corso d'Augusto 237





FASHION IN 3D **DECOLONIZING** **DECONSTRUCTING** **DECENTERING**

FASHION IN 3D
Decolonizing **D**econstructing **D**ecentering

ZoneModa
International Conference 2023
October 19-21, 2023


Organized by the University of Bologna: Department of the Arts - DAR, DamsLab, CFC (Culture Fashion Communication), in collaboration with CREATURE (The Centre for Creative Arts, Cultures and Engagement) at the London Metropolitan University.

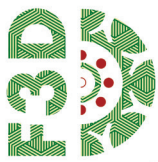
Honouring Djurdja Bartlett's contribution to fashion studies

The purpose of the conference is to think about fashion as an inclusive global network of design, production, consumption and representation.

We will address issues relating to the challenges and opportunities for critical perspectives on fashion studies, fashion theories, and processes of change.

In the last decade a radical rethinking of the fashion discourse has gained momentum. Fashion studies and fashion theories are now concerned with the diversity of cultures, deconstructing and emancipating from the founding binary oppositions that have regulated the fashion system so far, such as the West vs the Rest, European vs Indigenous, savage vs civilized, colonizer vs colonized, gendered vs fluid, art vs craft, technology vs craftsmanship, tradition vs modernity, organic vs inorganic, fashion imaginary vs fashion





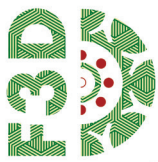
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practices, unfair vs sustainable, human vs non-human, universal vs pluriversal. We want to highlight continuity and contact zones by unveiling overlapping and blending concerns in the work of theorists, practitioners, designers and image makers. While incorporating diverse disciplines and methodological approaches, we aim at reshaping the normative ideas within fashion studies and fashion theory with an emphasis on locally-centric perspective and impacting change.

The field of fashion has become a major topic of research in social and cultural theory, bringing into view a whole arena of new cultural issues. This is especially true for the complex dynamics of global fashion. Global thinking requires the disciplines of fashion to challenge once again the hierarchy and presumed purity of styles and movements. Existing narratives of fashion production and creation have shifted in the wake of transnational realities toward a more complex picture of global interconnections. Not only is the Rest a diverse composition of many voices; it is also a source of many different ways of responding to a ubiquitous desire and need to participate in global fashion. In general, globalization is not the reception of a dominant meaning by a subordinate culture, but rather the construction of meaning in the interaction between cultural values and the objects circulating in cultures. Global fashion under the rubric of globalization, likewise, is not a stagnant or stationary topic, but rather a methodology for analyzing the new façades of fashion in the 21st century (cfr. *Zonemoda Journal* 9.2 2019).

Such topics have been overlooked for too long. What the West considers “new approaches” are embedded and secured in Indigenous epistemologies from time immemorial.

The Native Peoples’ approach of respect toward every animate and inanimate being, and the role of humans as “keepers of the Land” are primary teachings, and our duty for a world in harmony and balance. Issues around inclusivity, diversity, race, the right to dignified work, and honoring Mother Earth, revolve around fashion from conception to creation to the runway. With an interdisciplinary approach we intend to trigger new



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debates and bring to the fore under-researched topics that need to be unfolded and analyzed.

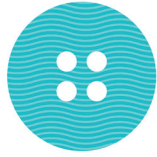
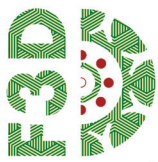
Political activism of fashion is getting more and more relevant in communication, reflecting social movements, brand commitment with the environment, manufacturing issues from sourcing to the final product, including the challenges of cultural sustainability, locally-centric perspective and climate change as urgent issues to be tackled globally.

The main purpose of this conference is to build a community of scholars and practitioners who share theories and practices on a multi-disciplinary basis to inspire and encourage the fulfillment of a more ethical fashion system.

We welcome papers on the following themes:

Decolonizing

- Theories and Methodologies
- Colonialism, Colonization, Coloniality
- Fashion Media and Visual Arts (Cinema, Photography, TV Series, Magazines, Social Media, etc.)
- The Museum and Curatorial Strategies
- The Fashion Pace: Activism & Slow Fashion
- Fashion Education
- Fashion Languages
- Cultural Appropriation
- Travel and Tourism
- Religion in Fashion



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Deconstructing

- The Ways in Which Culture & Nature Have Defined the Fashion Discourse
- Gender: Has Fluidity Really Subverted Binary Oppositions?
- Race, Ethnicities, Body and Identities in Fashion Ideas, Design, and Practices
- The Human: Post-human; Non-human Animals; Minorities; Diversities
- Unsustainable Practices in the Fashion System: Environment, People, Welfare of all Living Beings, Climate Justice
- Next-generation Materials, or “Livestock-free” Replacements
- Trans-human Technology

Decentering

- The Canon: Toward an Inclusive History of Fashion
- Western-centric Fashion Narratives
- Fashion in Literature
- Enunciations in Fashion Communication
- Fashion Concepts of Modernity, Time and Space
- The Normative Gaze & Aesthetics
- Fashion and Political Actions



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The conference will take place in Rimini on October 19-21 2023

It will be held in presence and online.

The Conference is organized by the Department of the Arts - DAR, DamsLab, in collaboration with CFC (Culture Fashion Communication) at the University of Bologna, and CREATURE (The Centre for Creative Arts, Cultures and Engagement) at the London Metropolitan University. Under the auspices of Comune di Rimini.

A special plenary session will be organized by the research group supervised by Prof. Emanuela Mora, Università Cattolica del Sacro Cuore, Milan.

Location: Rimini. Rimini Campus, University of Bologna, Complesso Alberti, Via Quintino Sella 13, Palazzo Ruffi Briolini, Corso d'Augusto 237.

Conference language: English.

Organizers: Mariella Lorusso and Simona Segre-Reinach, with the collaboration of Ylenia Caputo, Nadica Maksimova and Flavia Piancazzo. Graphic project Leandro Palanghi.

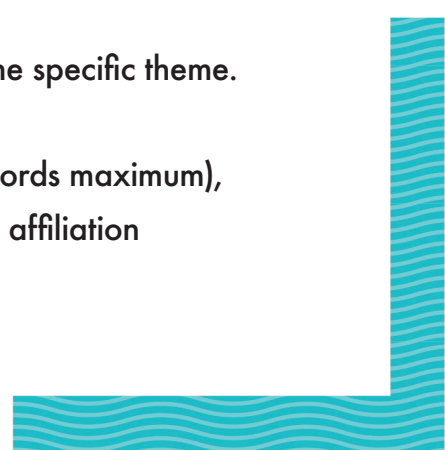
Submissions

Fashion scholars, curators and designers are invited to submit individual papers and/or panel proposals on the main themes of the conference, each of which will be discussed in a panel chaired by a specialist.

Successful applicants will then submit a 15-20 minute presentation on the specific theme.

The deadline for submissions is January 15th, 2023.

Submissions of individual papers should include a title, abstract (300 words maximum), short author bio (150 words maximum), CV or website link, institutional affiliation (if applicable) and contact details.





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Scholars who wish to propose a thematic panel are invited to deliver their proposal to dar.fashionin3d@unibo.it by providing a title, a rationale (max 800 words) and a list of papers (up to 4). For each paper included in the panel please provide: the author(s)' name, affiliation and email; an abstract (max 300 words); up to 5 keywords.

All contributions should be original works that have not been previously presented or published. Only submissions that have positive reviews will be accepted for presentation. The language used in the conference is English.

The conference organizers welcome individual papers and panel proposals to:
dar.fashionin3d@unibo.it

Website of the ZoneModa 2023 Conference: <https://eventi.unibo.it/fashion3d>

Website of DAR - Department of the Arts: <https://dar.unibo.it/en/index.html>

Website of the International Research Centre "Culture Fashion Communication":
<https://centri.unibo.it/culturefashioncommunication/en>

Please, email submissions to prof. Simona Segre-Reinach and prof. Mariella Lorusso at: dar.fashionin3d@unibo.it and state the theme of interest in the subject line. Papers should be presented in English.

Proceedings and Publications

After the conference selected papers will be considered for publication.

Speakers are expected to send the full paper of their speech in English by 29 February 2024. All submissions should be emailed in Word format (enabling removal of Author identification, thus allowing double-blind review) to: dar.fashionin3d@unibo.it

Authors guidelines at: <https://eventi.unibo.it/fashion3d>



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Registration and Fees

Conference participants are required to pay a fee of EUR 120,00 (social dinner excluded).

Social dinner EUR 40.

Early birds before July 31st EUR 95 at: dar.fashionin3d@unibo.it

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.

Conference registration will open on June 19th 2023 and close on September 18th 2023.

Important dates:

Deadline for submission: January 15th 2023.

Authors will be notified by February 28th 2023.

Full paper for publication of the official proceedings, by February 29st 2024.

Scientific Board

Romana Andò, Università degli Studi di Roma La Sapienza

Naomi Bailey-Cooper, Independent Fashion Designer and Researcher

Giovanni Boccia Artieri, Università degli Studi di Urbino Carlo Bo

Patrizia Calefato, Università degli Studi di Bari

Vittoria C. Caratozzolo, Università degli Studi di Roma La Sapienza

Hazel Clark, The New School Parsons New York

Carmen Concilio, Università di Torino

Erica de Greef, African Fashion Research Institute AFRI

Grazia d'Annunzio, Università degli Studi di Milano

Serkan Delice, University of the Arts London

Tiziana Ferrero-Regis, Queensland University of Technology

Adam Geczy, University of Sydney

Angela Jansen, Independent Scholar



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Yuniya Kawamura, Fashion Institute of Technology

Abby Lillethun, Montclair State University

Wessie Ling, London Metropolitan University

Luca Marchetti, Sorbonne Nouvelle

Peter McNeil, University of Technology Sydney

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Sandra Niessen, Independent Scholar

Roberta Paltrinieri, University of Bologna

Eugenia Paulicelli, Cuny Graduate Center New York

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Julia Petrov, Royal Alberta Museum

Veronique Pouillard, University of Oslo

Giorgio Riello, European University Institute

Agnes Rocamora, London College of Fashion

Susan Scafidi, Fashion Law Institute New York

Emanuela Scarpellini, Università degli Studi di Milano

Toby Slade, University of Technology Sydney

Peidong Sun, Cornell University

Jose Teunissen, London College of Fashion

Karen Tranberg Hansen, Northwestern University (Emerita)

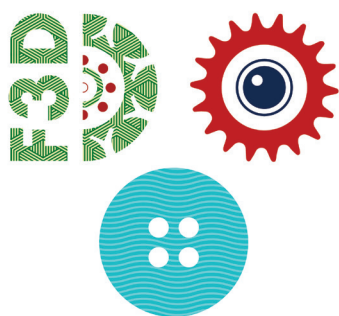
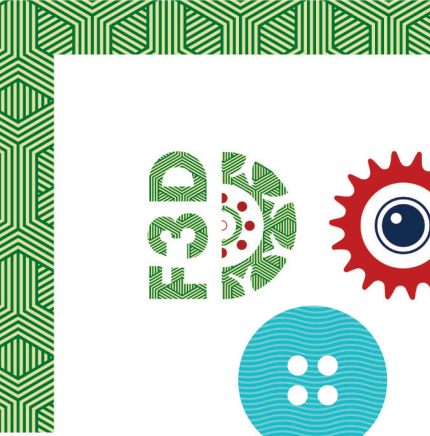
KEYNOTE Speakers

Ben Barry (The New School Parsons New York)

Adrienne Keen (Brown University Providence)

Anneke Smelik (Radboud University)

Valerie Steele (FIT Museum New York)



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ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DEPARTMENT OF THE ARTS



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
CAMPUS DI RIMINI



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SCUOLA DI LETTERE E BENI CULTURALI
ZONEMODA



UNI.RIMINI
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D A M S L A B



CFC Culture
Fashion
Communication



LONDON
METROPOLITAN
UNIVERSITY

CREATURE
Research Centre for Creative Arts,
Cultures and Engagement



Comune di Rimini

