

# DIGITAL FASHION FUTURES



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International  
Fashion  
Conference

24, 25 & 26 | 02 | 2015

MoMu | Fashion Museum Antwerp

24  
02  
2015

## KEYNOTE LECTURES

AMUZ | Kammenstraat 81, 2000 Antwerp

**08H30 > 09H30 Registration and welcome with coffee/tea**

**09H30 > 09H40 Opening speech**

Deputy for Culture of the Province of Antwerp | **Luk Lemmens**

**09H40 > 09H45 Welcome Speech**

**Kaat Debo** | Director at MoMu - Fashion Museum Province of Antwerp

**09H45 > 09H50 Introduction Conference by Moderator**

**Karen Van Godtsenhoven** | Curator of exhibitions at MoMu

**09H50 > 10H15 Opening Lecture | Europeana Fashion: Past, Present and Future**

**Dieter Suls** | Team Leader Europeana Fashion at MoMu

This opening lecture will introduce attendees to the history and mission of the Europeana Fashion project. With the project now at the end of its three year cycle, we will look at what was achieved and learned. We will also cast our light on our vision for the future of the project and [europeanafashion.eu](http://europeanafashion.eu)

**10H15 > 11H30 Digital Fashion and Academia**

**Caroline Evans** | Professor of Fashion History and Theory at Central Saint Martins

**Hywel Davies** | Freelance Fashion Writer and Course Leader BA/MA Fashion Communication Central Saint Martins

**Marketa Uhlířová** | Director of Fashion in Film and Senior Research Fellow in Fashion History and Theory at Central Saint Martins

**Marco Pecorari** | PhD Candidate and Lecturer in Fashion Design Theory and History at the Centre for Fashion Studies Stockholm University and at Parsons Paris School of Art & Design

This session brings together three art school academics and one university-based speaker: a historian, a journalist, a film curator and a PhD candidate, who will discuss issues arising from their work both in and outside the academy. Topics include: digitisation and the archive; debates about materiality; physical versus digital film research; the art school context, in which the physical object and analogue techniques are championed, challenging the use of digital just for its own sake; and the perceived dichotomy between the romanticism of print media and the commercial necessity of digital.

**11H30 > 12H00 Q&A**

**12H00 > 13H00 Lunch**

Attendees who booked lunch can enjoy their lunch box in the foyer of AMUZ.

**13H00 > 13H30 A Queer History of Fashion: Engaging Communities**

**Tamsen Young** | Digital Media & Strategic Initiatives Manager at The Museum at FIT

Gays and lesbians have long been "hidden from history"—including the history of fashion. In response, in 2013 The Museum at FIT organized "A Queer History of Fashion: From the Closet to the Catwalk", the first museum exhibition to explore significant contributions to fashion made by LGBTQ individuals over the past 300 years. Tamsen will discuss how the exhibition's educational website and social media presence were developed to foster a climate of inclusion for those who have often been marginalized due to their sexual orientation or gender identity. MFIT received a silver MUSE award from the American Alliance of Museums for its use of digital media to enhance the museum experience and engage audiences.

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### **13H30 > 14H00 The Digital Future of Academic Fashion Publishing**

**Anna Wright** | Senior Commissioning Editor at Bloomsbury Publishing

This presentation offers an academic publisher's perspective on digital fashion resources and the future of fashion research online. Anna Wright will provide background on the shifting landscape of academic publishing, its impact on digital and business strategy for fashion publishing, and how Bloomsbury's established and forthcoming resources have responded to the evolving needs of students, researchers and librarians. Offering a glimpse of current projects which include a unique fashion image archive in the process of being digitized and curated, and a textbook and teaching platform for fashion courses, the presentation will suggest multiple ways fashion research can thrive online.

### **14H00 > 14H15 Q&A**

### **14H15 > 14H45 Coffee break**

### **14H45 > 16H00 The Future of Fashion Journalism in the Digital Age**

**Eugene Rabkin** | Founder and Editor in Chief at StyleZeitgeist

**Dan Thawley** | Editor in Chief of A Magazine Curated By

**Anja Aronowsky Cronberg** | Editor in Chief of Vestoj The Journal of Sartorial Matters

**Karen Van Godtsenhoven** | Curator of exhibitions at MoMu

As a founder of one of the most influential online fashion communities and also a print and online magazine, Eugene Rabkin is uniquely positioned to chair this panel around the future of fashion journalism in the digital era. Eugene Rabkin, Dan Thawley and Anja Aronowsky Cronberg will provide both firsthand accounts and critical observation on the changes the digital has made and continues to make on the world of fashion journalism. Karen Van Godtsenhoven, curator at MoMu and fashion writer, will join the debate among the panellists.

### **16H00 > 16H30 The Future of the Fashion Entrepreneur**

**Natalie Joos** | Independent Fashion Consultant and Founder of Tales of Endearment

Natalie Joos' diverse roles in the fashion world reflect the many ways in which fashion professionals nowadays branch out through different projects. Bloggers become designers, models become fashion curators, designers become photographers, etc. Natalie herself is a casting director, model, stylist, fashion editor and blogger. What role does digital play in this branching out of fashion professionals? With the lines between roles becoming increasingly blurry, what will the business model of a fashion entrepreneur like Natalie Joos look like in the future?

### **16H30 > 17H00 Q&A**

### **17H00 > 17H15 Closing Speech by Moderator**

### **19H00 > 23H00 WALKING DINNER AT MOMU**

MoMu, Nationalestraat 28, 2000 Antwerp

Attendees who booked the walking dinner are welcome to enjoy Belgian cuisine and an exclusive visit to the "Dries Van Noten. Inspirations" exhibition.

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## WORKSHOPS

AMUZ | Kammenstraat 81, 2000 Antwerp

**09H00 > 09H30 Registration and welcome with coffee/tea**

**09H30 > 10H00 Opening Lecture | ModeMuze and the Future of Fashion Online**

**Mila Ernst** | Project Leader for ModeMuze

On day two of the conference knowledge will be put into practice through workshops and panel discussions. Mila Ernst of Modemuze will open the day by looking ahead at the themes that will be discussed during these sessions (i.e. intellectual property, users, professional skills, contributing content to Europeana Fashion). In her lecture, Mila will reflect on the role of these themes in the development of Modemuze. Modemuze is an online platform initiated by seven Dutch museums and aims to connect their fashion and costume collections and present them as a source of inspiration to a broad audience of fashion lovers, professionals and fashionistas.

**10H00 > 10H30 MoMu and the Future of Fashion Online**

**Kaat Debo** | Director of MoMu - Fashion Museum Province of Antwerp

Kaat Debo will reflect on the process of digitisation and the role of digital content at MoMu. MoMu joined the Europeana Fashion project three years ago and the project has further stimulated MoMu to develop its expertise and vision for disclosing its collections digitally. MoMu's latest project in disclosing its collections mixes the physical and the online: a 10 sq meter touch wall at the museum's entrance allows the visitor and passerby to interact with the collection. Kaat will reflect on the lessons learned and expand on how MoMu wants to further develop its digital vision.

**10H45 > 12H45 MORNING SESSIONS**

Attendees join the workshop they booked. Staff will guide attendees to Bernarduscentrum.

**BERNARDUSCENTRUM** | Lombardenvest 23, 2000 Antwerp

**Handling Intellectual Property in Fashion Images**

Different experts, such as legal professionals and museum IPR specialists discuss best practices for disclosing fashion imagery online, both for cultural heritage institutions and anyone wanting to share fashion imagery whilst respecting and acknowledging creativity.

Chair: **Roxanne Peters** | Intellectual Property Manager at Victoria and Albert Museum London

Panellists:

**Jill Cousins** | Executive Director at Europeana Foundation

**Stefano Caneva** | Member of Wikimedia Belgium and Post-Doctoral Researcher in Humanities at the University of Liège

**Alexis Hallemans** | Partner at law firm CMS DeBacker Belgium

AMUZ | Kammenstraat 81, 2000 Antwerp

**Virtually Everyone: "Prosumers" and Fashion Online**

In this workshop, representatives from different sectors in the fashion industry will join in on the discussion concerning digital fashion content and the continuously evolving relationship between traditional content makers and the broader audience. The workshop is hosted by Modemuze.

Chair: **Rachid Naas** | Liaison officer at Fashion Council NL

Panellists:

**Ninke Bloemberg** | Curator of Fashion and Costume at Centraal Museum Utrecht

**Branko Popovic** | Creative co-Director at FASHIONCLASH Foundation and Blogger/  
Freelance Reporter

**Michelle Labrague** | PhD Student at Stockholm University Center for Fashion Studies

**Steven Dahlberg** | Fashion Director at JFK Magazine

**Jonathan Chippindale** | Chief Executive at Hóition

**13H00 > 14H00 Lunch**

Attendees who booked lunch can enjoy their lunch box in the foyer of AMUZ.

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## 14H15 > 16H15 AFTERNOON SESSIONS

Attendees join the workshop they booked. Staff will guide attendees to Bernarduscentrum.

**BERNARDUSCENTRUM** | Lombardenvest 23, 2000 Antwerp

### **Using the Europeana Fashion platform. Tools, best practices and use cases**

In this workshop we present in a simple and practical way the tools and the workflows in place for enriching and publishing fashion content on the Europeana Fashion platform. We will also present some interesting use cases and success stories from fashion archives and museums that provided their digital content to our platform.

Chair: **Marco Rendina** | Technical Director at Europeana Fashion International Association

Panelists:

**Henk Vanstappen** | Expert on Digital Heritage Information Management

**Nasos Drosopoulos** | Senior Researcher and Project Manager at National Technical University of Athens

**Ykje Wildenborg** | Project Coordinator at Centraal Museum Utrecht

**Efrat Assaf-Shapira** | **Allison Kupietzky**, Associate Curator at The Jack, Joseph and Morton Mandel Wing for Jewish Art and Life | Head of Information Centre for Israeli Art and Collections and Database Manager at Israel Museum

**Francesca Piani** | Museo Salvatore Ferragamo

**Dejan Sandic** | Museum Curator and Head of Central Documentation Department at Museum of Applied Art Belgrade

**AMUZ** | Kammenstraat 81, 2000 Antwerp

### **Skills and Competences for the Digital Fashion Era**

With the advent of the digital era, competences in fashion have changed and not only new figures have emerged, but also old figures had to reshape their practices. In this workshop/discussion, we will discuss a number of examples of this shift to better understand how the digital era has not only affected the way fashion is communicated but also produced, generating the emergence of new competences.

Chair: **Lauren Downing Peters** | PhD student at Stockholom University Centre for Fashion Studies

Panelists:

**Ruby Hoette** | Lecturer in Design (Fashion and Textiles) at Goldsmiths, University of London

**Sally Ann Bolton** | Junior Fashion Editor at The Sunday Times Style magazine and PhD student at Central Saint Martins

**Jacob Kok** | Virtual Fashion Designer at Jacob Kok

**Mauro Iannizzi** | Client Director at H-Art

**Karen Van Godtsenhoven** | Curator of Exhibitions MoMu

## 16H15 > 16H45 Coffee break

**AMUZ** | Kammenstraat 81, 2000 Antwerp

### **16H45 > 17H05 Summary of Workshops**

Chairs of the four workshops present the most important findings of their workshop.

## **17H05 > 17H20 Europeana Fashion: Communicating Fashion Heritage Online**

**Alessandra Arezzi Boza** | Communication Director at Europeana Fashion

During this closing session, Alessandra Arezzi Boza will reflect upon the online communication of Europeana Fashion with a specific focus on the project's Tumblr. The Europeana Fashion project is deeply rooted in the opportunities that the digital age and the Internet have brought to fashion heritage: fashion and costume collections can now be digitised and shared online. Not only the providing institution is now handling the collections, but a wide variety of users can interact with fashion-and-costume collections. Through its social media and Tumblr, Europeana Fashion has brought online never seen before collections for users to share, enjoy and get inspired by. Especially for the conference, a variety of users took to the Europeana Fashion Tumblr to illustrate how they interact with fashion heritage online.

## **17H20 > 17H30 Closing Remarks**

**Marco Rufino** | Europeana Fashion Project Coordinator at Fondazione Rinascimento Digitale

**Marco Rendina** | Fondazione Rinascimento Digitale

**Alessandra Arezzi Boza** | Fondazione Rinascimento Digitale

## **RECEPTION AT CITY HALL | Grote Markt 1, 2000 Antwerp**

19H00 > 21H00

The City of Antwerp and Modemuze invite conference attendees for appetizers and drinks at the historical city hall of Antwerp.

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## **EXCURSIONS HOSTED BY MOMU+FRIENDS**

Pre-registration via [europeanafashionconference.eventbrite.com](http://europeanafashionconference.eventbrite.com) required.

### **Fashion Walk**

10H00 > 13H00

MEETING POINT & END POINT | MoMu, Nationalestraat 28, 2000 Antwerp

A guided in-depth visit to the “Dries Van Noten. Inspirations” exhibition combined with a guided fashion walk through the city.

### **Heritage Walk**

10H00 > 13H00

MEETING POINT & END POINT | MoMu, Nationalestraat 28, 2000 Antwerp

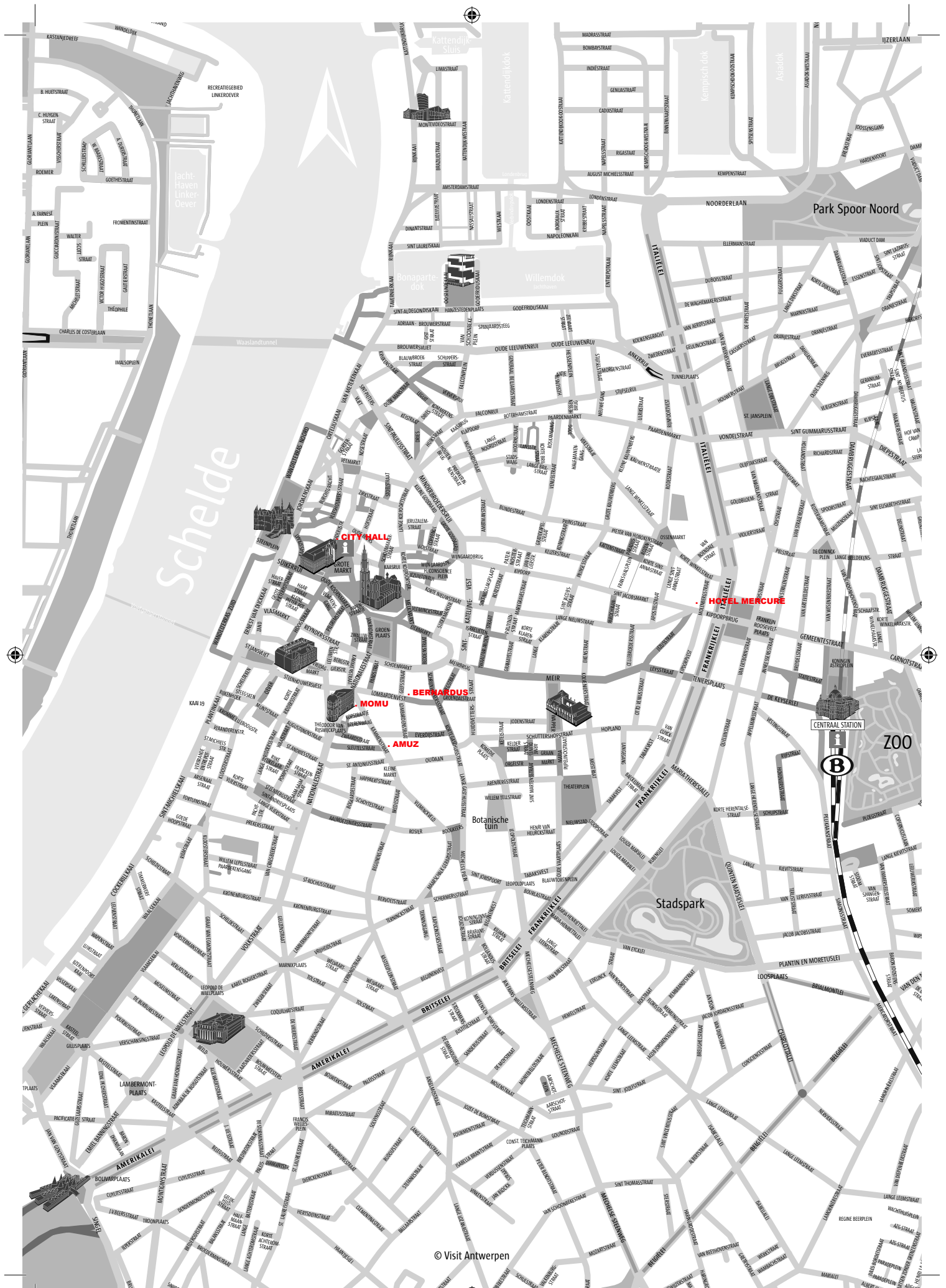
A guided in-depth visit to the “Dries Van Noten. Inspirations” exhibition combined with a guided visit to the city’s textile heritage treasures, including a visit to the study costume collection of the University of Antwerp.

### **Shoe Excursion**

09H00 > 14H00

MEETING POINT & END POINT | MoMu, Nationalestraat 28, 2000 Antwerp

A bus will take delegates on a guided visit of the SONS Museum (Shoe or No Shoes) which holds the largest collection of tribal and ethnographic shoes in the world.



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