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Università Iuav
di Venezia

THE NEW SCHOOL
**PARSONS
PARIS**

 Co-financed by the European Union
Connecting Europe Facility

Fashion Digital Memories

EUROPEANA FASHION SYMPOSIUM 2017

Venice, May 22-23, 2017

Programme

Monday, 22 May

- 13.30-14.00 **Registration**
- 14.00-14.20 **Welcome and introduction**
Maria Luisa Frisa (IUAV), Marco Rendina (Europeana Fashion)
- 14.20-15.00 **Opening Keynote Speech: Trending • #fashionheritage**
Timothy Long (Museum of London)

Section 1: PRESERVING

- 15.00-15.20 **Franz von Lipperheide's fashion paintings in digital dimensions: a collaborative and interdisciplinary research environment**
Sabine de Gunther (Humboldt University)
- 15.20-15.40 **New solutions for old problems: fashion terminology in the 21st century**
Ykje Wildenborg (Modemuze/Europeana Fashion)
- 15.40-16.10 *COFFEE BREAK*
- 16.10-16.30 **Preserving identity in the fashion archive: notes on the Gianni Versace Historical Archive**
Antonio Masciariello (Gianni Versace Historical Archives)
- 16.30-17.00 **Conservation/Explication: The Costume Institute's use of digital technologies for the preservation and interpretation of its Charles James collection**
Sarah Scaturro (The Costume Institute - The Metropolitan Museum of Art)
- 17.00-17.30 **ROUNDTABLE**
Chair: Marco Pecorari (The New School Parsons Paris)

Presentation of the Europeana Fashion Collection website
Cocktail

Tuesday, 23 May

- 9.00-9.30 **Registration**
- 9.30-9.40 **Introduction**
Marta Franceschini (Europeana Fashion)

Section 2: EXHIBITING

- 09.40-10.00 **MoMu presents: Margiela, The Hermès Years. An archivist's labour of love**
Karen Von Godsenhoven (MoMu Antwerp)
- 10.00-10.20 **Digital interventions into Fashion at the V&A**
Kate Bethune (Victoria & Albert Museum)

Section 3: COMMUNICATING

- 10.20-10.40 **Transforming your archive into a meaningful interactive experience**
Kris Meeusen (Lab101)
- 10.40-11.10 *COFFEE BREAK*
- 11.10-11.30 **Digital Costume Display. Interactive presentation and documentation on clothes and their stories**
Katia Johansen (Clothes Tell Stories)
- 11.30-11.50 **Heritage and Storytelling: how to narrate heritage through the digital. The case of Pucci Elements**
Marco Rubichi (Promemoria)
- 11.50-12.00 **The User as Muse: Integrating Museum Practice and Online Fashion Platform Modemuze.nl**
Lisa Whittle (Modemuze)
- 12.00-12.20 **ROUNDTABLE**
Chair: Gabriele Monti (IUAV)
- 12.20 - 13.00 **Closing Keynote Speech: ERASMUS+ ART-CHERIE**
Jose Teunissen (London College of Fashion)

Closing of the symposium

Gabriele Monti (IUAV), Marco Rufino (Europeana Fashion)