



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

ZONEMODA
VOGUE
FUTURE CONCEPT LAB
PROJECT
#03

BACHELOR DEGREE COURSE IN FASHION CULTURES AND TECHNIQUES
MASTER'S DEGREE IN FASHION

PHOTOGRAPHY AND VISUAL CULTURE PROF. FEDERICA MUZZARELLI
MADE IN ITALY PROF. FABRIANO FABRI

VOGUE TALENTS: CLOTHING AND THE ITALIAN FACTOR

The 10th of March 2014 will take place the third phase of a workshop in Fashion Courses at University of Bologna, result of the collaboration of ZoneModa, Vogue Talents and Future Concept Lab.

The starting point will be "Italian Factor," the latest book by Francesco Morace. All the investigation around the future Made in Italy will focus on a successful history of style and industry: Massimo Giorgetti.

Moderators: Paolo Ferrarini and Federico Chiara.

Paolo Ferrarini is senior researcher in Future Concept Lab, where he mainly concentrates on emerging trends and digital behaviours. He regularly teaches in Marangoni Institute and University of Bologna.

Federico Chiara lives in Milan. He is culture and travel editor for Vogue Italia and Vogue Talents' textual contents coordinator. His journalistic collaborations include The New York Times, International Herald Tribune, Dutch, Vanity Fair and L'Uomo Vogue.

Massimo Giorgetti is the creative mind behind the brand MSGM, which combines the tradition and the desire of revolution of the new millennium. In 2010, "Who's On Next" chose him as one of the best revelations of the year.

Rimini University Campus
via Santa Chiara 4 • classroom 2

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