

# EUROPEAN FASHION HERITAGE ASSOCIATION

EFHA International Conference 2019  
***Fashion and the Politics of Heritage***  
*London College of Fashion - University of the Arts London*  
*8-9 November 2019*

Focusing on European sartorial heritage in the framework of collecting, archiving methods and displaying practices, the conference **Fashion and the Politics of Heritage** will critically explore physical and virtual encounters between fashion, culture and history, both historically and today. By assessing the current state of theory-and practice-based research, the conference will contextualize the role of politics in these interactions, and investigate their respective fashion narratives.

The processes of framing, re-framing and de-framing fashion narratives equally engage museum institutions, fashion archives, established fashion brands and emerging fashion designers, bringing into the public arena their varied claims to ownership as well as their contrasting interpretations of value and meaning. In this context, the conference **Fashion and the Politics of Heritage** will address factual and invented narratives, and their role in producing symbolic and economic values in the fields of fashion production, promotion and consumption. The conference will also explore the role of the digital in the construction and de-construction of fashion narratives, specifically investigating how digitised fashion archives can participate in the current discussion on local/global economies, policies and identities.

The sartorial heritage, as indeed any other type of heritage, has recently been increasingly politicized. The rise of the grassroots movements, such as Black Lives Matter and #metoo, has encouraged archives, museums and galleries to reevaluate their collections in relation to the issues of race, gender, class, tradition and modernity, so that their physical and virtual catalogues and exhibitions could be understood and embraced by wider and more diverse audiences. By involving the world-leading academic institutions, archives and museums, thus encouraging discourse across disciplinary, institutional and national boundaries, the conference **Fashion and the Politics of Heritage** will contribute new insights to the ongoing discussions on ordering of archives and fashion displays in museum and galleries, as well as in the digital realm.

The conference is organized by the European Fashion Heritage Association in collaboration with the **London College of Fashion - University of the Arts London**, **The New School – Parsons Paris** and **Università Iuav di Venezia**.

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## **Confirmed Speakers**

Bethan Bide, University of Leeds  
Ninke Bloemberg, Centraal Museum Utrecht  
Antoine Bucher, The New School Parsons Paris  
Fabio Cleto, University of Bergamo  
Dolce Cioffo, Vivienne Westwood  
Daan van Dartel, National Museum Wereldculturen Amsterdam  
Waleria Dorogova, Academy of Fine Arts Vienna  
Matteo Ferrario, Ermenegildo Zegna  
Rhonda Garelick, The New School Parsons New York  
Luca Missoni, Missoni  
Julia Petrov, Royal Alberta Museum  
Soizic Pfaff, Christian Dior  
Adelheid Rasche, Germanisches Nationalmuseum Nuremberg  
Marie Riegels Melchior, University of Copenhagen  
Simona Segre, University of Bologna  
Manuela Soldi, Università Iuav di Venezia  
Lucie Whitmore, Museum of London

## **Dates**

8-9 November 2019

## **Venue**

Rootstein Hopkins Space East  
London College of Fashion  
University of the Arts London  
20 John Princes Street  
London W1G 0BJ

## **Tickets available on Eventbrite**

<https://fashion-and-the-politics-of-heritage.eventbrite.co.uk>

## **Contacts**

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An event organised by **EFHA – European Fashion Heritage Association**  
[www.fashionheritage.eu](http://www.fashionheritage.eu)