EFHA International Symposium 2021
10 December 2021
13.30 – 20.00 CET

CRAFTING HERITAGE
Restoring, Reactivating, Resisting

in collaboration with DIDA - Università degli Studi di Firenze and Museo del Tessuto di Prato

According to Unesco “traditional craftsmanship is perhaps the most tangible manifestation of intangible cultural heritage.” The conference Crafting Heritage moves from this concept to explore how fashion and its products - textiles, accessories and clothes - can inform a better understanding of the relationship between craftsmanship and heritage.

Crafts are an invisible thread that connects groups of people into communities who share the same knowledge, skills and traditions. The richness of European crafts is documented in the collections of hand-made objects such as jewellery, textiles and garments that carry distinct features of particular traditions and tastes as well as techniques and imagination unique to the artisans who made them. More recently, craftsmanship can also be seen in the use of analogue media technologies to produce sound and video recordings. Intangible knowledge, skills, techniques and traditions are just as important for the craftsmanship’s renewal in contemporary practices.

Divided in three main areas - Restoring, Reactivating, Resisting - the conference will present first-hand experiences in researching and developing techniques to preserve fashion objects and the knowledge they bear in their materiality; special projects in which fashion houses and local craft workshops collaborated; craft as resistance and “language” of activism, to fight social inequalities and imagine a better future, preserving and updating - mainly through digital technologies - past making processes.
Programme

13.30 - 13.45  Welcome, Marco Rendina, EFHA Managing Director and Filippo Guarini, Director of Museo del Tessuto di Prato

13.45 - 14.00 Introduction to the conference and presentation of the CRAFTED project, Marta Franceschini and Anna Carniel, EFHA

Panel 1 – RESTORING

14.00 – 14.20  Celine Vogt
Head of Education, Michelangelo Foundation for Creativity and Craftsmanship
Restoring the value of craftmanship through an immersive exhibition project: Homo Faber

14.20 – 14.40  Isabella Villafranca Soissons
Director, OPENCARE
Reconstructing heritage, reactivating craftsmanship: the restoration of a Christian Dior shoe

14.40 – 15.00  Stephanie Ovide
Textile Conservator, Phd candidate in Science Art Creation Research at Ensad/Psl University
Conserving Fashion in France today: highlights of the Balenciaga collection

15.00 – 15.20  Laura Fiesoli
Responsible of Contemporary and Digital Area, Museo del Tessuto di Prato
European traditional costumes: enhancement and inspiration in the "Stitch" Project

15.20 – 15.45  Roundtable, chairs Gabriele Monti, Università Iuav di Venezia, and Elisabetta Cianfanelli, Università degli Studi di Firenze

15.45 – 16.00  Break
Panel 2 – REACTIVATING

16.00 – 16.20  Nadia Albertini
Embroidery designer and fashion historian
Discovering and preserving the work of Rébé (1911-1966)

16.20 – 16.40  Gloria d’Este
Weaver, tessitura Luigi Bevilacqua
The Uniqueness of Savoir Faire

16.40 – 17.00  Pauline Gandiol
Responsible of Istituto dei Mestieri d’Eccellenza in Italy for LVMH
Creation, craft and client experience: The importance of transmission in the luxury sector

17.00 – 17.20  Maria Claudia Coppola
Università degli Studi di Firenze
Prato textile district: a story of vanguard and tradition

17.20 – 17.40  Ariel Stark
Alaïa Foundation
Couturier/collectionneur: Reactivating contemporary and historical fashion collections at the Azzedine Alaïa Foundation

17.40 – 18.00  Roundtable, chairs Karolien De Clippel, ModeMuseum Hasselt, and Adelheide Rasche, Germanisches Nationalmuseum

18.00 – 18.10  Break
Panel 3 – RESISTING

18.10 – 18.30 Leonardo Giliberti
Università degli Studi di Firenze
*Undo - Redo: time travelling through digital archives*

18.30 – 18.50 Mariah Majolo
Independent Researcher, Università Iuav di Venezia
*FuxiCo project: Brazilian craftsmanship as a tool for social and feminist design*

18.50 – 19.10 Myrsini Pichou
ATOPOS cvc Research Advisor
*‘Crafted’ memory: nine paper dresses by Issey Miyake*

19.10 – 19.30 Eldina Begic
PhD Candidate, UAL – LCF
*Craft as a tool of resistance*


19.50 – 20.00 Closing Remarks