

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 craftsmanship 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
- 19.30 – 19.50 **Roundtable**, chairs **Marco Pecorari**, The New
School – Parsons Paris and **Djurdja Bartlett**, London College of
Fashion
- 19.50 – 20.00 **Closing Remarks**