

Concept

The image and reputation of a nation are reflected in its creative industries and are in turn produced and promoted by them. In this context, fashion plays a role of primary importance, both for its link with costume, art and intangible cultural heritage, and for its ability to act as an “ambassador” of a nation or region. The symbolic market of national image and reputation today is also – perhaps primarily – negotiated in the world of digital communication. In fact, the digital transformation deeply involves all creative industries. The fashion world in particular is experiencing this digital transformation at three levels: design and industrial production, marketing and sales (e-commerce and omnichannel), as well as styles and trends (what is, or is no longer, fashionable).

The Summer School 2021 will investigate the contribution and dynamics of digital communication in the building of a nation’s image, with specific reference to the creative fashion industry and the qualification of sustainable “Made in” in this sector. In fact, if the Internet is an icon and an outcome of globalization, which crosses national borders without any problem, it is precisely in online communication that the concept of “Made in,” its meaning and its values – as well as the attention paid by the sector to sustainability – are today discussed and negotiated.

“Made in Italy,” for instance, is one of the most internationally recognized “brands,” and the knowledge and fame of Italian brands such as Fendi, Valentino or Bulgari, all of which originated in Rome, are emblematic of the importance of Italian creative industries in the world. The Summer School is ideally located for an appreciation and a discussion of this important heritage, which participants will be able to experience first-hand with case studies and on-site visits.

Practical Information

SUMMER SCHOOL COMMITTEE

Prof. Lorenzo Cantoni

Co-director, Master in Digital Fashion Communication,
USI – Università della Svizzera italiana (Switzerland) and
Université Paris 1 Panthéon-Sorbonne (France)

Prof. Romana Andò

Director, Master in Fashion Studies
Università La Sapienza (Italy)

HOW TO APPLY

Send a CV and motivation letter to lorenzo.cantoni@usi.ch.

Application deadline: **February 26th, 2021**.

Selected candidates will be informed by March 22nd.

To confirm participation, payment will be due by May 14th.

FEE (IN EURO)	
Participation to the Summer School without boarding*	240.00
Participation to the Summer School with boarding**	700.00

* The fee includes coffee breaks and lunches, visits, lectures and all training activities from Sunday evening, 29th August, to Saturday, 4th of September (including breakfast).

** Same as above, plus accommodation and breakfasts. Lodging will be on the grounds of Villa Maraini (*due to pandemic restrictions, 1 person per room*).

For all details and for cancellation policies, please refer to the website.

BALLY SCHOLARSHIPS

Bally offers three scholarships covering the full 700 Euro tuition. Applicants interested in applying also to the Bally scholarship, should specify this in the application letter, so that their data can be shared with the company for the selection process.

NB. The Bally grants have been awarded.



SAPIENZA
UNIVERSITÀ DI ROMA



BALLY

Summer School

Perspectives on Digital Fashion Communication of «Made In»

Cases from Italy, France, Spain and
Switzerland

August 29 – September 4, 2021
Istituto Svizzero, Villa Maraini
Rome, Italy



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The Istituto Svizzero

“Istituto Svizzero has contributed to extending Switzerland’s cultural and academic influence outside its borders and above all in Italy since 1947. The Institute develops a broad programme of exhibitions, lectures, concerts, meetings, conferences and book presentations in Rome, Milan, and Palermo”. In Rome, the Istituto Svizzero “enjoys an exceptional location in the heart of the Italian capital, housed in an eclectic style villa built in 1905 by Emilio Maraini, an entrepreneur from Canton Ticino working in the sugar business. The villa and its grounds stand on an artificial hill, a former dump for waste materials, offering a panoramic view of the city from one Rome’s historic districts in the immediate proximity of the Spanish Steps and Villa Borghese.”

Source: istitutosvizzero.it

Each year during the summer, the Istituto Svizzero hosts one-week summer schools proposed by researchers from universities and institutes of Swiss higher education, selected with a call. The Università della Svizzera italiana, together with project partner La Sapienza, has been selected as one of the recipients.

Organizers and partners

USI – Università della Svizzera italiana, Lugano, Switzerland
Università La Sapienza, Rome, Italy
ISEM Fashion Business School, Madrid, Spain
Université Paris 1 Panthéon-Sorbonne, Paris, France

More Information

For more information, please visit
<https://digitalfashion.ch/summer-school-2021/>

Instructors

Lorenzo Cantoni, Bertil Cottier, Nadzeya Kalbaska
USI – Università della Svizzera italiana, Switzerland

Romana Andò
Università La Sapienza (Italy)

Terésa Sàdaba, Patricia SanMiguel
ISEM Fashion Business School, Spain

Simone Guercini
Università degli Studi di Firenze, Italy

Maria Gravari-Barbas, Francesca Cominelli
Université Paris 1 Panthéon-Sorbonne, France

Sophie Kurkdjian
IHTP-CNRS, Director of Culture(s) de Mode, Paris, France

Vera-Simone Schulz
Max-Planck Institute, Florence, Italy

Fabio Duma
ZHAW, Winterthur, Switzerland

Activities

Lectures
Hands-on workshops
Visits to brands
Public evening
Informal networking

Location

Istituto Svizzero, Villa Maraini
Via Ludovisi 48

Who can participate

Students and Researchers

Advanced Master students
PhD candidates
Post Docs and researchers

Practitioners

Fashion & Luxury managers
Marketing & Communication
Interested fashion professionals



View over Rome from Villa Maraini
Diego Baglieri / CC BY www.wikimedia.org

Why to Participate

- Strengthen your knowledge and skills in the concerned fields through seminars and workshops
- Network with scholars/researchers and practitioners
- Engage with fashion and luxury brands
- Contribute with your talents to the creation of sustainable solutions for “Made In”
- Challenge yourself in learning and working with colleagues from around the world