DETAILED PROGRAM

TUESDAY 4TH NOVEMBER
18:00  Registration | Sala Castiglioni
19:00-20:00  Welcome cocktail | Sala Castiglioni

WEDNESDAY 5TH NOVEMBER
9:00  Registration | Sala Castiglioni
9:30-10:30  Plenary Opening Session | Sala Castiglioni
The importance of scientific research in Fashion Design.
The Cimode Experience
Arturo Dell’Acqua Bellavitis | Dean of the School of Design, Politecnico di Milano
Alba Cappellieri | President of the Fashion Design Course, Politecnico di Milano
Ana Cristina Broega | UMinho, President of Centre for Textile Science and Technology
Kathia Castilho | President of ABEPEM Associação Brasileira de Estudos e Pesquisas em Moda

10:30-11:30  Plenary Session 1 | Sala Castiglioni
Fashion Design at Politecnico di Milano
Arturo Dell’Acqua Bellavitis and Rita Airaghi
An analysis of the design methodology of Politecnico di Milano. Introduces prof. Arturo Dell’Acqua and closes Rita Airaghi frome Ferré Foundation, who will talk about the work of one the finest graduated in Politecnico in the fashion industry, Gianfranco Ferré.

11:30-12:00  Coffee Break | Sala Castiglioni

12:00-13:00  Parallel Session 1
Fashion and Communication | Politeca Sala Viola
Fashion, Identities and Cultures | Sala Castiglioni
Sustainability for Fashion Design | Politeca Sala Verde
Emerging Global Trends in Fashion Design processes | Politeca Sala Rossa

Fashion and Communication
Sala Viola Politeca

Session Moderators
Federico Poletti - POLITECNICO DI MILANO
Simone Sanfratello - POLITECNICO DI MILANO
Renata Pitombo - UFBA (BR) UFBA - Universidade Federal da Bahia
Alessandra Vaccari - IUAV

Papers
A STANDARDIZATION OF DISPLAYS THE CENTERS SHOPPING MALLS: GLOBALIZATION AS AFFECTED RETAIL FASHION
Marcela Favero, Francisco J.S.M. Alvarez, Maria José Abreu

X MARKS THE SPOT
Demetra Kolakis

CAROLINA HERRERA: ELEGANCE AND SENSUALITY IN ADVERTISEMENT CH PERFUME
Taisa Vieira-Sena
Fashion, Identities and Cultures  
Sala Castiglioni

Session Moderators  
Paolo Volontè - POLITECNICO DI MILANO  
Maria do Carmo Rainho - Arquivo Nacional (BR)  
Joana Bosak - SENAC (BR); UNISINOS (BR); UBA (AR)

Papers  
THE STUDY OF COSTUME AND CARNIVAL COSTUMES BY ROSA MAGALHÃES  
Madson Oliveira

ANALYSIS OF THE IMPACT OF TRAVEL EXPERIENCES IN FASHION REFERENCES FOR TRAVELERS  
Letícia Bono, Debora Elman

THE TEXTILE IN THE INDUSTRIAL REVOLUTION: CONTRIBUTIONS OF COTTON INDUSTRY  
Dailene Nogueira Silva, Erica Pereira Neves, José Carlos Placido, Luiz Carlos Paschoarelli

SÃO PAULO’S URBAN TISSUE THAT BECOME FASHION  
Marcelo Machado Martins, Sylvia Demetresco

Sustainability for Fashion Design  
Sala Verde Politeca

Session Moderators  
Paola Bertola - POLITECNICO DI MILANO  
Cristina Figueiredo - FA-ULisboa (PT)  
Fernando Moreira da Silva - FA-ULisboa (PT)

Papers  
THE DISCARD OF CLOTHING PRODUCT ON JEANSWEAR SEGMENT IN BRAZIL  
Mariana Dias de Almeida, Mônica Moura

UPCYCLING OF RECTILINEAR KNITTING YARN IN SUSTAINABLE  
Anne Anicet Ruthschilling, Evelise Anicet Rüthschilling, Vera Felippi, Rafaela Tomazzoni

ADAPTATIONS IN SHOE DESIGN: A CASE STUDY OF THE SOLUTIONS FOR A FEMALE WEARER WITH LOWER LIMBS DYSMETRIA  
Mariana Rachel Roncoletta

Emerging Global Trends in Fashion Design Processes  
Sala Rossa Politeca

Session Moderators  
Giovanni Maria Conti - POLITECNICO DI MILANO  
Maurizia Botti - POLITECNICO DI MILANO  
Helder Carvalho - Universidade do Minho (PT)  
Rui Alberto Lopes Miguel - University of Beira Interior (PT)

Papers  
IT-WAY, WEARABLE COMPUTING APPLIED TO PARKOUR  
Irene Fedrigo, Maximilian Romero, Marta Zambelli, Mariagrazia Soldati

DESIGN THINKING: ITS ROLE IN THE DEVELOPMENT OF A FASHION PRODUCTS  
Ana Paula Perfetto Demarchi, Bruno Martins Rizard, Cleuzia Bittencourt Ribas Fornasier, Rosane Fonseca de Freitas Martins

FASHION, CHANGE AND CONTAMINATION  
Leilane Rigatto Martins, Rafaela Blanch Pires, Sérgio Régis Moreira Martins

DESIGNING DERIVES OF EVOLUTION: LEADING FASHION BRAND EXPANSION THROUGH TECHNOLOGY INNOVATION AND SOCIAL BEHAVIOUR  
Duanyi Cai, Francesco Galli, Marco Spadafora, Annamaria Andrea Vitali

WALK ON HIGH HEELS AT WORK WITH ELEGANCE AND SAFETY  
Marla Magali Diniz Milheiro, Camila de Oliveira Gonçalves
13:00-14:30  **Lunch** | Sala Castiglioni

14:30-15:30  **Parallel Session 2**
**Fashion, Identities and Cultures** | Sala Castiglioni
**Product Design** | Politeca Sala Viola
**Teaching and Education** | Politeca Sala Rossa

**Fashion, Identities and Cultures**
Sala Castiglioni

**Session Moderators**
Paola Bertola - POLITECNICO DI MILANO  
Tula Fyskatoris - PUC-SP(COS)/CPS  
Maria do Carmo Rainho | Arquivo Nacional (BR)  
Joana Bosak - SENAC (BR); UNISINOS (BR); UBA (AR)

**Papers**
THE MUSEOLOGIST AND HER MAGIC: THE DRESS THAT WAS TURNED INTO A MUSEUM OBJECT  
Aline Lopes Rochedo

THE CRAFT AMID CONTEMPORARY DESIGN AND CULTURAL INFLUENCES  
Maria Rozimeire Bezerra Augusto, Germania Maria Fontenelle Bezerra, Juliana Bezerra Gomes De Pinho Pessoa

ATIVIDADE ARTESANAL DAS RENDEIRAS DA PRAINHA  
Cynthia de Holanda Sousa Matos, Germania Maria Fontenelle Bezerra, Humberto Pinheiro Lopes

MARIO VALENTINO: THE BEGINNING AND THE SUCCESS OF AN HISTORIC COMPANY OF NAPLES IN THE INTERNATIONAL CONTEXT  
Ornella Cirillo

FASHION, LIGHT, COLOR AND HEALTHCARE ACCORDING TO THE VEDIC TRADITION  
Valter Carlos Cardim

DISCUSSIONS OF FASHION AND THE PERSPECTIVE OF EXCLUSION  
Marcelo Machado Martins, Sabrina Pereira Santos

**Teaching and Education**
Sala Rossa Politeca

**Session Moderators**
Elena Manzo - POLITECNICO DI MILANO  
Joana Cunha - DET Universidade do Minho (PT)

**Papers**
INTERDISCIPLINARITY AND FASHION DESIGN: A FOCUS ON MODELING AND ERGONOMICS  
Erica Pereira das Neves, Olympio José Pinheiro, Luis Carlos Paschoarelli, Dailene Nogueira da Silva

ART AND TEXTILE PRINTING: PEDAGOGICAL PROPOSAL FOR HIGH SCHOOL  
Aymê Okasaki, Antonio Takao Kanamaru

PLUS TO YOU: A MANAGING TEACHING SYSTEM FOR THE FASHION PROFESSION  
Roberto Liberti

FA.RE. FASHION RESEARCH LAB AND LISTENING DESIGN APPLIED TO THE MARIO VALENTINO BRAND CASE STUDY  
Roberto Liberti, Patrizia Ranzo, Ornella Cirillo, Maria Antonietta Sbordone, Rosanna Veneziano

EXPERIENCE REPORT: INSIGHTS ON THE TEACHING OF FASHION AT IUAV  
Ana Cláudia Silva Farias, Valeska Aleksandra de Souza Zuim, Ana Fabiola Pedrosa Vasconcelos, Antonio Takao Kanamaru, Maria Silvia Barros de Held
**Product Design**

**Sala Viola Politeca**

**Session Moderators**
- Simone Sanfratello - POLITECNICO DI MILANO
- Giovanni Maria Conti - POLITECNICO DI MILANO
- Ana Margarida Fernandes - IPCB/ESART (PT)

**Papers**

**EMOTIONAL ASPECTS OF TEXTILE SURFACE DESIGN**
Erica Pereira das Neves, Dailene Nogueira da Silva, Luis Carlos Paschoarelli, Marizilda dos Santos Menezes, Ricardo Mendonça Rinaldi

**FOCUS GROUPS: AN ANALYTICAL TOOL FOR THE ERGONOMIC APPROACH IN FASHION DESIGN**
Camila Osugi Cavalcanti De Alencar, Joao Paulo Pereira Marcicano, Jose Jorge Boueri

**HAND-MIND PROCESSES. THE COMBINATORIAL INNOVATION AMONG INDUSTRY, CRAFT AND EDUCATION IN FASHION ORIENTED SYSTEM**
Rosa Ascolese, Maria Antonietta Sbordone

**THE POINTS OF INCIDENCE OF THE SOLAR RADIATION ON THE SKIN OF THE OPEN-AIR WORKERS**
Etienne Amorim Albino Silva, J. Clécio de Lacerda Lima, Ângela Cidália Silva, A. Pedro de Valadares Souto

**LOCAL AS IDENTITY: SELLING THE “MEDITERRANEAN WAY” FROM SPAIN**
Rodrigo Martinez, Alberto Lopez

### Time Table

**15:30-16:00**
**Poster Session** | Sala Castiglioni
**Coffee Break** | Sala Castiglioni

**Poster Session**

- **CREATIVE PROCESS FOR THE DEVELOPMENT OF MODULE AND HUMAN-MACHINE INTERFACE FOR HYBRID VEHICLE**
  Adriana Yumi Sato Duarte, Marilia Colozio Favaro, Fabio Mazzariol Santiccoli, Eduardo Costa, Franco Giuseppe Dedini

- **CULTURE AS A SYSTEM OF SIGNS**
  Lidiane Valeska Gonçalves Vignes

- **PROPOSAL FOR THE DEVELOPMENT OF PACKAGING BASED ON GUIDELINES ON SUSTAINABILITY AND BRAZILIAN ARTISANAL PRODUCTION**
  Marilia Colozio Favaro, Adriana Yumi Sato Duarte, Franco Giuseppe Dedini

- **ELDERLY WOMAN AND CONSUMPTION OF FASHION**
  Rosangela De Lima Figueiredo

- **PACKAGING AS BRAND COMMUNICATION: THE INTERRELATIONS IN THE PRODUCTION CHAIN**
  Arina Blum, Eugenio Andrés Díaz Merino

- **OSTENTATION OUT OF NORMAL: CONSUMPTION OF LUXURY BRANDS AS A VECTOR OF IDENTITY OF THE YOUNG BRAZILIANS**
  Rita De Cássia Nunes, Tatalina C.S. de Oliveira

- **CONTEMPORARY MUSEUM OF CLOTHING OF CIANORTE: PRIMARY CONCLUSIONS ON THE INITIAL PART OF THEORY AND FIELD RESEARCH**
  Mariah Majolo, Ronaldo Vasques

- **MASLOW’S HIERARCHY OF NEEDS AS A GUIDE TO FASHION CREATION WITH WEARABLE TECHNOLOGY**
  Carina Toledo Matos, Mariana Machado Lousada Rocha

- **FROM SOAP OPERAS TO FASHION BLOGS - THE CONSTRUCTION OF BRAZILIAN FASHION IDENTITY THROUGH MEDIA RESOURCES**
  Maina Pinillos Prates

- **THE APPROPRIATION OF THE OBSCURE SIGNS OF THE FAIRY TALES ON FASHION**
  Mayra Cristini De Oliveira, Jussiline Santana
FASHION AND CONSUMPTION - A REFLECTION ABOUT USABILITY AND THE FEELING OF AFFECTION
Lilian Vieira Rodrigues de Carvalho, Alexandra Isabel Costa Bigotte de Almeida, Carolina Lopes Pitelli, Leticia de Souza Cordeiro

BODY AND SEDUCTION IN THE CONSUMER SOCIETY
Sabrina Pereira dos Santos, Marcelo Machado Martins, Maria Alice Vasconcelos Rocha, Teresa Cristina Alves de Lima

SLOW FASHION: A NEW WAY TO FASHION PRODUCTION, CONSUMPTION AND SUSTAINABILITY?
Márcia Costa, Cynthia de Holanda Sousa Matos

COMMUNICATION IN SUSTAINABLE FASHION BRANDS
Mariana Araújo, Ana Cristina Broega, Silvana Mota-Ribeiro

EXPERIENCE REPORT ABOUT THE TEACHING OF DISCIPLINES OF CLOTHING FOR STUDENTS OF THE PROGRAM MULHERES MIL ON CAMPUS FARROUPILHA-BRASIL.
Natália Pacheco Oliveira

16:30-19:00
Parallel Session 3
Fashion, Identities and Cultures | Sala Castiglioni
Fashion and Communication | Politeca Sala Verde
Product Design | Politeca Sala Rossa

Fashion, Identities and Cultures
Sala Castiglioni

Session Moderators
Paolo Volontè - POLITECNICO DI MILANO
Maria do Carmo Rainho - Arquivo Nacional (BR)

Papers
COSTUME AND FANTASY
Lisete Arnizaut de Vargas

BETWEEN THE BASTING AND SEWING: HISTORIOGRAPHY OF ART AND DRESS AS CRITICISM OF CULTURE IN RIO GRANDE DO SUL
Joana Bosak de Figueiredo

FASHION AND BEAUTY: THE ORIGIN OF THE FREE PLEATED IN THE WORLD NIETZSCHEAN VIEW AS CREATION
Ana Fabiola Pedrosa Vasconcelos, Valeska Alessandra de Souza Zuim, Ana Cláudia Silva Farias, Antonio Takao Kanamaru, Maria Silvia Barros de Held

MEDITERRANEAN - TEXTILE INNOVATION
Paola Maddaluno

THE VISUALIZED NOTATION OF ANCIENT CHINESE MUSIC
Tao Halfeng, Sun Yi, Wang Kang

INFLUENCE OF INDIAN DRAPES ON GLOBAL FASHION
Koshalpreet Kaur

DESIGN VERNACULAR AND CONTEMPORARY DESIGN CONVERGENCES: AFRICAN CLOTHS CASE
Marizilda dos Santos Menezes, Edna Martins

RUA DIREITA: COMÉRCIO, CONSUMO E MODA
Tula Fyskatonis

THE CREATIVE PROCESS AS A COLLECTIVE ACTIVITY IN PRODUCT DEVELOPMENT IN THE BRAZILIAN TEXTILE CHAIN
Deborah Chagas Christo, Flávio Glória Caminada Sabrã, Alberto Cipiniuk
Fashion and Communication
Sala Verde Politeca

Session Moderators
Federico Poletti - POLITECNICO DI MILANO
Renata Pitombo - UFBA (BR) UFBA - Universidade Federal da Bahia
Alessandra Vaccari - IUAV

Papers
THE COLORS AS THE EVIDENCE OF POETIC CONSTRUCTION: CASE STUDY OF THE COSTUME FOR THE CHARACTER CAPITU
Mariana Millecco Ribeiro

THE IMAGE-APPAREL: THEORETICAL QUESTIONS IN THE VISUAL APPROACH OF FASHION
João Dalla Rosa Júnior

THE GRAPHIC PROJECT OF FASHION MAGAZINES: IN BETWEEN DIFFERENTIATION AND RECOGNITION
Marlon Uliana Calza

FASHION IMAGE: STORE WINDOW AND EVERYDAY LIFE
Renata Pitombo Cidreira

READING IMAGES: A METHODOLOGICAL APPROACH
Simone Formiga, Heitor Alvitos

THE INDUSTRIAL REVOLUTION AND THE FASHION SYSTEM
Maria Auxiliadora Costa

THE CONSTRUCTION OF THE POINT OF VIEW ON THE FRENCH DRESS
Marília Hernandes Jardim

FASHION CURATING. ISSUES IN THEORY AND PRACTICE OF FASHION EXHIBITED
Luca Marchetti

ROMANTIC GOTHIC, WOMEN AND THEIR ARMOURY: DARK, APOTHEOSIC SEDUCTION
Adriane De Paula Majczak, Cley Fabiano Linhares

Product Design
Sala Rossa Politeca

Session Moderators
Simone Sanfratello - POLITECNICO DI MILANO
Carla Morais, UTAL (PT)

Papers
DIGIGLASS CASE STUDY: THE INFLUENCE OF THE USER INTERFACE IN INNOVATION PROJECTS
Andrea Meneghetti Zatta, Leandro Martini Chagas, Luís Carlos De Albuquerque E Silva, Marco Angelini

DESIGN OF MAXI RINGS AS LARGE WINDOWS OF SYNESTHESIA’S FRUITS
Lila Maciel Pires, Ana Maria Rocha

CONSTRUCTION OF WEARABLE TEXTILE STRUCTURES
Patrícia de Mello Souza, Marizilda dos Santos Menezes

INTERSEMIOTIC METHODOLOGY APPLIED TO PROJECTS IN GRAPHIC DESIGN
Diego Piovesan Medeiros, Luiz Salomão Ribas Gomez, Marília Matos Gonçalves

PRINTS AND GESTALT: VISUAL ANALYSIS
Dailene Silva, Marizilda dos Santos Menezes, Erica das Neves

DESIGN FOR ENHANCEMENT OF LOCAL RESOURCES: A CASE IN COSMETIC FIELD
Patrizia Ranzo, Rosanna Veneziano

DESIGN AND CRAFTS: ESPEDITO SELEIRO AN INTERFACE FOR THE DEVELOPMENT OF A NEW LINE OF FASHION ACCESSORIES
Valeska Zuim, Ana Cláudia Silva Farias, Ana Fabiola Pedrosa Vasconcelos, Maria Silvia Barros Held, Antonio Takao Kanamaru
FUNCTIONAL LINGERIE DESIGNED WITH CONTRIBUTIONS OF THE USERS: NEW LANGUAGE AND AESTHETIC COMFORT, BY MEANS OF VISUAL PERCEPTION AND THE GESTALT LAWS
Valdiren Aparecida Vieira Nunes, Grazielle Cristina Ignácio, Lucimar Fátima Bilmaia Emidio

FASHIONABLE TECHS: AN INVESTIGATION ON AESTHETIC ISSUES AND PROJECT METHODOLOGIES IN FASHION DESIGN BASED ON TECHNOLOGY INNOVATION
Giovanni Maria Conti, Margherita Pillan, Maria Grazia Soldati

THURSDAY 6TH NOVEMBER

9:00  Registration | Sala Castiglioni

9:30-10:30  Plenary Session 2 | Sala Castiglioni
Italian Fashion Landscapes. Fashion, Design and the Culture of the Project.
Patrizia Ranzo and Nanni Strada
Different cultural influences are combined in a process that, starting from the project, is carried out through innovation in know-how that has always characterized Italian creativity. Design, whose nature is fundamentally conceptual, and the visions that stem from are combined in dialectical confrontation with industry and with “handmade” processes, defining in the landscape of fashion design the most original and contemporary paths.

10:30-11:00  Coffee Break | Sala Castiglioni

11:00 13:00  Parallel Session 4
Fashion and Communication | Politeca Sala Verde
Fashion, Identities and Cultures | Sala Castiglioni
Teaching and Education | Politeca Sala Rossa
Product Design | Politeca Sala Gialla
Emerging Global Trends in Fashion Design processes | Politeca Sala Viola

Fashion, Identities and Cultures
Sala Castiglioni

Session Moderators
Paolo Volontè - POLITECNICO DI MILANO
Joana Bosak - SENAC (BR); UNISINOS (BR); UBA (AR)

Papers
O LEGADO DA COLONIZAÇÃO ITALIANA NO SUL DO BRASIL – UM OLHAR ESTÉTICO
Raquel Souza, Maria Gabriela Gama

TROPICAL KALEIDOSCOPE – AN ANALYSIS OF THE BRAZILIAN TROPICALIST COSTUMES IN THE “DIVINO MARAVILHOSO” TV SHOW, IN 1968
Carolina Morgado Pereira

CRAFT: WHAT IS THE VALUE OF THIS COMMODITY TODAY?
Emanuelle Kelly Ribeiro da Silva, Cynthia Holanda Souza Matos, Eneas Arrais

COUNTERFEITING VIEW FROM THE PORTUGUESE AND EUROPEAN LEGISLATION
Humberto Pinheiro Lopes, Artemísia Lima Caldas, Cynthia de Holanda Sousa Matos

FASHIONING THE INDIAN SARI BLOUSE
Ruby Kashyap Sood, Suman Pant

THE BODY-IMAGE DEMYSTIFIED
Luciana Da Silva Bertoso, CLeuza Bittencourt Ribas Fornasier

SORRY FOR THE INCOVENIENCE
Bruna Martinez Marconi, Ana Beatriz Simon Factum, Leandro Costa Mendes

A SONG OF ICE AND FIRE – A PROPOSAL OF METHODOLOGY TO THE DEVELOPMENT OF FASHION COLLECTIONS UTILIZING CROSS FERTILIZATION, INSPIRED BY LITERATURE AND TV
Natália Fernandes Medawar, Sírgio Luiz Sudsilowsky
Fashion and Communication
Sala Verde Politeca

Session Moderators
Federico Poletti - POLITECNICO DI MILANO
Simone Sanfratello - POLITECNICO DI MILANO
Kathia Castilho - ABEPEM (BR)
Alessandra Vaccari - IUAV

Papers
WRONGNESS: A REFLECTION ON THE IDEA OF MISTAKE AS A CATALYST FOR THE CREATIVE PROCESS
Maria Serrenho Lima

THE POLITICAL POWER OF EVA PERÓN DRESSES
Alba Mercedes Miranda Leyva

ROCK&LOVE ADVERTISING IN LUXURY FASHION BRANDS
José Martínez Sáez, Marta Martín Núñez, José Manuel Armiguet Esteban

VISUAL MERCHANDISING: MERGING OF LEARNING AND DIAGNOSTIC TECHNIQUES ON RETAIL
Iara Silva Mesquita, Mariana Silos Pereira

COSTUME DESIGN IN THE TEATRO BRASILEIRO DE COMÉDIA (TBC): CULTURE, FASHION, MARKETING AND MODERNITY
Fausto Viana

A DISCOURSE ON THE BODY TRENDY OF RONALDO FRAGA
Helena de Azevedo Dieb, Madalena de Fátima Zaccara Pekala, Uyara Travassos Barbosa

PRODUCTION DESIGN IN LAVOURA ARCAICA – THE COSTUME DESIGN
Carolina Bassi de Moura

THE MULTIPLE APPEARANCES OF REPRESENTATIONS OF THE SAME BODY
Geni Dos Santos

Emerging Global Trends in Fashion Design Processes
Sala Viola Politeca

Session Moderators
Alba Cappellieri - POLITECNICO DI MILANO
Bernardo Providência, Esc. AUM (PT)
Rui Alberto Lopes Miguel - University of Beira Interior (PT)

Papers
EMOTIONAL DESIGN of FASHION: DEVELOPMENT AND APPLICATION OF NEW TOOL FOR NON-INTERFERING RESEARCH
Simone Thereza Alexandrino Maffei, Pedro Simacek, Marizilda Dos Santos Menezes, Maria João Durão

FASHION DESIGN, PRODUCT DESIGN AND SURFACE DESIGN IN HYBRIDISM: AFFAIR BETWEEN INTERACTIVE PRINT AND OTHER FIELDS OF DESIGN
Bruna Luz, Gisele Monteiro, Sergio Sudsilowsky

INICIATIVAS DE INCENTIVO AO CRESCIMENTO DO SEGMENTO DE ESTAMPARIA DIGITAL NO BRASIL
Tatiana Laschuk, Evelise Anicet Rüthschilling

(UN)LIMITED SHOES DESIGN VIRTUAL WORLD
José Augusto Marinho Silva

FASHION GENERATIVE DESIGN: FASHION DESIGN DISCOVERS THE MOST CREATIVE SIDE OF TECHNOLOGY
Viola Chiara Vecchi

INTERACTIONS BETWEEN FASHION DESIGN AND WEARABLE TECHNOLOGY: AESTHETIC AND FUNCTIONAL ASPECTS
Celia Auxiliadora Fernandes
INVESTIGATION AND NARRATION ABOUT THE TERRITORY: INNOVATIVE METHODOLOGIES FOR FASHION DESIGN
Rossana Gaddi, Federica Gallarati, Alice Zantedeschi, Francesca Pievani

ADD WHAT? A REFLECTION ON THE APPLICATION OF ADDITIVE MANUFACTURING FOR THE CREATION OF JEWELLERY
Maarten Floris Versteeg, Liesbeth den Besten

Teaching and Education
Sala Rossa Politeca

Session Moderators
Maria Grazia Soldati - POLITECNICO DI MILANO
Madalena Pereira, UBI (PT)

Papers
FASHION DESIGN EDUCATION IN BRAZILIAN CHILDREN BOOKS
Silmara Takazaki, Mariuze Mendes

WHAT ABOUT BECOMING A FASHION DESIGNER? TEACHING FASHION PROGRAMS TODAY
Sara Paci Piccolo

THE PLACE OF FASHION IN SCHOOL – HOW ART CLASSES IN SECONDARY SCHOOL CONTRIBUTE TO THE EDUCATION OF FUTURE DESIGNERS
Renata Vellozo Gomes, Mônica Palhano Daher Merchak

DIGITAL ILLUSTRATION OF ACCESSORIES IN THE DISCIPLINE OF COMPUTER GRAPHICS
Marly de Menezes Gonçalves

Product design
Sala Gialla Politeca

Session Moderators
Giovanni Maria Conti - POLITECNICO DI MILANO
Annalisa Dominioni - POLITECNICO DI MILANO
Isabel Cristina Gouveia, UBI (PT)

Papers
SILICONE RUBBER APPLIED TO HAUTE COUTURE
Andressa Almeida

URINARY INCONTINENCE AND THE PRACTICE OF WATER SPORTS – DEVELOPING A SWIMSUIT SOLUTION
Camila Falcone, Ana Cristina Broega

MODELING IN HYBRID DESIGN CLOTHING
Patricia Aparecida de Almeida Spaine, Débora Mizubuti Brito, Marizilda dos Santos

DEVELOPING OF 3D PORTOTIPES IN THE CLOTHING INDUSTRY
Gisely Andressa Pires, Tamissa Juliana Barreto Berton, Luís Carlos Paschoarelli, Marizilda do Santos Menezes

A ANALYSIS OF FASHION PROFESSIONALS ACTIVE IN CREATING APPAREL’S MANUFACTURE
Júlia Nunes Cordeiro, Claúdia Regina Garcia Vicentini

BRA FOR BREAST SUPPORT WITH FOCUS ON BREAST HYPERTROPHY
Thais Wagner, Anna Cavalcanti, Adriane Shibata, Kaisa Bassoli

THE MOULAGE AND THE CREATIVE PROCESS OF CLOTHING: A STUDY CASE
Patricia Aparecida De Almeida Spaine, Débora Mizubuti Brito, Raquel Rabelo Andrade, Marizilda Dos Sant

PANTIES USAGE ISSUES
Marina Anderle Giongo, Julio Carlos de Souza Van der Linden

13:00-14:30  Lunch | Sala Castiglioni
14:30-15:30 **Plenary Session 3 | Sala Castiglioni**

*Where Design matches Fashion?*

Ana Paula Celso de Miranda  
*Consumption and value: fashion’s narratives and design’s narratives in Brazil*

Consumption behavior expresses local culture and transcultural meanings in a contemporary society, using the case of Brazilian Fashion Consumption for understand how through consumption we can understand the contemporary culture and at the same time our contemporary experience.

Joana Cunha  
*Paths of emotional design*

We witness to an approach to design in which the designer retrieves the authenticity that the design process has in the relation to customized production, such as crafts. Objects are structured, thought out and designed to convey principles of identity. Once the focus was centered on functionality and performance. Today prevails the object’s ability to communicate with emotional value. We reflect on the reinterpretation of materials and new languages that explore the emotional component in products via contemporary technologies, where although the material connection is distinct, the emotional value is retrieved.

15:30-16:30 **Books & Magazines presentation | Sala Castiglioni**

16:00-16:30 **Coffee Break | Sala Castiglioni**

16:30-18:30 **Parallel Session 5**

*Fashion, Identities and Cultures | Sala Castiglioni*  
*Marketing and consumption | Politeca Sala Verde*  
*Sustainability for Fashion Design | Politeca Sala Viola*  
*Teaching and Education | Politeca Sala Rossa*

**Fashion, Identities and Cultures**

*Sala Castiglioni*

**Session Moderators**

Federico Poletti - POLITECNICO DI MILANO  
Maria Gabriela Gama - Universidade do Minho (PT)

**Papers**

MODA, CONSUMO E ETIQUETA SOCIAL CONTEMPORÂNEA NO BRASIL  
Jessica Chang Melo, Mayrinne Wanderley

FLÁVIO DE CARVALHO: EXPERIÊNCIAS N°2 E AND N°3, A NEW LOOK FOR A NEW MAN  
Luisa Mendes Arruda

OTHERNESS IN THE CITY: A STUDY OF HOMELESSNESS, PERCEPTIONS AND STEREOTYPES  
Gaba Najmanovich

THE CREATIVE FASHION OF RONALDO FRAGA: A NARRATIVE STITCHED BY PLOTS OF THE SENSITIVE AND THE CULTURAL  
Cícia Ferreira Machado, Kênia Ferreira Machado, Renata Pinheiro Loyola

PARIS-BYZANCE “MÉTIERS D’ART”: FASHION AS AN EXPRESSION OF ART, CULTURE AND INNOVATION  
Rafaela Campagnolo Cavion, Ione Bentz

IN BRAZIL’S FOOTPRINTS: THE JOURNEY OF HAVAIANAS FROM AN ANTHROPOLOGICAL PERSPECTIVE  
Livia Stroschoen Pinent

COSTUME AS A MEMORY OF A SPECTACLE  
Graziela Ribeiro

FOR A MAP OF FASHION AND APPAREL IN BRAZIL  
Maria Do Carmo Teixeira Rainho
Marketing and Consumption
Sala Verde Politeca

Session Moderators
Marco Turinetto - POLITECNICO DI MILANO
Flávio Sabrá - SENAI CETIQT (BR)
Ana Paula Celso de Miranda - UFPE - Federal University of Pernambuco State-Brazil

Papers
FASHION OF FASHION AND THE COMPLEXITY THEORY BY EDGAR MORIN
Ana Paula de Carvalho Gomes, João Fernando Marar

THE CUSTOMIZATION AS KEY TO RESILIENCE OF BRANDS
Diego Piovesan Medeiros, Luiz Salomão Ribas Gomez, Marília Matos Gonçalves

WOMEN’S FASHION AND THE ‘NON-GARMENT’ CONSUMPTION AS EROTIC CAPITAL
Clarisse Barreiros, Leticia Diniz

SLOW FASHION: FASHION TREND IN? NOTES ON CLOTHING CONSUMPTION AMONG BRAZILIAN WOMEN
Solange Mezabarba, Maria Elisabeth Goidanich

HOW DO WE SIGNIFY LUXURY CONSUMPTION IN EVERYDAY LIFE?
Ana Paula Miranda, Tatiana Toraci Gois

HANDICRAFT, TRENDS AND TRADITIONS: OBJECTS VALUING IN CONTEMPLATION AND CONSUMPTION URBAN SPACES
Mariuze Dunajski Mendes

FASHION INDUSTRY CONSUMPTION IN THE NEW PARADIGM
Sara Barquero Pérez, Borja García Sanchis, Luis Calabuig Parras

NARRATIVE OF BRANDS IN THE MALE UNIVERSE OF THE GREAT GATSBY
Ana Paula Celso De Miranda, Amilcar Almeida Bezerra

ITINERANT VISUAL MERCHANDISING FROM A NEW CONSUMPTION BEHAVIOUR
Grasiele Pilatti, Amanda Queiroz Campos, Luiz Salomão Ribas Gomez

Sustainability for Fashion Design
Sala Viola Politeca

Session Moderators
Anna Sara Zanolla Mancini - POLITECNICO DI MILANO
Cristina Figueiredo - FA-ULisboa (PT)
Fernando Moreira da Silva - FA-ULisboa (PT)

Papers
NEW MATERIALS AND TECHNIQUES APPLIED TO THE DEVELOPMENT OF A PRODUCT OF SUSTAINABLE FASHION DESIGN
Silvia Araújo, Fernando Moreira Da Silva, Isabel C. Gouveia

«BEEHIVE» - SUSTAINABLE METHODOLOGY FOR FASHION DESIGN
Carla Cristina Costa Pereira Morais, Manuela Cristina Paulo Carvalho Almeida Figueiredo, Ana Cristina Luz Broega

FROM UNSUSTAINABILITY TO SUSTAINABILITY THROUGH DESIGN: REFLECTIONS AROUND FASHION DESIGN EDUCATION
Verena Ferreira Tedei de Lima, Maria Cecília Loschiavo dos Santos

FROM FASHION DESIGN TO DESIGN OF ACCESSORIES – THE DEVELOPMENT OF NONWOVENS WITH SUSTAINABLE FABRICS AND TECHNOLOGICAL APPLICATIONS
Ana Margarida Pires Fernandes

THE USE OF ALTERNATIVE MATERIALS IN CONTEMPORARY JEWELERY
Helen Tatiana Takamitsu, Marizilda Dos Santos Menezes
CRAFTING IDENTITY THROUGH SUSTAINABLE CO-DESIGN INITIATIVES
Banhi Jha

Teaching and Education
Sala Rossa Politeca

Session Moderators
Maria Grazia Soldati - POLITECNICO DI MILANO
Madalena Pereira, UBI (PT)

Papers
APPLICATION OF THE TRADITIONAL ELEMENTS OF THE MYTH IN BOOK DESIGN
Tao Haifeng, Sun Yi

FASHION AND ETHNIC-RACIAL ISSUES: A Viable (and Necessary) Debate
Tatalina C. S. Oliveira

ANALYSIS OF FASHION DESIGN LEARNING THROUGH SIMPLIFICATION OF PROPORTION
Tamissa Juliana Barreto Berton, Gisely Andressa Pires, Roberto Alcarria do Nascimento, Marizilda dos Santos Menezes, Maria Antonia Benutti Giunta

MATHEMATICS: METHOD AND CREATIVITY IN FABRIC DESIGNS CREATION
Anna Scotti, Franca Caliò

METHODOLOGY IN THE CREATIVE PROCESS: A CASE STUDY IN CREATING A FASHION COLLECTION
Uyara Travassos Barbosa, Renata Dias Oliveira, Maura Maldonado Mousinho, Gabriela Maroja Sales

DESIGN AND HIGH MANAGEMENT: A PROPOSAL OF ENDOMARKETING BASED IN STRATEGIC DESIGN FOR FASHION
Marina Anderle Giongo, Bruna Lummertz Lima, Mauricio Moreira Bernardes, Samira Moraes Troncoso, Rafael Korbes

FASHION EDUCATION: THE NEED FOR CONTEXTUALIZATION OF VISUAL STUDIES FOR THE CREATIVE PROCESS
Annelise Nani da Fonseca

20:30-23:00 SOCIAL DINNER * | Triennale di Milano

FRIDAY 7TH NOVEMBER

9:00 Registration | Sala Castiglioni

9:30-10:30 Round Table | Sala Castiglioni
Sustainability for Fashion Design
Ana Cristina Broega, Evelise Anicet, Giovanna Villani, Fernando Moreira da Silva
The importance of sustainable approach in Fashion Design. Members of the scientific committee of Cimode will discuss the topic with the designer Giovanna Villani

10:30-12:30 Parallel Session 6
Fashion and Communication | Politeca Sala Gialla
Fashion, Identities and Cultures | Sala Castiglioni
Marketing and consumption | Politeca Sala Verde
Teaching and Education | Politeca Sala Rossa
Product Design | Politeca Sala Viola

Fashion, Identities and Cultures
Sala Castiglioni

Session Moderators
Federico Poletti - POLITECNICO DI MILANO
Kathia Castilho - ABEPEM (BR)
Papers

ANIMAL PRINT SYMBOLIC CONSUMPTION: AN URBAN SAFARI IN SÃO PAULO
Maria Carolina Garcia, Ludmila Paz

RELATIONSHIP BETWEEN FASHION FIELD AND FINE ART IN THE IDENTITARY DYNAMICS
Lucie Decker

BODY COVERS MICROCOSMS CREATORS - THOUGHTS ON TEGUMENT, CLOTHING, ORNAMENTS
Beatriz Ferreira Pires

FASHION AND SOCIAL NETWORKS: NEW APPROACHES IN THE SPHERE OF CULTURE
Maria Eduarda Araujo Guimaraes

CREATION CELL PROJECT
Luziane Lima Santos, Jorge Oliveira Gomes, Râvila Gabrielle Ferreira Melo, Valerrya Almeida Lima, Ana Carolina Nogueira Lemos Clemente

CREATION OF FASHION PRODUCTS FOR AN ANDROGYNOUS BODY
Stephan Maus, Francisca Dantas Mendes

NARRATIVES OF FASHION. What becomes heritage? What turns into history?
Rafaela Norogrando, João A. Mota

BRAZILIAN CULTURAL ELEMENTS APPLIED TO THE CREATION OF A BRAND FOR FEMALE FASHION ACCESSORIES
Jamile Goulart, Rita Ribeiro, Helder Carvalho

Marketing and Consumption

Sala Verde Politeca

Session Moderators
Marco Turinetto - POLITECNICO DI MILANO
Flávio Sabrá - SENAI CETIQT (BR)
Maria da Graça Guedes - DET Universidade do Minho (PT)

Papers

PERSONA, BRANDS AND IDENTITY
Maria Gabriela Gama

INFLUENCE PERCEPTIONS: TRENDS OF FASHION AND TRENDS OF DESIGN
Amanda Queiroz Campos, Luiz Salomão Ribeas Gomez

CASE: ESPAÇO GARIMPO, PLATFORM OF BUSINESS, EDUCATION AND INNOVATION FOR DEVELOPMENT OF CREATIVE ENTREPRENEURS OF FASHION
Germana Uchoa Moreira Reis

THE INFLUENCE OF BLOGS ON FASHION CONSUMERS IN THE GLOBALIZATION ERA: A METHODOLOGICAL REFLECTION
Alexandra Bigotte de Almeida, Lilian Carvalho, Carolina Pitelli, Letícia Cordeiro

BEHAVIORISM, IN-STORE DESIGN EXPERIENCE AND SETTING OF THE BRAND: AN ANALYSIS OF THE HAVAIANAS BRAND
Diego Piovesan, Grasiele Pilatti, Clarissa Martins Alves, Richard Perassi, Luiz Salomão Ribeas Gomez

VISUAL MERCHANDISING AS A TOOL FOR THE “TXM” METHODOLOGY: CASE HAVAIANAS
Leandro Ribeiro, Luiz Salomão Gomez

FASHION AND CLOTHING CONSUMPTION: SOME THOUGHTS FROM AN ANALYSIS MODEL
Maria Alice Vasconcelos Rocha

THE MARKET SEGMENT OF PLUS SIZE FASHION PRODUCTS: AN EXPLORATORY STUDY
Fábia Costa, Helder Carvalho, Nuno Marques

THE UNEMPLOYMENT IS A TREND: ROLE OF FASHION HIGHER EDUCATION IN THE PORTUGUESE ENTREPRENEURSHIP
Maria Da Graça Guedes, Alexandra Bigotte Almeida
Product Design
Sala Viola Politeca

Session Moderators
Rui Alberto Lopes Miguel - University of Beira Interior (PT)
Alba Cappellieri - POLITECNICO DI MILANO

Papers
DEPENDENT SENIORS CLOTHING FROM THE CAREGIVER’S PERSPECTIVE
Artemísia Lima Caldas, Monique Caldas Souza, Georgya Almeida Brito, Humberto Pinheiro Lopes

KNIT DESIGN CONTEMPORARY SCENARIOS
Martina Motta, Giovanni Maria Conti

THE UTILIZATION OF FABRIC MODELS FOR THE DEVELOPMENT OF TEXTILE DESIGN IN BRAZIL
Maria Regina Ribeiro De Sousa Camboim

TAILORING CLOTHING PRODUCTION: STUDY OF THE OPERATIONAL SEQUENCE
Valdirene Nunes, Mónica Moura

WEFT DESIGN: APPLICATIONS OF EXCESS OF KNITTING RAW MATERIAL
Ana Paula Gentile, Francisca Dantas Mendes

RAINWEAR COLLECTION DEVELOPMENT FOR INSPIRED LIFESTYLE BRAND OF SURF CULTURE
Vera Vieira, Rui Miguel, Madalena Pereira, Liliana Ribeiro, José Lucas

CREATIVITY ACCORDING TO THE CHRONOLOGY OF FASHION
Layla de Brito Mendes, Ana Cristina Broega, Patricia Sant’Anna

INCLUSIVE SOCIETY: THE IMPORTANCE OF AN INCLUSIVE SPACE FOR BLIND CHILDREN
Inês Amaral, MªGraça Guedes, MªGabriela Gama

Teaching and Education
Sala Rossa Politeca

Session Moderators
Maria Grazia Soldati - POLITECNICO DI MILANO
Marly de Menezes - Istituto Europeu di Design in Sao Paulo - Brasil

Papers
CONNECTIONS AND PLOTS BETWEEN ART, FASHION AND DESIGN: ARMOD LABS – AN ALCHEMICAL EXPERIMENT
Sandra Galeffi, Maria Mendes, Marcia Mello

THE IMPORTANCE OF THE USE OF COLOR PALETTES AS TOOLS IN COURSE CONCLUSION PROJECT (CCP) FOR FASHION DESIGN
Sergio Sudsilowsky, Gisela Monteiro

FASHION STATION PROJECT IN JOÃO PEIXOTA/PB: Experience Report
Jorge Oliveira Gomes, Luziane Lima Santos, Egídio Luiz Furlanetto, Ana Patricia Pereira, Camila Silva Santos

WEARABLE COMPUTING PROTOTYPING EXPERIENCES AT DESIGN SCHOOL COURSES
Maria Grazia Soldati, Maximiliano Romero, Giorgio Vignati

CO-DESIGNING IN FASHION TEACHING
Desamparados Pardo Cuenca, Patrik Baldan

Fashion and Communication
Sala Gialla Politeca

Session Moderators
Simone Sanfratello - POLITECNICO DI MILANO
Renata Pitombo - UFBA (BR) UFBA - Universidade Federal da Bahia
Alessandra Vaccari - IUAV
Papers

NOTES ABOUT FASHION AND CYBERSPACE: POSSIBLE NARRATIVES  
Lorena Abdala

DEVELOPMENT OF UNDERWEAR OUTFITS FOR PRE-ADOLESCENTS THROUGH VISUAL COMMUNICATION  
Laís Regina Faganello, Bruna Ross, Andressa Rossi, Tamissa Berton, Gisely Pires

INFLUENCES OF FUTURISTIC FASHION TO MINIMALIST COSTUMES  
Bárbara Formiga

BODY, DISCOURSE AND PRACTICES IN THE FASHION E-COMMERCE  
Bianca Terracciano

THE INCORPORATION OF LIFESTYLES AND ERASURE EFFECTS IN THE COMMERCE OF JOSÉ PAULINO STREET IN SÃO PAULO  
Kathia Castilho, Marcelo Martins, Raquel Maia

THE FASHION THAT CHANGE THE BODY  
Claudia Mendes Galdino de Morais

THE IMPORTANCE OF COMMUNICATION IN THE LABELS OF FASHION BRANDS  
Tânia Graça, Rui Alberto Lopes Miguel, Fernando Oliveira, João Barata

12:30-13:00 Coffee Break | Sala Castiglioni

13:00-14:30 Plenary Closing Session | Sala Castiglioni

Creativity in Design Education  
Andrea Saltzman

How do we give meaning to the design of the dress? Is the dress an object to which we give life from interaction with our body? Is it an area of contention, a filter on our experience of the world? How we think of ourselves as designers? The great task of the designer is perhaps the ability to denature the world. The imagination, discovery, curiosity, are the traits of human vitality. What is already qualified class involved at some point experience to arrive at the nomination. How surprised again? How to put ourselves back into the enigma, which invites us to rediscover the everyday world, and from there, recreate it? How to get out of what we already know, to look into the mystery of discovering?

See you in Cimode 2016  
Arturo Dell’Acqua Bellavitis  
Alba Cappellieri  
Ana Cristina Broega  
Kathia Castilho

16:00-18:00 SOCIAL ACTIVITY * | Triennale di Milano  
Visit to the Design Museum  
Guided tour with Arturo Dell’Acqua Bellavitis  
Visit to the exhibition  
Textile Vivant. Tracks, experiences and researches in Textile Design.  
Guided tour with Eleonora Fiorani

please note * Social Dinner and Activities must be booked in advance by email
Arturo Dell’Acqua Bellavitis, architect, is presently president of the Triennale Design Museum in Milan for which he has developed the new concept of a changing museum and the different editorial lines on new Italian design, the masters and new looks on new design from far away countries.

He is Industrial Design full professor, at the Design Faculty of the Politecnico di Milano, where, he is actually Dean of the School of Design after having covered for eight years the role of Head of INDACO Department (Dipartimento di Industrial Design, delle Arti, della Comunicazione e della Moda).

Chief and Senior Professor of Textile Design degree course (Campus of Como, Politecnico of Milan) and Manager of Fashion Design degree courses (Campus Bovisa, Politecnico of Milan).

He is one of the founders of the College of Design of the Politecnico and of the Interior Design PhD course.

He lectured at the Universities of Copenhagen, Helsinki, Oslo, Barcelona, Montreal, Berlin, Shanghai, Beijing, Orleans, Paris, Melbourne, Buenos Aires, Sâo Paulo and Rio de Janeiro.

He is one of the founder and actual President of Milan Fashion Institute connecting Politecnico di Milano, Università Bocconi and Università Cattolica in their activities in the field of fashion management and design. In the board of this consortium he has planned the master courses delivered by this institution.

He has been in charge of the course of History of Design in the FIT (Fashion Institute of Technology) of New York, in the Milan Campus at the Politecnico.

He has developed scientific researches on interior spaces, and more recently on retail and new scenarios. His actual area of interest is fashion. He has written books, essays and papers for international congresses.

Rita Airaghi’s commitment is articulated in a plenty of activities and competences: organization of events, exhibitions, publications, participation in conferences. All that is made possible also thanks to the creation of a digital database, upon her personal oversight, which the heterogeneous material expressing the work of Gianfranco Ferré is organized in.

Patrizia Ranzo is Full Professor of Industrial Design at the Second University of Naples. She is coordinator of the Council for the Master Degree courses in Design and Fashion Design. She is scientific coordinator of FA.RE, international fashion research lab, and scientific responsible of IDEAS for Peace, design for sustainable international cooperation lab. She is also scientific coordinator of “Indesign” series of books edited by Alinea (Firenze) and of “Culture del design” series of books edited by Franco Angeli (Roma-Milano), series selected for ADI Compasso D’oro Award. As designer she received important international awards.

Nanni Strada, Milanese fashion designer, is well known for having introduced a project-driven language in the world of fashion. Her constant attention to design and architecture has given rise to a concept of dress as “pure element”, off the hook from the usual tailoring practices as well as from temporary seasonal trends.

Her two-dimensional, size-less clothes and those of the meta-project “The Cloack and the Skin”, were awarded the Compasso d’Oro in 1979. Parallel to her professional activities, Nanni Strada has been also engaging in teaching since 1990s at renowned universities and design schools both in Italy (Politecnico di Milano, Domus Academy, Accademia di Belle Arti di Brera, IULM) and abroad (Haute Ecole d’Art et de Design – Genève, UBA Universidad de Buenos Aires, USP Universidade de Sao Paulo). Nanni Strada’s clothes and projects have been exhibited at the Triennale Museum in Milan as well as across the world’s most important museums, such as the MOCA (Museum of Contemporary Art) in Los Angeles during the exhibition “Skin + Bones: Parallel Practices in Fashion and Architecture” (November ’06 - March ’07), the National Art Center in Tokyo (June - August ’07) and the Somerset House in London (April - August ’08).

Ana Paula Celso de Miranda Doctor of Business Administration at FEA-USP - São Paulo University. Professor of UFPE - Federal University of Pernambuco State-Brazil. Teaching “Fashion and Consumption” and “Fashion and Film”; Head of the Department of Design and leading G-COMO - Group for the Study of Consumption of Fashion. Published books: “Fashion is communication: experiences, memories, links”; “Consumption of Fashion: the relationship between Person and Object”

Joana Cunha - PhD in Textile Engineering - Design and Management, by the University of Minho; MSc in Design and Marketing by the University of Minho. Assistant Professor at the University of Minho, acting in the 1st cycle course in Fashion Design and Marketing and in the Master courses in Design and Marketing and Fashion Communication Design. Director of the 1st cycle course in Fashion Design and Marketing since 2013 and a researcher at the Centre for Textile Science and Technology, University of Minho since 1996.
POLITECNICO DI MILANO
SCHOOL OF DESIGN - BOVISA CAMPUS (1)
Via Durando 10, 20158 Milano, Italia

By bus with line 92, towards Bovisa - Bausan bus stop (2)
By underground with the “Passante ferroviario” - Bovisa Politecnico station (3)

SALA CASTIGLIONI (B9 building) (4)
POLITECA (B7 building) - SALA ROSSA, GIALLA, VERDE, VIOLA (5)