



## CREATIVITY BEYOND FASHION

*Towards a European strategy for fashion industries in 2020?*

9th November 2015, Giureconsulti Palace - Piazza dei Mercanti, 2 - Milan

*The event will explore the great potential to build and implement in the future a strategic plan jointly developed by four European creative districts Prato, London, Hamburg, Milan to realize the vision to bring Europe's creative textile into a leading position within world-wide value chains. It will be focused on the presentation and confrontation of different points of view of the true "insiders" of fashion, that is to say the main influencers of future fashion trends and the "creators" of the next generation of fashion designers: the vision of the most prestigious European fashion schools seen with the eyes of today and those of a possible common European vision in 2020. The event will be only in English language.*

*The conference shall target an audience from a policy level, as well as from an entrepreneurial level, including:*

- Policy makers in the field of industrial, SME, entrepreneurial and economic policy
- Representatives of cluster organisations, business organisations, industry federations, chambers of commerce
- Entrepreneurs, SME representatives, academics and other practitioners and experts in the field of creative industries

*This workshop is free of charge for participants and is organised by the Agency of Economic Promotion of Tuscany*

### MONDAY 9 NOVEMBER 2015

9.30 - 10.00 **REGISTRATION OF PARTICIPANTS**

---

10.00 - 10.30 **WELCOME ADDRESSES – CREATE PROJECT EXPERIENCE – A PREPARATORY ACTION FOR PRATO CREATIVE DISTRICT**

---

*Dr. Filippo Giabani – Executive for Investment attraction and Industrial collaboration – Agency of Economic Promotion of Tuscany – CREATE Project manager*

---

10.30 - 11.30 **THE CREATIVITY BEYOND FASHION: THE THOUSAND FACES OF EUROPEAN DESIGN IN 2015**

---

*The aim of this session is to confront what really is the amount of the "creative" part of the textile and fashion industry today.*

*It will do this confrontation by presenting in 10 minutes the vision of the creative district to which he/she belongs.*

*The following key points will be underlined:*

- 1) which is the current vision of each design school and which relationship they have with companies based in the creative and manufacturing textile districts in which they operate today;
- 2) which is the relationship between the creative district workers and the most innovative textile companies (start-ups in the areas of web marketing, application of smart textiles, cross-clustering collaboration.
- 3) which kind of relationship they have with the textile companies in the field of the R&D side in the broadest sense.

*Expected outcome of this session is a greater understanding of what creativity means in today's landscape of fashion industries and creative textiles.*



CREATE is a Preparatory Action proposed by the European Parliament and implemented through a Grant Agreement by the European Commission's Directorate-General for Enterprise and Industry





*Introduction to the panel: Ornella Bignami, Elementi Moda*

*Dr. Caterina Radvan - Senior Lecturer & Course Leader, Textiles at University of Brighton*

*Prof. Dipl. Des. Ellen Bendt, Professor for Fashion and Design Management, at Hochschule Fresenius – University of Applied Sciences, AMD Akademie Mode & Design – Hamburg*

*Sarah Dallas - Senior tutor in the School of Material, responsible for Fashion Knitwear at Royal College of Art – London*

*Paolo Meroni – Director of Education at Istituto Marangoni School of Fashion - Milan*

*Nicoletta Morozzi – Director of Fashion Area Design at NABA - Nuova Accademia di Belle Arti- Milan*

*Silvia Zancarli - Fashion Marketing & Communication Course leader at IED – European Design Institute - Milan*

**11.30 – 11.45 COFFEE BREAK**

---

**Moderator: Ornella Bignami, Elementi Moda**

**11.45 - 13.00 TOWARDS A EUROPEAN STRATEGY FOR FASHION INDUSTRIES IN 2020?**

---

*The aim of this session is to discuss if a European strategy for fashion industries can be elaborated in the next future and if a strengthened collaboration between different European creative actors can be reached in order to promote European “identity of excellence”. This issue is very relevant, since the different parts of the fashion design economy do not often work together, giving as a result the reduced ability to develop a European strategy.*

It will enquire about collaborations that need to be established among schools, creative districts, manufacturing companies, research as well as across sectors for Europe's fashion industries. It will discuss implications for actors in European fashion value chains as well as for regional policy makers. The session will also highlight examples of tools for financial and innovation support that can be used at different levels to stimulate collaboration among the actors of European fashion value chains towards a joint strategy.

The expected outcome of this session is the elaboration of a common recommendations paper on creative industries, which will be gathered and used to identify further follow up initiatives of replication of CREATE project as well as for the building of a partnership agreement for cooperation for the creation of a future European creative textile association.

*Participants:*

*Dr. Caterina Radvan - Senior Lecturer & Course Leader, Textiles at University of Brighton*

*Prof. Dipl. Des. Ellen Bendt, Professor for Fashion and Design Management, at Hochschule Fresenius – University of Applied Sciences, AMD Akademie Mode & Design – Hamburg*

*Sarah Dallas - Senior tutor in the School of Material, responsible for Fashion Knitwear at Royal College of Art - London*

*Paolo Meroni – Director of Education at Istituto Marangoni School of Fashion - Milan*

*Nicoletta Morozzi – Director of Fashion Area Design at NABA - Nuova Accademia di Belle Arti- Milan*

*Silvia Zancarli - Fashion Marketing & Communication Course leader at IED – European Design Institute - Milan*

*Prof. Arturo dell’Acqua Bellavitis – Dean School of Design at Politecnico di Milano - Milan*

**13.00 - 14.00 NETWORKING LIGHT LUNCH**

---



CREATE is a Preparatory Action proposed by the European Parliament and implemented through a Grant Agreement by the European Commission's Directorate-General for Enterprise and Industry

