



PRESENTED BY

Mercedes-Benz

### Event Information

This symposium will explore the theme of Local/Global from fashion history and contemporary fashion perspectives. Researchers will present papers looking at Local/Global in a historical context with responses from contemporary curators and designers.

### Programme

- 13.30 **Welcome**  
**Shonagh Marshall**, curator of IFS 2017's 'Next in Line' exhibit and symposium moderator
- 13.50 **Session 1: Fashioning Brazil: Viewing Global Images of Brazilian Dress in a Local Context**  
**Elizabeth Kutesko**, Associate Lecturer, Courtauld Institute of Art, London
- 14.20 **Session 2: Animita: Fashion and Popular Culture in Chile**  
**Andrea Pacheco**, independent curator of contemporary art, Former Head of Exhibition at Contemporary Museum, Santiago, Chile.  
**Tamara Poblete**, independent designer and researcher of contemporary fashion studies, Arts Projects Coordinator British Council Chile
- 14.50 *Refreshments*
- 15.30 **Session 3: Fashion in the City between the World Wars**  
**Lucy Moyse**, History of Dress, Doctoral Student and Research Assistant, Courtauld Institute of Art, London
- 16.00 **Session 4: Heritage, Tradition, Innovation, Fashion**  
**Alice Klouzková**, Researcher, UMPRUM Academy of Arts, Architecture and Design in Prague
- 16.30 **Discussion**
- 17.00 **Tour of exhibit**
- 17.30 **Event ends**

## Overview

### **Session 1: Fashioning Brazil: Viewing Global Images of Brazilian Dress in a Local Context**

**Elizabeth Kutesko**, Associate Lecturer, Courtauld Institute of Art, London

This talk will examine fashion imagery, produced in Western Europe and the United States, which has used Brazil as an unusual, scenic or 'exotic' backdrop to Western fashion. Brazil is often portrayed in mainstream Western fashion media through recurring stereotypes that focus on Carnival, samba, Caipirinhas, and thong bikinis worn on Copacabana beach. These exotic images of cultural difference fail to appreciate the internal subtleties of the country's racial, religious, social, cultural, geographical and sartorial diversity. The development of Brazilian dress and fashion reflects a long history of cross-cultural contact, slavery and immigration. This is a complex and fluid process by which Brazil, now the fifth largest and fifth most populous country in the world, has since its colonisation by the Portuguese in 1500 absorbed but also re-interpreted multiple influences that stem from its indigenous populations, as well as from Europe, Africa, Asia and the United States.

This talk will contextualise these exotic fashion shoots with images of Brazil produced by mainstream Western magazines and newspapers such as National Geographic and The New York Times. It will also examine fashion imagery produced by Vogue Brasil and Brazilian photographers, such as Mari Stockler, Jacques Dequeker, Zee Nunes, Henrique Gendre, Paulo Vainer, and Guy Paganini, to consider how their work responds to, and perhaps even challenges, Western constructions of Brazil.

### **Session 2: Animita: Fashion and Popular Culture in Chile**

**Andrea Pacheco**, independent curator of contemporary art, Former Head of Exhibition at Contemporary Museum, Santiago, Chile.

**Tamara Poblete**, independent designer and researcher of contemporary fashion studies, Arts Projects Coordinator British Council Chile

An Animita is a sanctuary spontaneously built in any public space to remember a dead person in tragic circumstances in this place. These sacred and popular architectures have inspired the curatorial project at IFS because it symbolises the hybrid character of the Chilean culture, where different elements, aesthetics, and visuals merge through tradition and popular heritage. At the conference, the curatorial team will share the aesthetic and conceptual richness of these extraordinary temples that symbolise the syncretism of Chilean culture.

### **Session 3: Fashion in the City between the World Wars**

**Lucy Moyse**, History of Dress, Doctoral Student and Research Assistant, Courtauld Institute of Art, London

The First World War brought about the greatest destruction that the world had ever experienced, on an immense global scale. The aftermath that it left behind starkly impacted all areas of daily life. How, in particular, did women's fashion respond to this phenomenon, and how was this expressed locally in the cities of London, Paris, and New York? This presentation will demonstrate how a new aesthetic in high fashion began to emerge in response to these global and local contexts, which aided women in navigating the newfound modernity of the interwar period.

### **Session 4: Heritage, Tradition, Innovation, Fashion**

**Alice Klouzková**, Researcher, UMPRUM Academy of Arts, Architecture and Design in Prague

The Heritage project of MgA. Alice Klouzková, UMPRUM's Fashion Design Studio postgraduate, displays traditional Czech and Moravian textile techniques and their possible utilisation and uses in fashion design. The purpose is to show that traditional crafts aren't fated for extinction, but rather that they can exist as a functional part of contemporary clothing. The project supports local manufacturers, tells their stories, rich history and demonstrates their priceless experience. The part of the paper will also be a story of a unique Czech institution - The Center for Folk Art Production. This institution which, sad to say, in the Czech Republic does not exist anymore brought artists, ethnographers, craftspeople and sellers together in a unique cooperation for half a century.