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Re-Visioning Fashion Theories: Postcolonial and Critical Transcultural Perspectives

11- 12 December 2015

Academy of Fine Arts Vienna

Karl-Schweighofer-Gasse 3, Room 306

1070 Vienna

University of Applied Arts

AIL - Angewandte Innovation Laboratory

Franz-Josefs-Kai 3, 1010 Vienna

Fashion research and fashion theory are still very much influenced by the dominance of a Euro-American perspective which often leads to a restricted scope of analysis of historical and contemporary developments of globalization. Historically fashion represents a Western paradigm of hegemonial colonial embodiment and a process of othering. In the course of modernity fashion has turned into a politics of appearance that expresses structures of power and spatial orders as a cultural performance of global and local relationships.

While a critical revision of fashion theories and their core vocabulary from a postcolonial perspective has not yet been undertaken, by theorising the term “style” in contrast to “fashion”, Cultural Studies scholars have incorporated postcolonial perspectives and mapped phantom histories of migration routes and race relations (Hebdige).

This is the starting point for the symposium “Re-Visioning Fashion Theories – Postcolonial and Critical Transcultural Perspectives”. In critically examining and challenging fashion and fashion theories as Western concepts, the symposium brings together international scholars and practitioners for an interdisciplinary discussion of postcolonial approaches to historical and contemporary fashions.

The conference language is English.

Conference Organizers: Prof Dr Elke Gaugele, Dr Birgit Haehnel, Dr Monica Titton

In cooperation with

- Academy of Fine Arts Vienna
- Research Group “Art Production and Art Theory in the Age of Global Migration”, Verein für Kunst und Kulturwissenschaften, Ulm
- University of Applied Arts Vienna, post-graduate program ecm / educating/curating/managing, University of Applied Arts Vienna

E-mail revisioningfashion@gmail.com for registration.

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di:angewandte



BUNDESKANZLERAMT **ÖSTERREICH**

KUNST UND KULTUR



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Friday, 11th December 2015

Location: Academy of Fine Arts, Karl-Schweighofer-Gasse 3, Room 306, 1070 Vienna

09.30 - 10.00 Registration & Coffee

10:00 - 12:00 Welcome: Andrea Braidt, Vice Rector for Art and Research, Academy of Fine Arts Vienna

Panel 1: Entangling Histories: Fashion, Modernity and Coloniality

The Implementation of Western Culture in Austria: Adolf Loos's Colonial Fashion Theory

Christian Kravagna, Academy of Fine Arts Vienna

Re-Visioning Fashion Theories

Elke Gaugele, Academy of Fine Arts Vienna

Re-Visioning Fashion Terms

Birgit Haehnel, University of Osnabrück (D)

Re-Visioning Fashion Media

Monica Tilton, University of Applied Arts Vienna

Chair: Birgit Mersmann, University of Cologne (D) / Basel (CH)

12.00 - 13.00 Lunch break

Panel 2: Global Migration and Fashion Theory

Fresh Off the Boat – On Fleeing, Migration and Fashion (Theory)

Burcu Dogramaci, Ludwig-Maximilians-University Munich (D)

Stylin': (Re-)fashioning African Diasporan Identities

Christine Checinska, Goldsmiths College, London (GB) & VIAD University of Johannesburg (ZA)

Traveling Fashion: Exotism and Tropicalism

Alexandra Karentzos, Technical University Darmstadt (D)

Chair: Elke Gaugele, Academy of Fine Arts Vienna

15.00 - 15.30 Coffee break

Panel 3: Political Techniques of Fashion Theories: De- and Recolonizing Policies

Adapting and Fashioning National Styles in India

Ruby Sircar, Academy of Fine Arts Vienna

On the Un-/usability of the Concept of Self-Orientalization

Gabriele Mentges, Technical University Dortmund (D)

„Cabaret Crusades“ – Costumes of Another History?

Gabriele Genge & Angela Stercken, University Duisburg-Essen (D)

Chair: Birgit Haehnel, University of Osnabrück (D)



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Saturday, 12th December 2015

Location: Academy of Fine Arts, Karl-Schweighofer-Gasse 3, Room 306, 1070 Vienna
and University of Applied Arts, Angewandte Innovation Laboratory (AIL),
Franz-Josefs-Kai 3, 1010 Vienna

09.30 - 10.00 Registration & Coffee

10:00 - 12:00 **Panel 4: The Global Fashion Industry: Neoliberalism, Cultural Appropriation and Empowering Alternatives**

Organizing Markets in the Global fashion Industry
Patrik Aspers, Uppsala University (SE)

Fashion Copying and Racial Feelings
Min-Ha T. Pham, Pratt Institute, New York (USA)

The Commodification of Ethnicity: Vlisco Fabrics
Christine Delhaye, University of Amsterdam (NL)

Open Wear. On the Social Design of Fashion
Zoe Romano, Milano (I)

Chair: Monica Titton, University of Applied Arts Vienna

12.30 - 13.00 Lunch break & Transfer to Angewandte Innovation Laboratory

13.00 - 15.00 Welcome: Beatrice Jaschke, Co-director postgraduate program /ecm as representative of Barbara Putz-Plecko, Vice Rector, University of Applied Arts Vienna

Panel 5: No Liability is Taken for Wardrobe. Resistance in Fashion and Production

Location: AIL – Angewandte Innovation Laboratory

Curator's tour through the exhibition: *Johannes Mantl & Eva Meran*

15.00 - 17.30 **Decolonizing Imaginaries in the Fashion World**

Keynote: *Kemi Bassene, Clark House Initiative, Paris (F)*

Respondent: *Sonja Eismann, Berlin (D)*

Chair: Nora Sternfeld, University of Applied Arts Vienna & Aalto University Helsinki (FI)

17:30 - 18.30 **Performance: B[e]Ware – Singen vs. Abhörapparat**
Klaus Erich Dietl & Stephanie Müller, Munich (D)

18:30 Drinks & Closing of the Conference