

Flavia Piancazzo

Università di Bologna

BIOGRAPHY

Flavia Piancazzo is a PhD candidate at the Department of Science and Culture of Well-Being and Lifestyles, Università di Bologna. She investigates the issue of **social and cultural sustainability** within the **cultural industries**, with a focus on **cultural appropriation and stereotypes** in **fashion**. Moreover, after a period of visiting at the **Digital Fashion Communication Centre, Università della Svizzera Italiana in Lugano (CH)**, she is exploring the topic of stereotypes in **media communication**. She also serves as Junior Fellow at the CFC, **Culture Fashion and Communication International Research Centre, DAR - Department of the Arts, Unibo**.

POSITIONS

PhD Candidate, November 2020 - January 2024
Department for Life Quality Studies, Università di Bologna, Italy

Junior Fellow, 2020 - present
Culture Fashion Communication Research Centre, Università di Bologna

Editorial Assistant, 2020 - present
ZoneModa Journal ISSN 2611-0563 (online), Università di Bologna

Crash Courses - Coordinator, 2023
Master Degree programme in Fashion Studies, Università di Bologna

Visiting member, April 3 - July 30 2023
Digital Fashion Communication Centre - Università della Svizzera Italiana, Lugano (CH)

Curatorial Assistant, Transfashional Exhibition, April 2019 - January 2020

TEACHING POSITIONS*

Adjunct Professor - February - March 2024 (20 hours):
History of Fashion
Master programme – Milano Fashion Institute, Coordinator: Eleonora Chiaia

Lecturer - October 2023 (10 hours):
Fashion Studies: An Introduction. Crash Courses
Master Degree programme in Fashion Studies, Università di Bologna

Crash Courses, Lecturer - October 2022 (10 hours):
Fashion Studies: An Introduction. Crash Courses.
Master Degree programme in Fashion Studies, Università di Bologna

Crash Courses, Lecturer - October – November 2021 (10 hours):
An Idea About Fashion. Crash Courses.
Master Degree programme in Fashion Studies, Università di Bologna

METADATA

Affiliation:
Department Department for Life Quality Studies / Dipartimento di Scienze per la Qualità della Vita, Università di Bologna, Italy

Area:
SPS/o8 Sociologia dei processi culturali e comunicativi / Sociology of Cultural and Communicative Processes

PRIZES

"Barbara Bonfiglioli" study award for the best dissertation thesis, November 2019

EDUCATION

Nov 2020 - 31 Jan 2024 - PhD programme in Science and Culture of Well-being and Lifestyles
SC: 14/C2 | SSD: SPS/o8 -
Project:
Analisi dell'eurocentrismo nell'industria culturale della moda. Tra appropriazione, stereotipi e nuove progettualità.

2017-2019 - Second Cycle Degree in Fashion Culture and Management LM-65, Università di Bologna. 110/110 L

2014-2017 - Bachelor's degree (Diploma di Laurea Triennale) in Culture e Tecniche della Moda L-3, Università di Bologna.

SPECIFIC COURSES

CLA Centro Linguistico di Ateneo, Università di Bologna AcES Course (**Academic English Skills**) 10/1 (B1+/B2)

LANGUAGES

Italian, mother tongue
English ●●●○
Spanish ●●○○
French ●○○○



Rimini Feb 10, 2024

LECTURES & TALKS

Talk - March 13, 2023 (1 hour)

Doing research in fashion

Sociologia dell'organizzazione globale di moda – S. M. Segre Reinach. Culture e pratiche della moda, Università di Bologna

Special Lesson, Lecturer - February 13, 2023 (2 hours)

Cultural Appropriation and Inspiration in Fashion

Master in Fashion Studies, Accademia Italiana di Moda, Florence

Special Lesson, Lecturer - February 24, 2022 (3 hours)

Cultural Appropriation and Inspiration in Fashion

Master in Fashion Studies, Accademia Italiana di Moda, Florence

Talk: ZoneModa Special - Sustainable Fashion Inc: The Challenges of Ethical Fashion December 3, 2021

The Necessary Conversation

Talk: SIFest – Il festival di fotografia - September 18, 2021

(with N. Maksimova) **The Necessary Conversation. Aziende fashion per il nuovo Made in Italy**

PUBLICATIONS

Piancazzo, F. (2024). "Dressed Like a Goddess. Admiration, Cultural Appropriation and Disrespect" in **Film, Fashion & Consumption Journal**, Volume 12 (2), 231-246 https://doi.org/10.1386/ffc_00064_1

Piancazzo, F. (2023). "Developments of Cultural Appropriation in Fashion: An In-Progress Research" in **Fashion Communication in the Digital Age**. FACTUM 2023. Springer Proceedings in Business and Economics., Cham, Springer, pp. 136 – 143. ISBN: 978-3-031-38541-4

Maksimova, N., Piancazzo, F. (2022). "Culture and Sustainability: An Interplay between the Local and Global Perspective in the Italian Born-responsible Fashion Brands," in **ZoneModa Journal**, 12(2) <https://doi.org/10.6092/issn.2611-0563/15813>

Piancazzo F. (2021) "Distance and Affinity: Two Worlds, Two Seas. Personal Heritage as a Source for Antonio Marras's Narrative" in **The Culture, Fashion, and Society Notebook 2021**, Edited by Monica Sassatelli (Pearson Italia, Milan-Turin) ISBN: 9788867743834

Piancazzo F. (2019) "Fashion-passport, a new instrument for social integration: research on young female immigrants in Italy" in **The Culture, Fashion, and Society Notebook 2019**, Edited by Simona Segre Reinach (Pearson Italia, Milan-Turin) ISBN: 9788867743414

CONTRIBUTIONS IN SCIENTIFIC JOURNALS

Interview: Piancazzo, F. (2023) "Fashion Meets Archeology: Safeguarding the Heritage of Sudan Countering Cultural Appropriation. A Conversation with Ahmed H. A. Adam", **ZoneModa Journal**, 13(2) <https://doi.org/10.6092/issn.2611-0563/18630>

Contribution: Piancazzo, F. (2021). "Visions of non-Western Fashion." **ZoneModa Journal**, 11(2), 163–167. <https://doi.org/10.6092/issn.2611-0563/13850>

Conference Report: Caputo, Y., & Piancazzo, F.. 2021). **1951: The First Italian High Fashion Show. Conference Report and Interview to Neri Fadigati**. **ZoneModa Journal**, 11(1), 125–131. <https://doi.org/10.6092/issn.2611-0563/13850>



[0563/13108](https://doi.org/10.6092/issn.2611-0563/11806)

Review in a Scientific Journal: Piancazzo, F. (2020). **Alessandra Lopez y Royo, Contemporary Indonesian Fashion: Through the Looking Glass Bloomsbury Visual Arts, 2020.** ZoneModa Journal, 10(2), 135–136. <https://doi.org/10.6092/issn.2611-0563/11806>

CONFERENCES

Author

Made for Outside Italy. L'italianità attraverso la circolazione transnazionale dei prodotti audiovisivi e letterari. PRIN Conference - 1-2 December 2023

F. Piancazzo, A. Noris, N. Sabatini, L. Cantoni - **L'Italia, lo straordinario luogo comune? Stereotipi e immaginari dell'Italianità per comunicare la moda Made in Italy online.** Università di Bologna

FASHION IN 3D Decolonizing Deconstructing Decentering – ZoneModa International Conference 2023 - October 19-21, 2023

F. Piancazzo - **Developments of Cultural Appropriation in Mainstream Fashion Brands: Research Notes.** Università di Bologna

FACTUM 23 Conference - Fashion communication: between tradition and future digital developments - July 3-8, 2023

F. Piancazzo - **Developments of Cultural Appropriation in Fashion: An In-Progress Research.** Institute of Digital Technologies for Communication USI – Università della Svizzera italiana, Università di Pisa.

V Convegno Nazionale SISCC “Mondi possibili. Tra crisi, conflitti e pratiche creative”. Bari - June 22-23, 2023

F. Piancazzo - **L'insostenibile leggerezza della moda mainstream: decolonizzare e decostruire la dimensione del processo creativo.** Università degli Studi di Bari “Aldo Moro”

International Conference Celebrity in Crisis, Celebrity and Crisis - 2021

F. Piancazzo - **Dressed Like a Goddess. The Crisis of the Ethics Restarts from Celebrities' Reproduction of Religious Costumes.** Università di Bologna

International Conference - Fashion Tales 2020+1 - 2021

N. Maksimova and F. Piancazzo - **Culture and Sustainability: An Interplay of the New Made in Italy Landscape.** Università Cattolica

Chair - International Research Days - FASHION NOW! 2022 [Panel 2 - Fashion and Self-Expression] Discussant: Giulia Caffaro and Flavia Piancazzo, Università di Bologna

EVENTS COLLABORATOR

Scientific Secretary - project “Caleidoscopica”, Fashion Studies, Università di Bologna; in collaboration with Universidad Argentina de la Empresa (UADE), Buenos Aires, and financed through a University tender intended for the promotion of innovative initiatives of the Departments within the University framework agreements and sector agreements.

Staff - FASHION IN 3D. Decolonizing Deconstructing Decentering (ZoneModa International Conference) - 2023

Staff - Casa UniBo, SI FEST 30. FUTURA (Exhibition) - September 2021



RESEARCH & OTHER ACTIVITIES

Research group: "Size Effect"

Doctoral project within the multidisciplinary activities promoted by the QuVi Department, titled "**The Size Effect: abbigliamento e corpo nelle pratiche sportive**".

(My contribution was built around the discourse of fashion, body and sport)
The project was presented during the events: Notte dei ricercatori 2023 e 2024.

Moderator online - Project within the course "Fashion and Culture: A Global Perspective", Master Degree in Fashion Studies. University of Bologna, 2020
Students from the University of Bologna and FIT/State University of New York, led respectively by Professors Simona Segre-Reinach and Yuniya Kawamura, were able to reflect and exchange opinions on some cases of cultural appropriation.

Tutor - VarLab/Master Degree in Fashion Studies, University of Bologna (2021)

RESEARCH ABROAD

03/04/2023 - 30/06/2023

Università della Svizzera Italiana, Lugano (CH)

Supervisor: Nadzeya Sabatini

Research activity at **Digital Fashion Communication Research Centre, Institute of Digital Technologies for Communication, at the Faculty of Communication, Culture and Society of USI** with Alice Noris, University of Applied Sciences and Arts of Italian Switzerland - SUPSI (Lugano, CH); Nadzeya Sabatini, USI - University of Italian Switzerland (Lugano, CH); Lorenzo Cantoni, USI - University of Italian Switzerland (Lugano, CH).

The aim of the research was to investigate the communication of the so-called "Italianness" on Social Media within the Italian fashion system. We investigated the stereotypes linked to Italianness that permeate the fashion market, trying to understand how and how often brands communicate their know-how, their values and their corporate image, through a series of cultural elements and imaginaries, so to implement their communication strategy.

OTHER SPECIFIC/TRAINING COURSES

D.LGS.81/08 e accordo g.u. n° 8 dell' 11/01/2012 "**modulo 2 - formazione specifica dei lavoratori su sicurezza e salute – rischio basso**" codice ateco : 85.42.00 (fad - digitale)_rev01 - edizione: 1 - formazione certificata con prova finale superata (test a risposta multipla) 01/09/2022 31/12/2022 4 h

D.LGS.81/08 e accordo g.u. n° 8 dell' 11/01/2012 "**la formazione dei lavoratori - aggiornamento formazione specifica**" codice ateco : 85.42.00 - tipologia di rischio: multiplo - dipartimento quvi - edizione: 1 - formazione certificata con prova finale superata (test a risposta multipla) 14/01/2022 16/02/2022 8 h

Corso di formazione "**la protezione dei dati personali - percorso formativo per docenti, ricercatori, dottorandi, assegnisti e collaboratori**" - edizione: 1 - formazione certificata con prova finale superata (test a risposta multipla) 01/09/2020 31/12/2020 5 h



A handwritten signature in black ink, appearing to be 'F. P. P.' or similar, written in a cursive style.

Rimini Feb 10 , 2024