

SIMONA SEGRE REINACH

CURRICULUM

Department for Life Quality Studies
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Academic activities

Associate Professor at Department for Life Quality Studies, University of Bologna, Rimini Campus. (SPS 09).

Abilitazione Scientifica Nazionale 14/D1 SPS09 e 14/C2 SPS08 (Bando 2012, results in 2014) 14/C2 SPS08 (Prima Fascia- Bando 2016)

Courses Taught (6cfu):

- Sistemi e processi culturali della moda
- Processi e metodi della produzione di moda
- Culture and the Imaginary of Fashion
- Analysis of Emerging Lifestyles
- From 2017 she is scientific director of the workshop "Trend Research and Fashion Curating" (1° degree Master in Design and Technology for Fashion Communication, University of Bologna and Fashion Research Italy)

Other Activities

Memberships

- Member of MIC (Moda, Immagine, Consumi), Università degli Studi di Milano
- Member of SISEC (Società italiana di Sociologia)
- Member of ModaCult, Catholic University of the Sacred Heart in Milano

Board

- Fashion Theory, The Journal of Dress, Body and Culture (Bloomsbury)
- Critical Studies in Fashion and Beauty (Intellect)
- Dress Cultures Series (I.B. Tauris)
- International Journal of Fashion Studies (Intellect)
- Zonemoda Journal
- Culture, Moda e Società Series (Mondadori Pearson)

Participation to international research groups

Member of the scientific board of CFC *Culture Fashion Communication*

Referees for papers in scientific Journals

Fashion Theory, Critical Studies in Fashion and Beauty, International Journal of Fashion Studies, Zonemoda Journal

Academy/Department

PhD in Scienza e Cultura del Benessere e degli Stili di Vita, University of Bologna (Board).

Scientific activities

Research and Interests: Sociology of globalization, Cultural Studies, Fashion Theory in Anthropological Perspective, Consumption and Communication Studies, China Studies, Fashion Curation.

Her main area of research is the globalization of fashion, national identity, communication and transnational production and consumption. She has done field work in China (in Sept 2002, April 2004, April 2005, April 2006, March-April 2008 and April 2010), contributing to a collaborative study in Cultural Anthropology on Sino-Italian joint - ventures in the field of textile and fashion. (with Prof. Sylvia Yanagisako, Stanford University) . She also researched Italian fast fashion (Napoli, Bologna, Milano).

Direction of Fashion and Creativity Summer School 2016 for QuVi Dept. in collaboration with the Dept. of di Scienze Aziendali (Scientific Committee: Daniela Calanca, Mariachiara Colucci, Giovanni Matteucci, Federica Muzzarelli).

Fashion exhibitions.

She contributed essays in fashion exhibitions catalogues as: "Fashion Italian Style" (FIT New York 2003); "150 anni di moda italiana" (Venaria Reale, Torino 2011), "The Glamour of Italian Fashion" (V&A Museum London 2014), "Bellissima" (Maxxi, Roma 2015), "Il Nuovo vocabolario della moda italiana" (Triennale Milano 2015).

Fashion Curation

She curated exhibitions as *Brasile l'arte dell'incontro* (Piacenza, Galleria Rosso Tiziano 2011), *80s - 90s Facing Beauties. Italian Fashion and Japanese Fashion At a Glance* (Rimini Museo della Città, October-December 2013) and *Jungle. The Animal Imagery in Fashion* (Torino Venaria Reale, April-September 2017, direction, co-curation and catalogue).

Agreements and International Conferences

She is a member (with F. Celaschi, F. Giusberti, G. Matteucci, G. Marfia, Federica Muzzarelli) of the working group signing the agreement between Bologna University and Fashion Research Italy Foundation for learning activities and research projects.

She is a member of the scientific committee of the First International Symposium "Fashion, Business, Technology and Design" on wearability. Bologna, 1 October 2016. With the contribution of the Comune of Bologna, University of Bologna, Fashion Research Italy Foundation, Unirimini SpA; in collaboration with SigMobile, Bologna Design Week, ICC-Industria Cultura Creatività/Thematic Action Group; Sponsor: Banca di Bologna, Paolo Castelli.

Direction of the scientific board (with Antonella Mascio, Roy Menarini, Ines Tolic) of Zonemoda International Conference, Rimini 3, 4, 5 Maggio 2017.

*Participation as speaker/key note to Conferences and Seminars
(from 2013 to the present)*

- 2018 Paris, Musée du Quai Branly Jacques Chirac, Parsons Paris, IIAC LAHIC, CNRS e EHESS Key Note Speaker at "One Day Symposium Fashion Displaced", 6 Aprile.
- 2017 Narni, participation to the Festival di Sociologia "Bauman e dell'incertezza".
- 2017 Urbino, participation to the seminar "Il discorso animale: valori, racconti, prese di parola" Centro Internazionale di Scienze Semiotiche "Umberto Eco".
- 2017 Roma, La Sapienza University, Primo Convegno Sise, 26, 27, 28 January.
- 2017, London College of Fashion, The LCF Fashion Media & Imagery Research Hub Special Guest. 11 January.
- 2016 Berlin Symposium. Curation: Fashion In Context" 22 January.
- 2015 Torino, Voce del Verbo Moda, conversation with designer Asha Sarhabai, 18 October.
- 2015 Reykjavik The Nordik Conference of Art and History 25 November.
- 2015 Milano, Fashion Tales, International Conference, Università Cattolica 18-20 June.
- 2015 Londra The Luxury Conference, Warwick University at the Shard 5-7 February.
- 2014 Newcastle, Northumbria University, Seminar CloThink (Director Wessie Ling): Fashion Curation as Research Project, 23 January.
- 2013 Bologna, Workshop 2.The Regulation of Luxury: Morality, The State and the Law, Presentation of the paper: Luxury as a Process, 12-~14 December.
- 2013 Londra, LCF, Non Western Fashion Conference: The Shifting Interests of Sino-~Italian Joint Ventures 21-22 November.
- 2013, Università di Bologna, Seminar 'The Influence of Japan on Italian Fashion': 'Fashion Curation as a Teaching Device', 10 October.
- 2013, Macao, ICAS, International Convention of Asian Studies, (Convenor of the Panel "From Manufacturing to the New Luxury: Chinese Fashion at the Crossroads". Panelists: Dr. Wessie Ling, LCF, London, Prof. Juajuan Wu, University of Minnesota, Prof. Maurizio Marinelli, University of Technology Sidney, Prof. Peter Mc Neil, University of Technology Sidney, Dr. Xin Gu, Queensland University of Technology, 24-26 June.
- 2013 Pamplona, Universidad de Navarra, Institute for Culture and Society Graduate. Seminar, Fashion and Identity in a Cultural Key Seminar -~ Keynote Speaker: Global Fashion: The China case, 19-20 April.
- 2013 Darmstadt, Technische Universität. Seminar: Traveling Fashion . Fashion Diversity Globalization, presentation of a paper on global fashion, 23-24 January.

Books

(volumes, volumes in co-authorship, edited books)

- Mode in Italy. Una lettura antropologica, Guerini & Associati, Milano 1999.
- La moda. Un'introduzione, Laterza, Roma-Bari, 2005. (Second Edition 2010)
- Manuale di sociologia, comunicazione e cultura della moda. Vol. IV. Orientalismi. La moda nel mercato globale, Meltemi, Roma, 2006.
- Un mondo di mode. Il vestire globalizzato, Laterza Roma-Bari 2011
- La cultura della moda italiana/Made in Italy 'ZoneModa Journal' (2 /2011)/Guest Editor.
- Exhibit! La moda esposta: lo spazio della mostra e lo spazio della marca. Mondadori Pearson, Milano 2017 (with L. Marchetti).
- Fashion in Multiple Chinas: Chinese Styles in the Transglobal Landscape (ed.) with W. Ling, I.B. Tauris, London (2018)

Awards

Special Award Modamovie 2016 for fashion studies (Cosenza 4,5 June).