



PRESS RELEASE

Colors in Fashion Discovering the Language of Nuances

Coming this November is a new appointment with Costume Colloquium promoted by the Fondazione Romualdo Del Bianco and the Associazione Amici della Galleria del Costume di Palazzo Pitti

To discover why legal robes are black, how color could be positively harmful in the 19th century and how Viktor & Rolf are re-thinking color: all this and much more in the new appointment with Costume Colloquium.

From the 20th to the 23th of November in Florence, **Costume Colloquium IV: Colors in Fashion**, promoted by the **Fondazione Romualdo Del Bianco** and the **Associazione Amici della Galleria del Costume di Palazzo Pitti** will be held. **Colors in Fashion** is the fourth in a series of bi-annual conferences organized under the umbrella of Life Beyond Tourism philosophy and dedicated to the discussion about fashion, fabric, styles, techniques, conservation and the many topics associated with dress history and contemporary costume creation, use and design. As usual, the conference will be held in Auditorium al Duomo, that traditionally hosts events dedicated to the knowledge and meeting between different countries and cultures. To take part to the event, early bird registration is possible before July 31st, 2014.

Costume Colloquium I was a tribute to Janet Arnold, renowned dress historian, and took place in Florence in 2008. The second edition was dedicated to the theme Dress for Dance and was held in 2010. The 2012 edition, Past Dress-Future Fashion, focused on the broader analysis of historical styles and their influences on current and future fashion trends.

Costume Colloquium IV will feature presentations on a wide range of topics, including current research on subjects as diverse as the role of color in constructing identity, the creation of color via contemporary technical advances, color as an expression of power, alongside the classification and codification of color. The chronological and geographical range of Costume Colloquium IV will be matched by the chromatic diversity of papers discussing, for example, color in 10th century Japan, occupied Paris during WWII, 19th century Sweden and contemporary Nigeria, with a multitude of speakers representing nations from around the world.

Naturally enough for a conference exploring color in fashion, black, arguably a non-color, will be much to the fore. Additionally **Colors in Fashion** will discuss themes such as colorlessness, faded color, transitory color, with papers that engage in the full spectrum of color such as the colors of early tinted fashion films, the pink and blue of nurses uniforms or the legal complexities of the red-soled shoes.



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The program will include the Emilio Pucci Archive, the international authority on colorful haute couture. All conference participants will travel to Castelfiorentino for a private tour of the Pucci Museum and Talent Center in the family's Estate in Granaiole. Later they will explore the Teatro del Popolo and the BEGO Museum where Benozzo Gozzoli's magnificent frescoes provide a stunning historical context for our contemporary understanding of decorative color.

Other highlights include the opportunity to view some rarely exhibited costume gems in the collection of the Stibbert Museum in Florence and the new dress installation of the Galleria del Costume in the Palazzo Pitti which recently commemorated its 30th year anniversary. Info: www.costume-textiles.com