Costume Colloquium IV: Colors in Fashion

From the morning sunlight striking the green and white marble façade of The Duomo to the brilliant array of color on display throughout the city’s boutiques, Florence dazzles us with color. Color to admire, to purchase and to immerse yourself in. So what better subject for Costume Colloquium IV than Colors in Fashion, to be held in Florence, November 20-23, 2014.

Costume Colloquium will feature presentations on a wide range of topics, including current research on subjects as diverse as color as an expression of power, the role of color in constructing identity, the creation of color via contemporary technical advances, 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 color in: 10th century Japan, occupied Paris during WWII, 19th century Sweden and contemporary Nigeria, with a multitude of speakers representing customs 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, the legal complexities of the red-soled shoe and the evocative names given to 19th century aniline dyes; cabbage green, Tyrian purple and Euginia blue.

The Colloquium is particularly honored this year to welcome in the program 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 Granaiolo (to be confirmed). While in Castelfiorentino they will also 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.

So to discover why legal robes are black, how color could be positively harmful in dress installation of the 19th century, what signals are relayed by the colors of the iconic Bunny Girl costume and how Viktor & Rolf are re-thinking color, join us for what will be the most vibrant of the Costume Colloquiums so far and help us update Henry Ford’s famous dictum and declare that we need any color as long as it’s black, green, pink, yellow, red, purple…

The Costume Colloquium IV program features exclusive behind-the-scene visits, tours and receptions at sites in and around Florence. The special events are included in the conference fee and available to all participants.

Colors in Fashion is the fourth in a series of bi-annual conferences dedicated to the discussion of fashion, fabric, styles, techniques, conservation and the many topics associated with dress history and contemporary costume creation, use and design. Costume Colloquium I (2008) was a tribute Janet Arnold, renowned dress historian, while Costume Colloquium II (2010) centered on themes related to Dress for Dance. The 2012 edition, Past Dress – Future Fashion, focused on the broader analysis of historical styles and their influences on current and future fashion trends.

Advisory Committee:

Gillian Carrara - Director, Fashion Resource Center, The School of the Art Institute of Chicago - USA
Daniele Degl’Innocenti - Curator, Museo del Tessuto di Prato - Italy
Carlotta Del Bianco - Vice-President, Fondazione Romualdo Del Bianco - Life Beyond Tourism - Florence, Italy
Jonathan Fairers - Reader in Fashion Theory, Winchester School of Art, University of Southampton - UK
Joanna Marschner - Costume Historian and Curator, Historic Royal Palaces, Kensington Palace - London, UK
Roberta Orsi Landini - Costume and Textile Historian - Florence, Italy
Alexandra Palmer – Senior Curator of Textiles & Costume, Royal Ontario Museum - Toronto, Canada
Rosalia Varolo-Piazza - Art Historian and Special Advisor to the Director General of ICCROM - Rome, Italy
Mary Westerman Bulgarella - Costume and Textile Conservator, Researcher and Consultant, Florence, Italy

The Costume Colloquium ALL-INCLUSIVE fee includes:

- Welcome Aperitif during Registration on November 19th (location to be announced)
- Attendance to ALL Academic Sessions at the Auditorium al Duomo with simultaneous translations (English/Italian)
- Attendance to ALL Special Events and Receptions (visit and reception at the Stibbert Museum, at Palazzo Coppini - International Meeting and Study Centre and at other venues to be announced)
- Participation in the Excursion to Castelfiorentino (visits to the BEGO Museum, the Teatro del Popolo, the Pucci Archive and a reception at Villa di Granaiolo)
- Daily coffee breaks and one buffet light lunch
- Conference Kit (contains printed program, identification badge, vouchers and passes, general and useful information)
- Membership to the Association Friends of Costume Gallery and Members Card (exp. Dec. 31, 2014) which allows for FREE entrance to ALL the Florentine State Museums
- Pass To Tuscany Card which provides special offers and discounts historical sites, shops and restaurants, etc.

By registering to Costume Colloquium IV: Colors in Fashion you will receive a promotion code which allows conference participants to have special rates and/or upgrades on selected accommodations booked with VivaFirenze.it.

Registration, Program Details, Speaker Information and Costume Colloquium Updates available on www.costume-textiles.com

Organizing Secretariat:

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Fondazione Romualdo Del Bianco in collaboration with Associazione Amici della Galleria del Costume di Palazzo Pitti

Costume Colloquium IV: Colors in Fashion
20-23 November 2014 Florence - Italy
Session VII Black and a Splash of Red
Moderator: Alexandra Palmer
‘Le noir étant la dominante de notre vêtue ..’: The Many Meanings of Black in Post-War Paris
17:10–17:30 Veronica Casando Hernandez – Visual Artist and Freelance researcher - Madrid, Spain and Baltimore, MD, USA
The Red and the Black: Color Coding and Female Visibility in Late Victorian London
17:30–17:50 Sarah Fee – Curator, Eastern Hemisphere Textiles and Costumes, Royal Ontario Museum – Toronto, Canada
Seeing Red: The Demand for British Broadcloth in Africa and Asia, ca. 1700-1900
17:50–18:10 Silke Otto Geppert – Lecturer and Researcher in Costume History, Curator, Founder and President of Forum_Mode-Kostüm-Textil, Mozarteum University and Dommemuseum – Salzburg, Austria
The Fondness of Black and Burgundian Fashion
18:10–18:30 Stina Teilmann-Lock with Trine Petersen Brunn – Associate Professor and Assistant Professor, University of Southern Denmark – Kolding, Denmark
18:30–18:40 Discussion
18:40–18:50 Presentation of Museo Ferragamo by Stefania Ricci – Director Museo Ferragamo, Florence - Italy
19:00 Visit to Museo Ferragamo’s exhibition “Equilibrium” and reception

Saturday November 22 (venue: Auditorium al Duomo)

Session VIII Color: Patriotic, National, Regional or Local Identity
Moderator: Rosalia Varoli-Piazzia
9:00–9:20 Margaret Ogbemusola Aree – Researcher, Department of Fine and Applied Arts, Ladoke Akintola University of Technology and Heritage Manager, National Commission for Museum and Monuments – Ogbomoso, Oyo State, Nigeria with Debo Areo – Heritage Manager, National Commission for Museums & Monuments Abuja, FCT – Abuja, FCT, Nigeria
Birds of the Same “Color” Flock Together:
Identity and Solidarity Expressions in Aso-Ébi Cloth of the Yoruba
9:20–9:40 Emmanuelle Drix – Lecturer in Critical and Historical Studies/Theory Coordinator; Chelsea College of Art and Design, University of the Arts – London, UK
Contradictory Colors: The Tricolor in French Fashion 1939-1944
9:40–9:10 Justyna Jaworska – PhD, Institute of Polish Culture, Warsaw University – Warsaw, Poland
The Black Carnival – Mourning Fashion in Warsaw, 1861-1863
10:10–10:30 Catarina Argolo – School of Fine Arts at the Universidade Federal da Bahia (UFBA), Department of Art History and Painting – Sao Salvador, Brazil

The Costume of the Baiana: Vestimentar Traditional Identity and its Contemporary Readings
10:30–10:40 Discussion
10:40–11:00 Coffee Break

Session IX Color in Mid-Eastern and Asian Dress
Moderator: Carlotta Del Bianco
11:00–11:20 Shi Hwa Lin – Associate Professor, University of Hawaii and Professor, University of Rhode Island – Kingston, RI, USA with Margaret T. Ordoñez – Professor/Director, Historic Textile and Costume Collection, University of Rhode Island - Kingston, RI, USA
Color Code in Qing Imperial Costume
11:20–11:40 Mary M. Dusenbury – Research Curator, Spencer Museum of Art, University of Kansas – Lawrence, KS, USA
Layering Color at the Heian Court of Japan (794-1185): Empress Shōshi and her Salon
11:40–12:10 Geraldine Craig – Art Department Head, Kansas State University – Manhattan, KS, USA
Color-Coded: Hinok Clan Identity
12:10–12:30 Piyanan Petcharaburaran with Alisa Saisuvarravee – Museum Editor and Curator, Queen Sirikit Museum of Textiles – Bangkok, Thailand
Dress and Color at the Thai Court, ca.1850-Present
12:30–12:50 Discussion
12:50–13:40 Lunch break

Session X What Was, What Is, What’s Next?
Moderator: Regina Lee Blaszczyk
13:40–14:00 Jonathan Faiers – Reader in Fashion Theory, Winchester School of Art and University of Southampton – Winchester, UK
Yellow is the New Red, or Clothing the Recessions and How the Shade of Shame Became Chic
14:00–14:20 Kate Irvin – Curator of Costume & Textiles, Rhode Island School of Design Museum – Providence, RI, USA
Lives Lived: An Archaeology of Faded Indigo
14:20–14:40 Claire Rose – Contextual Studies Lecturer, The Royal School of Needlework – London, UK
Rough Wolves in the Sheepcote: the Meanings of Fashionable Color, 1909-1914
14:40–15:00 Maurizia Mondanaro – Color, Print and Trend Manager Calvin Klein Underwear / PVH Corp. – New York, NY, USA
The Challenge of Balance: Fostering Innovative Design within the Parameters of Commercial Demands
15:00–15:20 Michal Lynn Shumate – MA Candidate at the School of the Art Institute of Chicago – Chicago, IL, USA
From Black Light to Bluescreen: Viktor & Rolf and Colors as Concept
15:20–15:40 Discussion
15:40–16:00 Presentation of Museo Stibbert by Simona De Marco, Vice-Director

Sunday 23 November
8:30 Meeting point Auditorium al Duomo
8:45 Departure by bus to Graniaiolo
9:45 Arrival Pucci Museum, Archive and Talent Center in Graniaiolo
10:00–10:20 Welcoming remarks (Laudomia Pucci – CEO, Emilio Pucci Srl)
Presentation of the Pucci Museum, Archive and Talent Center (Alessandra Arezzi Boza – Fashion Consultant and Historian, Content Manager Europeana Fashion – Florence, Italy)
10:20–11:15 Guided visit of the Pucci Museum, Archive and Talent Center
11:30 Departure from Graniaiolo
11:45 Arrival at Castelfiorentino (Teatro del Popolo)
12:00 Welcoming remarks
Costume Colloquium IV Closing remarks by Alexandra Palmer – Nora E. Vaughan Senior Curator of Textiles and Costume, Royal Ontario Museum, Toronto, Canada
Announcement of Costume Colloquium V (2016)
13:00 Farewell lunch (location to be determined)
14:00 Visit BEGO Museum and the town center
15:00 Departure by bus from Castelfiorentino to Florence

*This Detailed Daily Program subject to change at the discretion of the Costume Colloquium organizers.
**Session I Color Codification and Documents**

Moderator: Roberta Orsi Landini –
9:30–9:50 Susan Kay-Williams – Chief Executive, Royal School of Needlework – London, UK
Shade Cards and Dye Sample Books 1856-1906: What Do They Tell Us About Colors in Fashion of the Period?
9:50–10:10 Charlotte Nicklas – Senior Lecturer University of Brighton – Brighton, UK
Cabbage Green, Tyrian Purple and Eugénie Blue: Color and Language in Mid-Nineteenth Century Women's Fashion
10:10–10:30 Jennifer Rice – Freelance Archivist – New York, NY, USA
Imagining Color: Fashion & the Hand-Colored Postcard
10:30–10:50 Anna Buruma – Archivist, Liberty Art Fabrics and Curator, Central Saint Martins Museum and Study Collection – London, UK
Alpine Glow & Alphameric Bronze*: Comparing Two Dyebooks
10:50–11:00 Discussion
11:00–11:20 Coffee break

**Session II Color: Social, Political and Cultural Identity**

Moderator: Gillion Cararra
11:20–11:40 Joy Bivins – Curator, Chicago History Museum – Chicago, IL, USA
Color and the Expression of African American Fashion Identity
11:40–12:10 Kimberly Chrismans-Campbell – Independent Scholar – Los Angeles, CA, USA
Red, White and Blue on the Runway: the 1968 White House Fashion Show
12:10–12:30 Leif Runefelt – Assoc. Prof., Södertörn University – Stockholm, Sweden
Blue Peasant, Grey Peasant: Indigo as an Ethical Problem in Swedish Rural Dress 1790–1820
12:30–12:50 Kimberly Wahl – Associate Professor, Ryerson University – Toronto, Canada
Purity and Parity: The White Dress of the Suffrage Movement in Early Twentieth-Century Britain
12:50–13:10 Lauren Whitley – Curator, Textiles & Fashion Arts, Museum of Fine Arts – Boston, MA, USA
Psychedelic to Camp: Color in Fashions 1967-1973

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**Thursday November 20 (venue: Auditorium al Duomo)**

9:00–9:15 Welcoming remarks
What’s Colorful about Colors in Fashion and Why Color Counts

**Session III Performing in Color**

Moderator: Jonathan Faieres
15:00–15:20 Michelle Finamore – Curator of Fashion Arts, Museum of Fine Arts Boston – Boston, MA, USA
Color before Color: Tinting Fashion Reels in the Silent Era
15:20–15:40 Elizabeth Galindo Roberts – Professor, University of California Sacramento – Sacramento, CA, USA
Glorious Technicolor in 1930s Films: How the Golden Age of Hollywood and the onset of Technicolor Changed the Way the World Looked at Films and Fashion
15:40–16:10 Giulia Tonucci – PhD Candidate, University of Bologna – Bologna, Italy
The Performing Color of Wearable Technologies
16:10–16:30 Alexandra Murray-Leslie with Sam Ferguson and Andrew Johnston – Artist Researcher, Creativity and Cognition Studios, University of Technology of Sydney – Sydney, Australia
Color Tuning
16:30–16:40 Presentation of the “Colors in Fashion” workshop by Nana Iashvili, Professor, Dean of the Faculty of Media Art, Thilisi State Academy of Art – Thilisi, Georgia; Paola Puma, Ricercatore Dipartimento di Architettura, Università degli Studi Firenze – Florence, Italy; Gillion Carrara, Director, the Fashion Resource Center, Department of Fashion Design, The School of the Art Institute of Chicago
16:55–17:05 Presentation of ICLAB (Intercultural Creativity Laboratory) by Corinna Del Bianco, Secretary, International Institute Life Beyond Tourism – Florence, Italy

**Friday November 21 (venue: Auditorium al Duomo)**

9:00–9:20 Tina Bates – Curator Emerita, Canadian Museum of Civilization – Gatineau, Canada
From Blue to Pink to White: the Significance of Color in the Nurse’s Uniform
9:20–9:40 Kevin Jones – Curator, FIDM Museum at the Fashion Institute of Design & Merchandising – Los Angeles, CA, USA
A Colony of Colors: The Iconic Playboy Bunny
The Telling Colors of Livery Dress in Late Medieval France (1380-1480)
10:10–10:30 Jennifer Daley – PhD Graduate King’s College, University of London – London, UK

**Session V Color: Symbolic of Wealth & Power**

Moderator: Joanna Marschner
11:00–11:20 Helena Beks – Scholar – Leiden, Netherlands
The Big Black Dress: Why Legal Robes are Black
11:20–11:40 Kate Strasdin – Lecturer and Curator, Falmouth University – Devon, UK
Gold and Silver by Night’ – Queen Alexandra and the Colors of Power 1863-1910
11:40–12:10 Maria Cristina Volpi – Associate Professor, Universidade Federal do Rio de Janeiro – Rio de Janeiro, Brazil
Green and Yellow: An Empire under the Light of the Tropics
12:10–12:30 Deirdre Murphy – Curator, Historic Royal Palaces – London, UK
Lord Boston’s Court Uniform: A story of Color, Politics and the Psychology of Belonging
12:30–12:40 Discussion
12:40–13:00 Presentation of OPD dye analysis research project by Susanna Conti – Technical Director and Coordinator of Textile Lab., Opificio delle Pietre Dure e Laboratorio di Restauro – Florence, Italy
13:00–14:30 Lunch Break and optional visit to OPD (to be confirmed)

**Session VI Creating Color**

Moderator: Daniella Degl’Innocenti
14:30–14:50 Anjali Deshmukh – Associate Professor and Head, Department of Textiles and Clothing, Vidarbha Institute of Science & Technology – Amravati, India
Yellow Palette of Marigold for Silk
14:50–15:10 Alison Matthews David – Associate Professor, School of Fashion, Ryerson University – Toronto, Canada
‘Agonies in Red, Livid Horrors in Green’: Poison, Color, and Chromophobia in the Nineteenth Century
Bright Black, Neon Accents: Fabrics of the 1890s
15:30–15:50 Aurora Fiorentini – Associate Professor Polimoda & Visiting Professor, IULM – Florence, Italy
15:50–16:10 Dennita SEwell – Curator of Fashion Design, Phoenix Art Museum – Phoenix, AZ, USA
Digital Print Fashion
16:10–16:20 Discussion
16:20–16:50 Break