

IFFTI 2015 Annual Conference-Call for Installations
12th May to 16th May, 2015 at Polimoda, Florence, Italy.

2015 IFFTI Annual Conference will be held from 12th May to 16th May, 2015 at Polimoda, Florence, Italy.

2. The Theme of the Conference is based upon “Momenting The Memento” and “Fashion, Education & The City”.

3. The 6 Sub-themes are 6 areas in which fashion is evolving today. Craft for the techniques we use and reinvent, Calligraphy because writing is a field in which we strongly believe, Body because it is the support for Fashion, Dress because we study history while creating new shapes and forms, Imagery because new digital technology gives us wings, and Space because we need to curate our ideas.

3. Therefore the brief is as follows:-

a) Use ‘Craft’ as a metaphor for new technology which will subsequently lead to new fashion.

b) Use ‘Calligraphy’ as metaphor for; thinking, writing, connecting, and proclaiming what tomorrow should be.

c) Use ‘Body’ as metaphor for our skin: epidermis (skin)/bones/clothing/architecture/ city/electronics/technology/intuition.

d) Use ‘Dress’ as metaphor to re-invent the body and body language, tailoring in all its most abstract forms.

e) Use ‘Imagery’ or ‘imaginary’ as metaphor bringing fashion to reside and live in; true image, video, photography an internet.

f) Use ‘Space’ as a metaphor to discover new territories!

4. The submissions are to be expresses in installations using Video/Photography/Writing/Sound/Drawing/Knitting/Sculpting/Dreaming/Video Mapping.

Enclosure

Call for Installations

During the run up to May 2015 IFFTI will make a selection from all submitted projects and create 6 'Installations' located around the city of Florence. Any interesting and unique visionary project not selected to appear as an installation will be published in a conference book and also on Conference's dedicated website. Polimoda will be the main curator of all projects. Please note that each of the 6 'installations' will actually be made up of more than one project submission, for example; 3 or 4 individual projects may be grouped together to form one installation. Projects may be accompanied by a brief video, photographs or Power Point Presentation drawings, etc.

General Requirements for Installations

Submitted documents should comply with all of the following requirements:

- a- NARRATIVE
 - 1x document max. 5 pages (A4) that explains the concept.
 - The document can contain text, images, designs, drawings etc.
- b- IN AN APPENDIX
 - You can also upload a video:
 - Video must be no longer than 2 minutes or bigger than 250MB.
 - Supported formats include .mov .mp4 .avi .wmv .flv
 - List of materials /works used in your exhibition
 - Supported formats include .doc .docx .txt .pdf .ppt
- c- -Name and surname
- d- - Age / sex
- e- IFFTI institute

Submit

We would like to know about your cultural background in order to help us create the best 'BRIDGE' between cultures, visions and attitudes.

We would like to thank you in advance for applying and being part of this beautiful project in our beautiful city!

Deadline For Projects Submission

Open call for first draft for projects / March 2014

Final date for submission of draft for installations / 1st September 2014

Jury and selection / October 2014

Starting realization of Installation / November 2014

Review Process

Reviving the spirit of Renaissance (re-birth); all submitted projects will be analysed and receive comments from our selected jury composed by Polimoda. We will study all of them carefully with an open mind and with curiosity, in order to remain impartial, but at the same time we will be looking to bring people, ideas and cultures together. Please do submit your ideas, concepts and projects as soon as possible in order to give us enough time to study how we can develop each concept, find the perfect location for your project and actually create a real live installation or debate in the heart of the renaissance – the city of Florence.

- All documents, drafts and proposals for installations will be reviewed by a committee of IFFTI member institutions appointed by POLIMODA, the conference hosts.
- We will contact the authors of the selected installations (by skype) to understand the eventual location and the final outcome of the installation or the paper concept in order to give more value to the proposal.
- Polimoda will select and work with the final proposals as soon as possible in order to be ready for May 2015.

Copyright

All projects presented for the Conference will be published by the host institution on their website. Authors are required to undertake a copyright agreement with which will be sent in due course.