

ZONEMODA JOURNAL N. 8

FASHION AND CULTURAL HERITAGE

Studies, policies and strategies between the public and private sector

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ZoneModa Journal has been rated "Class A" by the National Agency for the Evaluation of the University System and Research (ANVUR) for Area 10, Scientific Disciplinary Sector L1 - English and Anglo-American Language, Literature and Culture, and it is considered a scientific journal for the following areas:

- Area 8 - Civil Engineering and Architecture
- Area 10 - Antiquities, Philology, Literary Studies, Art History
- Area 11 - History, Philosophy, Pedagogy and Psychology

ZoneModa Journal invites you to present proposals for a monographic issue on *Fashion and Cultural Heritage*. The relationship between fashion and cultural heritage has recently produced excellent results from an economic point of view. In recent years several Italian and European companies, drawing inspiration from their own history while looking at the future, have turned their archives into competitive tools for Brand Identity and Heritage Marketing strategies.

At the same time in Italy the project "Archivi della moda del '900" (*Fashion Archives of the 20th Century*), aimed to recover and enhance the heritage of Italian fashion kept in both public and private archives of the twentieth century, is increasingly relevant in terms of *fashion heritage*. Such heritage is made of paper documents as well as clothing and accessories, therefore, it has a lot in common with preservation and enhancement strategies, typical of museums.

This project, coordinated by Associazione Nazionale Archivistica Italiana (*National Association of Italian Archivists - ANAI*), is carried out in collaboration with Direzione Generale per gli Archivi del Ministero per i Beni e le Attività Culturali e del Turismo (*General Direction for Archives of the Italian Ministry of Cultural Heritage and Activities and Tourism*), Direzione Generale per le Biblioteche (*General Direction for Library Heritage*), Istituti Culturali e il diritto d'autore del Ministero per i Beni e le Attività Culturali e del Turismo (*Cultural Institutes and Copyright of the Italian Ministry of Cultural Heritage and Activities and Tourism*). With the involvement of several institutions, the project *Fashion Archives of the 20th-Century* represents a fundamental need to know and preserve an important legacy and identity. Today, despite the risk of dispersion, this heritage represents a crucial factor in the promotion and innovation of the *made in Italy* brand (<http://www.moda.san.beniculturali.it/wordpress/>).

Moreover, the issue of conservation, transmission and enhancement of cultural heritage has for many years been the core of major national and international debates. Up to the present, Italian policies and – more generally – European Union policies provide specific guidelines for programs centred on this issue to be developed through the innovative use of digital and web technologies.

In addition, the historical heritage of fashion in Italy is incredibly vast, as evidenced by the still-ongoing work of mapping carried out by the Sistema Informativo Unificato per le Soprintendenze Archivistiche - SIUSA (*Unified Information System for the Supervision Agencies*) - which represents the primary access point for consulting and research non-governmental archival heritage, both public and private, which are not kept by State Archives (<http://siusa.archivi.beniculturali.it>).

Therefore, this issue intends to investigate the following topics:

- Theories and analytical models
- Cultural heritage and documents
- Fashion cultural institutions
- Italian and international policies
- Management and creative and cultural industries
- Italian fashion system: Made in Italy and storytelling
- Historical processes and local identities
- Digital heritage
- Fashion and Public History

Abstracts (no more than 1000 words + 5 bibliographical references, word - *.doc format), written in English, are to be sent to: zonemodajournal@unibo.it

Abstract acceptance does not guarantee publication of the article, which will be submitted to a double-blind peer-review process.

The abstract submission deadline is October 15th 2017.

The editorial staff will inform the authors of abstract reception by email, and will notify its acceptance (which might include comments and requests of explanations) by November 15th 2017.

The full-length paper (6000-7000 words, in Italian or English) should be submitted by January 31st 2018.

Reviewers' comments will be sent to the authors by February 28th 2018. Authors shall send the improved article to the editorial staff by March 31st 2018.

ZMJ 8 is scheduled to be published in May 2018.