



DAMSLAB

MADE IN DIGITAL

FASHION, TECHNOLOGY, AND
CULTURAL SHIFTS FROM ITALY
TO THE GLOBAL CONTEXT

ZoneModa Conference 2025

Organised by **Pasquale Cascarano, Gustavo Marfia, Chiara Pompa**,
in collaboration with **Maryam Arjmandi, Irene Calvi, Eleo Stacchiotti**.

RIMINI

7 — 8.11 / 2025

Department of the Arts,
University of Bologna – Campus of Rimini
Sede Angherà, Via D. Angherà 22, Rimini
Complesso Alberti, Via Q. Sella 13, Rimini

FRIDAY, NOVEMBER 7TH

9.00 – Registration and welcome coffee

→ **Aula Magna**

10.15 – Institutional greetings

Federica Muzzarelli (Director of Organisational Unit UOS Rimini, Department of the Arts, Università di Bologna), Simone Badioli (President of Uni.Rimini), Gustavo Marfia (Coordinator of International Research Centre CFC, Department of the Arts, Università di Bologna)

10.30 – Presentation of the PNRR project

1.04 Digital Services for Made in Italy:

Digital Twins for Predictive Models and to Support the Lifecycle of Fashion Products

Gustavo Marfia (PI), Pasquale Cascarano, Eleo Stacchiotti, Irene Calvi (Università di Bologna), Guenda Mancini (Aeffer)

11.45 – Industrial Session

From Textiles to Heritage: Industry Insights on Digital Fashion with d_archive, Alu Studios and Fratelli Piacenza

Chairs: Irene Calvi, Pasquale Cascarano, Eleo Stacchiotti (Università di Bologna)

1. **Digitization of Fashion Archives and its Impact on Accessibility and Heritage Preservation**
Erisa Ibrahim (d_archive)
2. **Conservation through Creation**
Dylan Eno, Finn van Tol (Alu Studios)
3. **Intrecci Digitali: Revolutionizing Textile Industry with Generative AI**
Eugenio Alessandro Canepa (Fratelli Piacenza)

13.00 – Lunch Break

→ **Aula Magna**

14.30 – Keynote Lecture

Chair: Gustavo Marfia (Università di Bologna)
FashionAI: Artificial Intelligence to drive creativity, innovation and compliance in the Fashion Industry
Marina Paolanti (Università di Macerata)

→ **Aula Magna**

15.30 – Parallel Session 1A

The Digital Turn of Fashion Archives

Chair: Stefano Marino (Università di Bologna)

1. **Designing Digital Archives for Sustainable Textiles: XR Interaction and Cataloguing Tools for the Italian Fashion Industry**
Michele Zannoni, Ludovica Rosato, Diego Pucci, Riccardo Foschi, Benedetta Gaeta (Università di Bologna)
2. **Digital Twin e Patrimonio Culturale della Moda. Epistemologie e pratiche per un archivio dinamico: Archivio della Moda Italiana Giovanni Battista Giorgini**
Daniela Calanca (Università di Bologna)
3. **The Agency of Digital Technologies in Remediating Fashion Archival Objects**
Angelica Vandì, Ilaria Trame (Politecnico di Milano)
4. **Castiglioni Brothers' Omega Showroom: Toward a Digital Twin Framework for Archival Knowledge Flows**
Chiara Montermumisi, Ines Tolic (Università di Bologna)

→ **Aula Angherà 3**

15.30 – Parallel Session 1B

Digital Practices for Sustainable Fashion

Chair: Chiara Pompa (Università di Bologna)

1. **Rethinking Pre-Consumer Waste in Fashion: Toward a Digital Twin of Waste**
Anna Maria Azzini, Margherita Tufarelli (Università di Firenze)
2. **Fashion and the Politics of Access: Archive Limitations, Digital Technologies, and the Ethics of Creative Reuse**
Flavia Piancazzo (Università di Bologna)
3. **Prototipi visivi, pratiche sostenibili: l'anticipazione progettuale tramite AI**
Leonardo Giliberti, Margherita Tufarelli (Università di Firenze)

16.45 – Coffee Break

SATURDAY, NOVEMBER 8TH

→ Aula Magna

17.15 – Parallel Session 2A

Digital Twins and Fashion Display

Chair: Daniela Calanca (Università di Bologna)

1. ***Digital Twin e corpo atmosferico: nuovi scenari sensoriali per archivi, musei e retail nella moda***
Carlo Chiusi, Federica Forti (IUAV)
2. ***Digital Twins and Fashion Heritage: Rethinking and Developing New Museum Practices in Italy through Emerging Technologies***
Romana Andò, Samuele Briatore, Juliana Bez Kroeger (Sapienza Università di Roma)
3. ***Un museo per Valentino: dal cloud al white cube. Un esempio di sovversione del paradigma del digital twin***
Virginia Spadaccini (IED Roma)

→ Aula Angherà 3

17.15 – Parallel Session 2B

Tech-Driven Transparency

Chair: Eleo Stacchiotti (Università di Bologna)

1. ***Digital Twin as a Brand Asset in the Context of the Digital Product Passport: A Case Study***
Francisco Mostazo-Fernández, Eduardo Villena-Alarcon (Universidad de Málaga)
2. ***Digital Product Passport and Consumer Perception: A Tool for a More Transparent and Sustainable Fashion Industry***
Eleonora Acciai, Mario Risso (Università Niccolò Cusano)
3. ***RHITA. Reshaping Made in Italy. Prospettive green e tech per una moda contemporanea espansa***
Michela Carlomagno, Chiara Scarpitti (Università degli Studi della Campania Luigi Vanvitelli)

→ Aula Alberti 10

9.00 – Session 3

AI and Emerging Technologies I

Chair: Irene Calvi (Università di Bologna)

1. ***Post-representative Fashion. Digital Twin e scenari iperreali nell'evoluzione della moda contemporanea***
Andrea Quartu, Denis Domenichetti, Paolo Franzo (Università di Firenze, Università degli Studi della Campania Luigi Vanvitelli)
2. ***3D Technology and Digital Production: Knitting and Hand-Made Fashion***
Alessandra Von Burg, Farah Alsakhita, Roksanna Keyvan (Wake Forest University)
3. ***FashionAI – Collection Grids: A Human-in-the-Loop Expert System for Designer-Centric Fashion Intelligence***
Benedetta Petroselli (Università di Macerata)

10.00 – Keynote Lecture

Chair: Pasquale Cascarano (Università di Bologna)

Prospectives for a Sustainable Metaverse for Made in Italy

Michele Fiorentino (Politecnico di Bari)

11.00 – Coffee Break

11.30 – Session 4

AI and Emerging Technologies II

Chair: Maryam Arjmandi (Università di Bologna)

1. ***FashionAI: Creativity and Artificial Intelligence in the Fashion Industry***
Marina Paolanti, Emanuele Frontoni (Università di Macerata)
2. ***Look in and above: There is more than the flesh. AI Models, Algorithmic Aesthetics, and the New Fashion Economy***
Michele Varini (Università Cattolica del Sacro Cuore)
3. ***CRoCs-XR: A Cross-Reality Collaborative Experience for Fashion X-Commerce via Virtual and Augmented Reality***
Lorenzo Stacchio (Università di Macerata)

12.30 – Lunch Break

Promoting Committee

The conference is promoted by the International Research Center “CFC – Culture Fashion Communication” and financially supported by DAMSLab, Department of Arts at the University of Bologna and Uni.Rimini Foundation.

For the 2025 edition, the conference is part of the activities of the three-year PNRR project *Digital Services for Made in Italy: Digital Twins for Predictive Models and to Support the Lifecycle of Fashion Products*. This project – part of Spoke 1: Digital Advanced Design: Technologies, Processes, and Tools of the extended partnership MICS-Made in Italy Circolare e Sostenibile – has been co-financed by the multi-brand group AEFfe S.p.A. under the National Recovery and Resilience Plan (PNRR).

Scientific Committee

University of Bologna: Daniela Calanca, Pasquale Cascarano, Flaviano Celaschi, Lorenzo Donatiello, Fabriano Fabbri, Pasquale Fameli, Veronica Innocenti, Vittorio Linfante, Mariella Lorusso, Gustavo Marfia, Stefano Marino, Roy Menarini, Federica Muzzarelli, Chiara Pompa, Catia Prandi, Monica Sassatelli, Simona Segre Reinach, Ines Tolic, Michele Zannoni.

The ZoneModa Conference 2025 – *Made in Digital: Fashion, Technology, and Cultural Shifts from Italy to the Global Context* investigates how digital transformation is reshaping fashion across its entire chain – from design and production to communication, retail, and cultural heritage. Digital Twins, artificial intelligence, and extended reality technologies are redefining how fashion objects are created, experienced, archived, and circulated. These innovations are not merely technological: they bring forward new aesthetic languages, challenge established industrial and economic logics, and question cultural and social values embedded in fashion practices. This edition of the conference fosters a multidisciplinary dialogue among scholars, researchers, students, and industry professionals to explore how the progressive interplay between physical and digital realms is shifting identities, relationships, and scenarios within the fashion system. By focusing on Italian excellence within a broader international context, the conference offers a critical space to discuss the present and future of fashion in the digital age.



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CONFERENCE
2025

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Organizing secretariat: **Fondazione Alma Mater**

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