

PROFESSIONAL MASTER **"Made in Italy.** **(Italian Fashion Design) "**

ACADEMIC YEAR 2022-2023

In the current intertwining of languages and relationships, in a social context based on communication and the great convergence of interpersonal relationships, the Professional Master of SSML Salerno in Made in Italy. (Italian Fashion Design), is proposed as a targeted training course addressed to all types of the made in Italy sector specifically for fashion: couture, designer, diffusion, bridge in the different variants of classic, updated, avant-garde and within each section such as novelty, commercial, basic, connected to new behaviors, related issues and new mindstyles.

The Professional master aims to train professionals and perfect operators who already work in the Made in Italy sector, with particular reference to Fashion Design and Fashion Management Stylist, who know how to operate in areas ranging from the project, which starting from the design, it moves on to the definition of colors, fabrics, or other materials, to the first cost evaluation, to the model, to the definition of finishes, up to the marketing of fashion and to specialize the members in the sectors of greatest interest linked to the fields of professionals Fashion and Fashion Stylist manager of: Fashion Economics and Business Strategy, Fashion Brand and Design, Management, Events and PR or Web Marketing. The goal is to offer an almost complete preparation, at the same time flexible and multidisciplinary, to its students, to outline, at the end of their training course, a profile of reliable competence and quality compatible with the entire range of Made in professions. Italy in the Fashion sector and Fashion Stylist Manager.

The course is also structured on theoretical and theoretical-practical modules elaborated in four sections: the first, 22 hours, is dedicated to the study of social and psychological areas such as the Psychology of Marketing and Advertising; the Sociology and History of Fashion, the second lasting 20 hours, focuses on

learning the theoretical-practical part. This second section will aim at the development of skills and cultural knowledge related to the Fashion and professional context but with an applicative approach with visits made to local companies in the province of Salerno. Students will have the opportunity to carry out internships at affiliated companies, which will allow them, through the testimony of professionals in the sector, to grasp the experience that is achieved in making Made in Italy products. (theoretical-practical part) and, at the same time, to be in contact with university professors operating in the field of fashion design, food design and Made in Italy. In this way they will discover, in a pleasant way, the differences and similarities that exist between the real Made in Italy and what is to be understood as imitation. A unique experience to approach the study of Made in Italy science, with professors of national and international fame.

Period: February-April 2023

Place of performance: online mode

Days of lessons: 8 days over three months

Total duration of the course: 16 hours

Theoretical lesson hours: 8 hours

Theoretical / practical hours and laboratory: 8 hours

Title issued: MUR credit certification

Classroom tutor: Pietro Squizzato

GENERAL PROGRAM OF EDUCATIONAL MODULES

BASIC MODULES

Duration: February-April 2023

PROGRAM OF THEORETICAL MODULES (T)

(16 hours)

SOCIAL AND PSYCHOLOGICAL SCIENCES AREA (9 hours)

1. Psychology of Advertising, Marketing and Fashion Italian Design (M-PSI / 06) (9 hours)

Prof. Stefano Amodio

The dynamics of this course refer to the subjects of design and visual planning, but seen this time from a psychological perspective. Following the cognitive theory, the psychoanalytical implications applied to art and the new neuro-perceptive theories, the path offers a biological-behavioral background to the experiences of vision applied to advertising and marketing.

HUMAN AND SOCIAL SCIENCES AREA

1) History of fashion and costume in Italy (9 hours of 3 hours for each part)(SPS / 08) Prof. Melina Allegro

Objectives: Fashion as a social phenomenon and generational customs. Insert the perspective of contemporary integration into the problems of the cultural industry, following the profiles and responses of different social contexts in the current renewed digital landscape

The fashion system and the Italian business organization

Objectives: The textile and manufacturing industry linked to the clothing and accessories sector.

2) Theories of fashion and new strategies of made in Italy fashion (6 Hours of 3 hours for each part)(SPS / 08) Giorgia Calò

The course offers a unique opportunity to study fashion through an interdisciplinary path that encourages creativity and dialogue between different

disciplines such as sociology, marketing, semiotics, fashion communication and history of visual arts.

The aim is to train the student in the following fields articulated to the professional purpose of the event organizer with technical specifications:

- A- historical-methodological preparatory
- B - Economy, Management and planning of the event
- C – Multimedia technologies for event communication
- D – Workshop, event planning

THEORETICAL-PRACTICAL PART AND TECHNICAL WORKSHOP

Duration:

(20 hours total)

The Technical-Practical path develops a global vision on the world of fashion; design book, moodboard, material folder, aesthetic and illustrative languages, design systems. will be the in-depth themes in this area.

Aesthetics of Fashion, Fashion Marketing, Public Relation, Research, Elements of Creative Design, Study of the fashion sketch and illustration will be the theoretical basis for a professional approach.

This course aims to train students and professionals on the acquisition of a technical, visual, perceptive and representative capacity in the context of the Fashion Stylist and Fashion Designer.

Study and iconographic research of signs, shapes and volumes in contemporary fashion, accessories and fabrics.

The aim is to provide the student with a practical look at the different fields and professional profiles of the Fashion sector. Figures who are able to effectively plan, produce and share services and content.

Internship at fashion houses, ateliers or affiliated fashion organizations

FASHION

1) The fashion system and Project of Italian Fashion Design (4 hours)

Teacher: Salvatore Spera

Objectives: The textile and manufacturing industry linked to the clothing and accessories sector.

The great Italian tailors and the province of Salerno

Teacher: Salvatore Spera

Objectives: The history of the great Italian families of excellent tailoring.

2) Italian Jewels Design (4 hours) Prof. Ciro Del Ferraro

Objectives: History of jewelry and production technologies italian Design

Materials and gems: Analysis of the physical, chemical and morphological characteristics of materials and gems; design methodologies, analysis of the process that leads from the idea to the realization of the prototype; design methodologies, choice of materials and stylistic references, elaboration of drafts and executive drawings.

3) Features of fashion design in post-Soviet Georgia (12 hours) - Nino Mgaloblishvili

The course discusses fashion as a complex multifaceted socio-cultural phenomenon. The main focus is on a wide range of problems in the practice of Georgian post-Soviet fashion design, namely, the generalization and theoretical understanding of the characteristics of post-Soviet clothing consumption and style.

We analyze Georgian fashion from the point of view of specific socio-cultural practices, these are (Objectives):

- Discussing the use of clothing in the context of its identity and visual representation, as well as the expression of individuality (4 hours);
- In terms of cultural studies, you will analyze the Soviet and post-Soviet period of the development of the fashion process in Georgia (4 hours);
- we analyze the main trends and contradictions in the consumption of clothes in the conditions of the formation of market relations in Georgia (2 hours);
- We will discuss the modern specific features of the formation of the national model of the Georgian fashion industry and market, as well as the problems of including the designer as the main subject in them (2 hours).

RECIPIENTS: The Professional Master is aimed primarily at the wide range of subjects with a high school diploma from the Institute of Fashion, Art Institute, Art School or any other high school. Graduates of all secondary schools and graduates of both the Bachelor's and Master's Courses, coming from humanistic, sociological, political-legal faculties and middle and high school teachers, for which the course issues MIUR training credits, can also enroll in the master. It is also possible to consider applications for participation from candidates with a secondary school diploma after prior evaluation by the Director of Didactics with consequent release of the same authorization: the Professional Master in fact is located in an original position, with a typically university theoretical profile, but united to an equally central provision of a technical, practical nature, directly oriented to the professions of Made in Italy with particular reference to the fashion sector, Fashion, Food Design and the Stylist Manager.

PURPOSE

The fundamental purpose of the Professional Master is to offer all the necessary skills to its students to pursue a career within the activities of the Fashion and Fashion Stylist sectors, from the technical to the organizational and managerial ones. Furthermore, this training course will be able to offer a broad and at the same time specific knowledge base capable of supporting and defining a culturally valid profile for those who want to operate in the Fashion and Fashion Stylist management

DURATION (44 hours of lectures and theoretical practical part)

The master is divided into 2 distinct Didactic Sections, for a total of 44 hours in a three-month period:

Lectures area T (Theory): 24 hours of online lessons

Company internship at fashion houses, ateliers or fashion organizations with agreements and lessons in the T / P area (theoretical-practical) and Laboratories and exercises in the Fashion area: 20 hours in online mode

TITLE ISSUED

The Professional Master releases 2 CFM

Minimum number of participants for the activation of the Master: 15

DIRECTION AND COORDINATION

Didactic Director (SSML Salerno): Stefano Amodio
Scientific Director (SSML Salerno): Prof. Melina Allegro
Scientific Coordinator of the Master and interpreter: Prof. Maia Jijava
Didactic Director (Gori State University): Prof. Dr. Giorgi Sosiashvili
Scientific Director (Gori State University): Prof. Dr. Tsiuri Duruli
Classroom tutor: Pietro Squizzato
Classroom tutor: Nino Mgaloblishvili

TECHNICAL SCIENTIFIC COMMITTEE

Zurab Zurabashvili
Stefano Amodio
Melina Allegro

BRIEF PROFILE OF SOME TEACHERS

Stefano Amodio, President of the Teseo Institute and Director of SSML Salerno, PhD in General Psychology, teaches Advertising and Marketing Psychology at the Free University of Arts in Bologna and at Sapienza in Rome, Director of SSML Salerno and lecturer at the himself in the chairs of Organization and Marketing for Business Communication, Psychology of Work and Psychology of Communication. Trainer in the field of Human Resources and Labor Organization. He deals with professional training, work psychology, motivation, work well-being, communication mediations, creativity and emotions. He is a member of the scientific technical committee of the Storytelling Observatory of the University of Pavia and of numerous national and international scientific boards. Curator and author of several volumes including: Homo Laborans. Tools for the analysis and promotion of work well-

being (Teseo Editore, 2010) and Johann Amos Comenius. Comenian thought and universal education in the analysis of Didactica Magna (Teseo Editore, 2012).

Melina Allegro, Vice-president of the Teseo Institute and Director of International Relations, Orientation and External Affairs of the SSML Salerno, graduate in Educational Sciences, qualified to teach humanities in secondary school, trainer in the field of pedagogy and processes training, education technology and learning.

Giorgia Calò, historian, art critic and curator. She trained at the La Sapienza University of Rome, where she graduated in Literature, later specializing in Art History. In the same discipline, she obtained a PhD in History of Art, with a thesis on Cross-borders between art and fashion as a form of communication (La Sapienza, Rome). He published the volume Fashion and Art with Domenico Scudero. From Decadentism to Hypermodernism (Gangemi Editore, Rome 2009). He has held seminars within the course of "History of art and fashion exhibition events" (Sapienza University of Rome, Faculty of Humanities, academic year 2008/2009 - 2009/2010). Author of numerous essays and articles on the mingling of art and fashion and on new Israeli research in the field of fashion design in sector magazines such as "Artribune", "Insideart" and "Luxflux proto-type contemporary art". He has held several conferences on the subject, including: The body (re)dressed with meanings, with Massimo Canevacci (Emmeotto Gallery, Rome 17 December 2010) and Dress/House. Female artists and fashion, as part of the program of events and conferences of the exhibition WOMEN, body and image between symbol and revolution (GAM - Galleria d'arte Moderna di Roma Capitale, 18 June 2019). From 2015 to 2019 he held the position of Councilor for Culture and Historical Archive of the Jewish Community of Rome. He is currently managing director for modern and contemporary art events of the Foundation for the Jewish Museum in Rome

Salvatore Spera, administrator of Effetre, son of Francesco Spera, who began his tailoring business working for the main brands of Italian high fashion and

then founded, in 1988, the Sartoria Francesco Spera which specializes in the production of suits, jackets, coats and trousers for important Italian clothing brands. In the following years Salvatore took over the reins of the company. In 2001, Effetre srl was born, headed by Salvatore Spera, who deals with stylistic research, model creation and production. The company currently operates in the men's clothing sector (suits, jackets, coats, jackets) and distributes its products through two brands: Francesco Spera (suits for ceremonies) and Alessandro Gilles (trendy garments) which respectively cover 10 % and 90% of production. Stylistic research, fabric research, garment modeling and cutting are carried out within the company. In all these activities the sartorial tradition of the Spera family continues, made up of formal rules combined with handcrafted details that retain the charm of exclusivity, without ever neglecting attention to changes and new styles. Currently, Salvatore Spera's Effetre company is active with around 650 points of sale in Italy and abroad, made up exclusively of men's boutiques, chosen for their location and positioning in a medium/high market segment. The company's turnover, which exceeded 7 million euros in 2019, is 95% generated in Italy and 5% abroad. In Italy, 60% of sales are made in the North, 30% in the Center and the remaining 10% in the South and Islands. In the coming years, with the new production line, Effetre expects an increase in turnover of 20/30%.

Ciro Del Ferraro, owner of the Gold And Vibes company, a company born from the experience gained in over 40 years of goldsmith activity which over time has created and continues to create products such as the Oscars of the well-known event "Romics" and the "Pellicola D' Gold" of the Venice Film Festival. Within the same company, he manages the laboratory where highly specialized processes are carried out such as the design and 3D printing of jewels, fusions, finishes, setting of precious stones, laser engravings.

Financial details of the Proposed Program

| # | Description of budget heading | Unit | Number of Units | Amount per unit (EUR) | Total |
|---|---|-------|-----------------|-----------------------|-------|
| 1 | Salary for Didactic Director (SSML Salerno) | month | 3 | 300 | 900 |
| 2 | Salary for Scientific Director (SSML Salerno) | month | 3 | 300 | 900 |

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| 3 | Salary for Scientific Coordinator of the Master and interpreter | month | 3 | 150 | 450 |
| 4 | Salary for Didactic Director (Gori State University) | month | 3 | 100 | 300 |
| 5 | Salary for Scientific Director (Gori State University) | month | 3 | 100 | 300 |
| 6 | Salary for italian course instructors | hours | 32 | 65 after tax deduction (20%)=52 Eur | 2080 |
| 7 | Salary for Georgian course instructor | hours | 12 | 35 | 420 |
| 8 | Salary for the member of the Technical Scientific Committee of Gori State University | Month | 3 | 100 | 300 |
| | | | | | Total: 5650 |