



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

FFRI

FONDAZIONE
FASHION
RESEARCH
ITALY

MASTER

A.Y. 2023 - 24

AND DESIGN AND TECHNOLOGY FOR FASHION COMMUNICATION

UNIVERSITY OF BOLOGNA & F.FRI

The **Professional Master Programme in Design and Technology for Fashion Communication**, DTFC, aims to train professionals in a dynamic way, to acquire technological and humanistic knowledge and skill which are fundamental to the design, enhancement and communication of brand identity and heritage for fashion companies and the Cultural and Creative Industries.

The result of a prestigious agreement established between the University of Bologna - in particular the Departments of the Arts (courses in Fashion), Architecture, Computer Science and Engineering - and the Fondazione Fashion Research Italy, the DTFC Master is aimed at recent graduates and young professionals who want to acquire skills in the field of communication of the Fashion System, and its cultural and creative heritage, using digital technologies. F.FRI ambition is to boost the growth of SMEs through consulting and training courses tailored to their needs, raising awareness on the Italian fashion heritage through a phygital textile design archive enriched with a section of sustainable materials

**THE DTFC MASTER
TRAINS EXPERTS
TO ACCOMPANY FASHION COMPANIES
IN THE COMPLEX HORIZON
OF CONTEMPORARY COMMUNICATION**

TEACHING LOCATION

Fondazione Fashion Research Italy
Via del Fonditore 12, 40138 Bologna
www.fashionresearchitaly.org
f @fondazionefri

CALENDAR

Academic Year: 2023-24
Call for Application deadline: 24th August, 2023
Registration: from 18th to 28th September, 2023
Start: end of October / beginning of November 2023

FOR GENERAL INFORMATION

<https://master.unibo.it/fashion-communication/en>
master.dtfc@unibo.it
f @masterforfashioncommunication.unibo
in @master_dtfc

APPLICATIONS

The Call for applications is available online: [click here](#)

FOR SCIENTIFIC AND TEACHING INFORMATION

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DIRECTOR

Fabrizio Fabbri - Department of the Arts
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TEACHING

With 360 hrs lectures, 120 hrs workshops and 500 hrs internship, the DTFC Master trains experts in promoting and enhancing fashion brands' identity and heritage by using digital communication technologies. Based on a dynamic-experiential learning approach and guided by lecturers with various academic or professional profiles, the educational path will lead students to measure themselves with projects in tune with the needs of the most well-known Made in Italy companies. Among the teachers are Fashion Editors, Fashion Heritage Experts, Trendwatchers, Product Managers, Web Marketers and Interactive Designers, Design Merchandising Directors, Marketing Managers, Brand Managers, WW Communications Directors, and Museum and Fashion Archives Directors.

Scientific Educational Coordination / P. Fameli - C. Pompa

360 H LECTURES & EXPERT TALKS

120 H FASHION AND VISUAL CULTURES

Aesthetics and Visual Culture / G. Matteucci – F. Muzzarelli
Contemporary Fashion and Sustainability / F. Fabbri – M. Giovanardi
Architectures and Layout for Fashion / I. Tolic – A. Rosellini
Fashion Archive and Cultural Heritage / D. Calanca – A. Arezzi Boza – F. Masaccesi
Journalism for Fashion / A. Mancinelli – S. Sbarbati

120 H DESIGN AND MULTIMEDIA PRACTICES

Creativity and Project / F. Celaschi – C. Giardina
Contemporary Languages of Representation / F. I. Apollonio – C. Bandiera
Virtual and Augmented Reality / G. Marfia – C. Pompa
Fashion Films and Digital Media / P. Brembilla – R. Menarini

120 H INFORMATION TECHNOLOGIES FOR COMMUNICATION

Fashion Storytelling and Social Media / M.C. Rizzi – F. Verdinelli
Management for Fashion Companies / M. Colucci – A. Fraticelli
Web and Multimedia Applications / A. Di Iorio – I. Bartolini
Web and Tools Marketing / S. Peroni - G. Basso – F. Venturoli
From Global Consumption to Fashion Trends / M. Lorusso – P. Ferrarini – S. Segre Reinach

120 H WORKSHOP

OUT OF THE ARCHIVES: FROM PHYSICAL DISPLAY TO DIGITAL COMMUNICATION

Fashion Archive: Conservation and Valorization
F. Masaccesi – Scientific Coordinator
Trend Research and Fashion Curating
S. Segre Reinach – Scientific Coordinator
Display in Action: Space and Narration
F. Celaschi – Scientific Coordinator
Technology at Work: Representing and Communicating Fashion
G. Marfia – Scientific Coordinator

500 H INTERSHIP

Some of the most well-known Fashion Companies will be involved. Among past collaborations:

AEFFE / ADIDAS / A.N.G.E.L.O. VINTAGE PALACE / ANTONIO MARRAS / DONDUP / FONDAZIONE GIANFRANCO FERRÉ / FONDAZIONE FASHION RESEARCH ITALY / FIORENTINI & BAKER / FURLA / GALLERY HOLDING / G.A. OPERATIONS SPA / GLAM / INTERFASHION SPA / LA PERLA / MAX MARA / Mstudio / NEGRI FIRMAN - PR COMMUNICATION / PIQUADRO / TEDDY GROUP / WOOLRICH / WP LAVORI IN CORSO / ZOOM ON FASHION TRENDS

OUR SPECIAL GUESTS

Rita Airaghi - **FONDAZIONE GIANFRANCO FERRÉ** / Federico Bertini - **AEFFE** / Gianluca Bonini - **NUOVOSTUDIO** / Andrea Canè - **WOOLRICH** / Alberto Caselli Manzini - **SPORT&STREET** - **LOGOS PUBLISHING** / Ildo Damiano - **GRAZIA** / Federica Fornaciari - **MAX MARA** / Melodie Leung - **STUDIO ZAHA HADID** / Antonio Masciarrello - **VERSACE** / Emilia Minichiello - **ZOOM ON FASHION TRENDS** / Leonardo Pucci - **CHRISTIAN DIOR HAUTE COUTURE** / Carlo Ratti - **CARLO RATTI ASSOCIATI** / Alessandro Sicoli - **MOSCHINO** / Andrea Signori - **GALLERY HOLDING** / Claudia Sobrero - **NEIL BARRETT** / Alessio Vannetti - **GUCCI**

KNOWLEDGE & SKILLS

In line with the three areas that characterize the programme (fashion, design, and communication technologies), at the end of the learning path, participants will have: developed a solid culture of fashion and related research, production and communication processes; acquired a working design method capable of generating creative solutions in response to the constant evolutions of the market; gained skills in using applications for creative projects, crucial in the communication chain of the fashion product.

ADMISSION REQUIREMENTS

First cycle degree and/or second/single cycle degree graduates with a keen interest in fashion communication. Young professionals interested in enhancing and updating their skills.

CAREER OPPORTUNITIES

Students who have completed the DTFC Master can join companies, agencies, archives, trade fairs, trade associations and institutions in the Fashion System and Cultural and Creative Industries.

Among the main areas of employment:

E-commerce
Marketing & Digital Communication
Exhibitions & Events Organization
Brand Management
Visual Merchandising
Heritage Management