



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Design und Künste

Facoltà di
Design e Arti

Faculty of
Design and Art

“Creativity” within the fashion system and the role of the fashion designer

Designing new possibilities in the clothing area viewed as a process of innovation of the communication tools available for social subjects.

Abstract

Under the Research Program of National Interest (PRIN) "Cross-fertilisation for innovation" financed by the MIUR (Ministry of Instruction, University and Research) in 2005/06 and conducted by the Politecnico of Milan and Università Cattolica of Milan, this support study takes an in-depth look, from the point of view of sociological literature, at the role played by the professional fashion designer within the fashion system. This role cannot be reduced to the mere creation of material objects in the clothing sector. By designing and producing a garment, the fashion designer introduces into the surrounding world a new tool at the disposal of consumers to dress their body. Dressing one's body means transforming it, changing and defining its appearance in view of the interaction with other people. The designer, therefore, does not produce material objects, but tools that foster opportunities for interaction while closing others. He/She creates new possibilities in the clothing area, i.e. in the field of body communication. The study examines the existing literature and secondary data of past researches, and includes in-depth interviews, life-stories and biographies of the most famous designers.

Author: Paolo Volonté

Thematic area: Sociology

www.unibz.it

paolo.volonte@unibz.it