

TRACCIA UNO

A partire dalla seguente notizia:

“3 Dicembre 2021 / Il Politecnico di Milano e la Fondazione Gianfranco Ferré presentano il nuovo Centro di Ricerca Gianfranco Ferré che nasce contestualmente alla donazione, da parte della famiglia Ferré, dell’archivio e della sede della Fondazione al Politecnico di Milano”.

Articolare un piano di comunicazione multicanale volto alla massima efficacia del processo di comunicazione specificando fasi e attività.

TRACCIA DUE

Nell'ambito delle attività di organizzazione di eventi di divulgazione culturale si declinino gli aspetti di pianificazione di una mostra promossa dal Centro di Ricerca Gianfranco Ferré.

TRACCIA TRE

Nell'ambito delle attività di divulgazione culturale si definisca la pianificazione di eventi di natura didattica con relativa fruizione dell'archivio.

TRACCIA UNO

Nell'ambito delle attività di gestione e digitalizzazione dell'archivio, articolare quali sono i criteri, i metodi e gli strumenti più adeguati.

A declaration of intent. Reason or emotion?

Creating an item of clothing is undoubtedly an operation of the imagination, a manifestation of feeling and intuition. It is an emotional process that presupposes impulse and inventiveness, that brings into play suggestions, sensations, impressions.

Yet the methodological approach is an indispensable aspect of creative activity. The emotional and sensory input has to be rationalized, analyzed, codified and brought within a perspective of design. Thus creating a garment means knowing how to dream rationally.

Milan, June 14, 2007

The Forms of Emotion. Giving Form to Feelings

Milan Polytechnic. School of Design

Graduate course in Fashion Design

1.
Gianfranco Ferré
Prêt-à-porter,
A/W 1994-1995

We prefer to stand with our feet firmly on the ground, but with our head among the stars.

(MIES VAN DER ROHE)

A declaration of intent. Reason or emotion?

Creating an item of clothing is undoubtedly an operation of the imagination, a manifestation of feeling and intuition. It is an emotional process that presupposes impulse and inventiveness, that brings into play suggestions, sensations, impressions.

Yet the methodological approach is an indispensable aspect of creative activity. The emotional and sensory input has to be rationalized, analyzed, codified and brought within a perspective of design.

Thus creating a garment means knowing how to dream rationally.

Anyone can have ideas, imagination, but this has no value if you do not know how to construct the garment. (HUBERT DE GIVENCHY)

THE FIRST POSTULATE

In principle there is form because every garment is, in the first place, a formal design. An indispensable part of this design process is the conception of the clothing as the result of a planned and conscious

TRACCIA DUE

Nell'ambito delle attività di divulgazione culturale si definisca la pianificazione di eventi di natura didattica con relativa fruizione dell'archivio.

THE SECOND POSTULATE

The necessary form is that of the human body, with its physicality, its real requirements of movement, its dynamics of relationship with what covers it and what surrounds it.

Every design of an item of clothing starts out, in fact, from a two-dimensional phase-that of the design "fixed" on paper in the form of a drawing-but implies from the outset a confrontation with the three-dimensionality of the human figure. The confrontation with this "necessary" form confers identity, substance and logic on the garment.

intervention in forms. In clothing, producing an emotional effect means composing forms and taking them apart, analyzing and understanding them, developing and interpreting them.

2.
Gianfranco Ferré
prêt-à-porter
S/S 1999
black India ink
felt-tip pen and
black wax pastel on
cardboard

THE SECOND POSTULATE

The necessary form is that of the human body, with its physicality, its real requirements of movement, its dynamics of relationship with what covers it and what surrounds it.

Every design of an item of clothing starts out, in fact, from a two-dimensional phase—that of the design “fixed” on paper in the form of a drawing—but implies from the outset a confrontation with the three-dimensionality of the human figure. The confrontation with this “necessary” form confers identity, substance and logic on the garment.

3.
Gianfranco Ferré
Alta moda
A/W 1987-1988
black India ink
felt-tip pen, black
felt-tip pen
on cardboard

