

# III Curso de Verano Cristóbal Balenciaga Museoa: Hacia una ética de la moda. Retos y avances



**05.Jul**

**Cod. E06-19**

**Edition**

2019

**Activity type**

School

**Date**

05.Jul

**Location**

Cristobal Balenciaga Museum

**Languages**

Spanish

**Academic Validity**

10 hours

**Web**

<http://www.cristobalbalenciagamuseoa.com>

**MANAGEMENT**

Estudio YOX

**Organising Committee**

**UDA IKASTAROAK**  
CURSOS  
DE VERANO  
SUMMER COURSES  
UPV/EHU



Fundación **BBVA**



**Gipuzkoako Foru Aldundia**  
Diputación Foral de Gipuzkoa



**DONOSTIA**  
**SAN SEBASTIÁN**

## Description

Fashion, as an active, heterogeneous and relational phenomenon, converges with society, culture and economy. Thus, it generates questions that can relate to its whole chain: design, production, commercialisation, communication, preservation.

In recent years, and given the growing attention and analysis it receives from the academic and social sectors, added to the increasingly greater awareness and active role played by the consumer, the fashion industry has set about reviewing its policies on the working conditions of its workers, the sustainability of its production processes, the environment or animal rights. Similarly, the conceptual and expression vectors of fashion design are promoting a growing debate on the issues that the fashion system itself may reproduce, such as discrimination for reasons of gender or sexual orientation, race, body type, class or age, etc.

The course aims to provide an overall view on the encounters currently being developed by fashion towards ethics and its confluences with society and the environment.

With the participation of three speakers recognised in their respective academic areas related to fashion, the course will set about providing a context for and analysing issues that can be related to the ethics of fashion in its aspects as material and cultural product. It will approach specialised perspectives, presenting specific actions and experiences which, in relation to ethical objectives, are being carried out in both the conceptual-creative scope of its design and the entrepreneurial sphere of fashion. The course will pay special attention to innovations and improvements being made both in the fashion value chain: sustainability, working conditions, respect for the environment and animal rights, etc., and in relation to the symbolic mediation of fashion in the construction of social, political and cultural identities.

The course programme, running over a full day, will include three papers and a round-table with three prestigious experts: two international and one national. Overall, we will look at theoretical content, case studies and current, relevant experiences affecting the matters tackled by this initiative.

The initiative is mainly intended for students and professionals from the areas of fashion, art and social sciences, and for all those interested in the subject.

## Objectives

Provide a context for the areas, factors, subjects, topics and production, commercial, sociocultural, environmental and creative processes addressed by today's ethical policies and perspectives on the subject of fashion.

Examine the new paradigms, as well as the challenges, obstacles and objectives corollary to these, that the questioning and ethical demands made by contemporary society are raising in the fashion industry, the consumer and their interaction.

Provide a vision of specific measures and innovations -research, actions and experiences- currently being adopted both by the design and the entrepreneurial practice of fashion, in order to respond to the ethical transformations demanded by society and government regulations.

## Course specific contributors



ESTUDIOYOX





## Directors



### Estudio YOX

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Estudio multidisciplinar con sede en Donostia-San Sebastián, que desarrolla proyectos y servicios en tres áreas de actividad: imagen, eventos y formación. Co-dirigido por los hermanos Yon y Xabier Martínez-Jauregi, se especializa en temas vinculados a la creatividad contemporánea -principalmente artes visuales y moda- y su comunicación. Desde 2001 han generado, comisariado y organizado programas expositivos, eventos, presentaciones y desfiles de moda, clases magistrales, cursos y talleres, proyectos de comunicación visual, etc. con la colaboración de profesionales como Penny Martin, Gareth Pugh, Eugenia de la Torriente, Iris Van Herpen, Eugenio Recuenco, Elisa Palomino, Laurent Dombrowicz, Michel Mallard, y entidades como el Museo Guggenheim Bilbao, Cristóbal Balenciaga Museoa, Universidad del País Vasco, Radio Televisión Vasca, y Tabakalera-Centro Internacional de Cultura Contemporánea, entre otros.

## Registration fees

<b>REGISTRATION</b>	<b>UNTIL 31-05-2019</b>	<b>UNTIL 05-07-2019</b>
<a href="#"><u>GENERAL</u></a>	50,00 EUR	65,00 EUR

## **Place**

### **Cristobal Balenciaga Museum**

Aldamar Parkea, 6, 20808 Getaria, Gipuzkoa

Gipuzkoa