

# Printing Fashion

12 & 13 March 2021  
printingfashion.fr

## Values

On Friday 12th and Saturday 13th March, the MA in Fashion Studies at The New School Parsons Paris organizes the third edition of *Printing Fashion*. This year we host different round-tables, lectures and conversations around the theme of value. The discussion will investigate the economic transactions behind the making of the magazine, the cost and conventions of print, the placement of advertisements in magazines, precarity in image-making and criticism, but also the necessity of a magazine and its creators to expand their revenues beyond the pages of the magazine. This edition will also explore the issue of value in relation to the ideologies and missions of magazines to investigate their capacity to be vectors for discourses on inclusivity while disrupting normative imaginaries in contemporary culture. On the occasion of Printing Fashion #3, the MA Fashion Studies is organising the exhibition 'Printed Dialogues' in collaboration with @MAD Paris Bibliothèque with an intervention by Rarebook Paris.

## Friday 12 March

**WELCOME** – 2.00PM  
Justin Morin, Marco Pecorari

**ROUND-TABLE** (EN)  
2.15PM – 3.15PM  
*On Magazines, Publishing and Creativity*  
Moderator: Justin Morin  
Brune Buonomano (BETC Etoile Rouge)  
Marie Amélie Sauv   (Mastermind)

**ROUND-TABLE** (EN)  
3.15PM – 4.15PM  
*Storytelling, Brands & Magazines*  
Moderator: Luca Marchetti  
Renaud Cambuzat (Common Language)  
Tiffany Godoy (@th\_rlty\_shw)

**LECTURE** (EN)  
4.15PM – 5.00PM  
Alessandro Ludovico  
(Winchester School of Art - Neural)

**ROUND-TABLE** (FR)  
5.00PM – 6.00PM  
*Conventions and Costs*  
Moderator: Justin Morin  
Pascal Monfort (In Corpore Sano)  
Louis Philippe de Gagoue (Nikkou Magazine)

**CONVERSATION** (EN)  
6.00PM – 7.00PM  
*More than a Magazine*  
Moderator: Marco Pecorari  
Yann Weber (Antidote Magazine)

**ROUND-TABLE** (FR)  
7.00PM – 8.00PM  
*Hidden Figures*  
Moderator: Antoine Bucher  
Peter Behrman de Sinety (Purple Magazine)  
Anna Knight (Revue)

## Saturday 13 March

**WELCOME** – 2.00PM  
Justin Morin, Marco Pecorari

**ROUND-TABLE** (EN)  
2.15PM – 3.15PM  
*Self-Publishing*  
Moderator: Morna Laing  
Laura Gardner (RMIT University - Mode and Mode)  
Revue Faire

**SCREENING**  
3.15PM – 4.15PM  
*Printed Dialogues*  
A selection from the Archives of MAD Paris Biblioth  que & Rarebooks Paris

**LECTURE** (EN)  
4.15PM – 5.00PM  
Jonathan Square  
(Fashioning the Self in Slavery and Freedom)

**CONVERSATION** (EN)  
5.00PM – 6.00PM  
*Collecting Printed Fashion*  
Moderator: Marco Pecorari  
Elise By Olsen (International Library of Fashion Research)

**CONVERSATION** (EN)  
6.00PM – 7.00PM  
*Masterclass*  
Moderator: Gabriele Monti  
Stefano Tonchi (L'Officiel)

## Exhibition Printed Dialogues 12–31.03.2021 Biblioth  que MAD Paris

111 RUE DE RIVOLI  
75001 PARIS  
MONDAY & FRIDAY  
11.00AM – 3.00PM  
BY RESERVATION ONLY  
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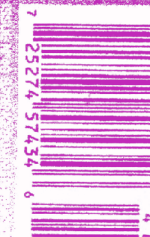


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