RESEARCH THEME

XXVII cycle – a.y. 2021/2022

Title of the doctoral research	Designing the Body: future scenarios for fashion design
Proponent professor	Alba Cappellieri
Abstract	The world of fashion design has always been connected to the relationship with the body. The shapes of clothes, accessories and jewellery have always been created by questioning problems such as wearability and comfort; products have always been determined by the needs of the human body. In the contemporary context, the examples in which this relationship is reversed are increasing: the body no longer forms the object, but the latter shapes the former, while maintaining the fundamental characteristics that identify it as a design product. Thanks, above all, to new technologies, increasingly intersected with the body, we witness an exchange of roles where the object dresses the body and no longer vice versa. The research theme aims to investigate the relationship between body and object, particularly in the world of jewellery, in order to outline future scenarios in the form of trend direction and project outputs that can guide the design process for future designers. The role that the designer will occupy in designing objects that can redefine the human body is researched. How will the design process change? Which kind of problems the designer will face? Body and fashion meet again in a context of technology, of *cross-fertilization*, of new aesthetics and new objectives that the designer of the future will be called to understand or perhaps he/she him/herself will define its parameters. The methodologies used must be related to historical research with case studies related to the topic; interviews to point out the inspirations and design methodologies of the case studies; workshops and dedicated activities to investigate how design can deal with this new type of scenario; any design studies to demonstrate or implement research hypotheses.
Keywords	Body, Technology, Fashion design