

CFC-Conference 2025: Made in Digital (Rimini, 7-8 Nov 25)

Rimini, University of Bologna Campus, Nov 7-08, 2025

Deadline: Jul 23, 2025

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Promoted by the International Research Centre CFC – Culture Fashion Communication at the Department of Arts, University of Bologna, the 5th edition of the CFC Conference invites the scientific community to reflect on the paradigm of the Digital Twin. The focus is not only on technological innovations, but also on their aesthetic, cultural, and social dimensions.

Thematic areas of contributions:

1. The Digital Twin Paradigm for a Sustainable Development of the Fashion Industry

The conference aims to foster theoretical and methodological reflections on digital objects and their contexts of use, with a particular focus on technological integration that supports both creative and production processes on the one hand and promotional and sales practices on the other. The following thematic areas will be explored, without excluding additional lines of inquiry:

- The application of XR and AI technologies to support fashion product design, production, sales, and communication processes;
- 3D reproduction of physical garments for promotion and sales purposes;
- The evolution of retail spaces and shopping experiences, both in-person and remotely, driven by XR technologies;
- The role of XR and AI technologies in consumer engagement strategies and in redefining models of customer interaction.

2. The Digital Twin Paradigm for the Preservation and Enhancement of Fashion Heritage

The conference aims to stimulate theoretical and methodological reflections on the potential adoption of these technologies in archival and museum contexts, exploring, without excluding other lines of inquiry, the following thematic areas:

- The application of XR and AI technologies to support cataloguing, conservation, and consultation processes for archival collections;
- 3D reconstruction and reproduction for the protection of historically significant fashion products;
- The evolution of exhibition spaces and visitor experiences, both in-person and remotely, facilitated by XR technologies and the Metaverse;
- The role of XR and AI technologies in public engagement strategies to promote social inclusion and improve physical and cultural accessibility in museum contexts.

Proposals must include:

Title and, if applicable, a subtitle;

5 keywords;

An abstract of up to 500 words;

A bibliography (maximum of 5 references);

A brief biography of the author (maximum of 200 words).

Speakers are required to submit the full paper and presentation slides by October 27. Based on these submissions and discussions held during the conference, the Scientific Committee will select the most significant contributions for inclusion in a publication that will further disseminate the shared knowledge and perspectives.

Conference Language(s): English

Deadlines

Abstract submission: July 23

Notification of acceptance: August 4

Submission of full papers and slides: October 27

For further details on the event, thematic areas, and application guidelines, check on the event's website (<https://centri.unibo.it/culturefashioncommunication/en/zonemoda-conference-1>), or send an email to dar.cfc-conference@unibo.it with the subject line CFP_Zonemoda Conference 2025.

Reference:

CFP: CFC-Conference 2025: Made in Digital (Rimini, 7-8 Nov 25). In: ArtHist.net, Jun 6, 2025 (accessed Jul 5, 2025), <<https://arthist.net/archive/49439>>.