



STUDIO
ARTS
COLLEGE
INTERNATIONAL

**FASHIONING
SPACES
A COLLABORATIVE
PROJECT WITH
SACI & FERRAGAMO
FLORENCE, ITALY**



saci-florence.edu

MISSION

SACI'S MISSION IS TO PROVIDE UNDERGRADUATE AND GRADUATE STUDENTS WITH A CHALLENGING, LIFE-ENHANCING EXPERIENCE IN THE CENTER OF FLORENCE IN TRADITIONAL AND CONTEMPORARY STUDIO ARTS, DESIGN, CONSERVATION, AND ART HISTORY. STUDENTS DIRECTLY ACCESS CENTURIES OF ITALIAN CULTURE THROUGH A WIDE RANGE OF COURSES OF ACADEMIC EXCELLENCE. SACI ENGAGES IN LEADING AREAS OF RESEARCH AND EXPLORATION, INTERACTS WITH THE COMMUNITY THROUGH ARTISTIC AND SOCIAL PROGRAMS, AND PREPARES STUDENTS TO EXCEL IN THEIR CHOSEN FIELD.

Quality, contemporary elegance and innovation are the hallmarks of each Salvatore Ferragamo product and, together with a tradition of fine craftsmanship, create the value and authenticity for which the brand is universally recognized.

Salvatore Ferragamo



INTRODUCTION

Fashioning Spaces is a SACI program developed through collaboration with Florence's Museo Salvatore Ferragamo. Throughout its history, Ferragamo has been known for its use of creative materials and innovative design.

In our initial **Fashioning Spaces** program, SACI students from Parsons and other schools created concepts to coincide with Ferragamo's 1927 *The Return to Italy* exhibition. In SACI's **Fashioning Spaces** program beginning in January, students will work in-house with Museo Salvatore Ferragamo designers, historians, curators, and video/multimedia experts on projects relating to the museum's May 2018 *Italy in Hollywood* exhibition.

Fashioning Spaces students will have a unique opportunity to experience directly Museo Salvatore Ferragamo's operations as they work with the museum's administrators, who will provide guidance and act as clients. Multidisciplinary approaches will be utilized to assist in the creation and curation of the museum's exhibition *Italy in Hollywood*.

EXHIBITION BACKGROUND

The exhibition focuses on Salvatore Ferragamo's years in California, where he lived from 1915 to 1927, when he returned permanently to his native country.

On the eve of Italy's entrance into the First World War, Ferragamo left his hometown, Bonito, and set sail from Naples to join his elder brothers who were living in Santa Barbara, California. Together they opened a custom-shoe repair shop whose clients included movie stars and famous directors such as D.W. Griffith, James Cruze, Raoul Walsh, and Cecil B. DeMille. When the film industry moved to Los Angeles, Ferragamo followed it, opening a shop on Hollywood Boulevard.

Patrons of Ferragamo's Hollywood Boot Shop – and friends – included such famous stars as Mary Pickford, Pola Negri, Charlie Chaplin, Joan Crawford, Lillian Gish, and Rudolph Valentino. DeMille commissioned Ferragamo to make the shoes worn in his movies, including *The Ten Commandments* (1923) and *The King of Kings* (1927).

The exhibition will examine this little-known moment in history, which touches on many

key events: Italian migration to California; the lives of Italian artisans abroad; how members of the West Coast's Italian community were perceived by those with whom they worked and socialized. The exhibition will focus on the worlds of art, crafts, and entertainment – the areas in which Ferragamo's creativity was especially visible.

PROGRAM OUTLINE

Phase I: Research and Analysis of Exhibition Design

The Director of the Ferragamo Museum and Foundation, Dr. Stefania Ricci, and her team of Ferragamo designers, historians and archivists, together with SACI faculty members, will introduce the students to the overarching strategy and implementation of the exhibition.

Students in all the disciplines involved in this collaboration will collate and document, in the form of a *Case Study* with a design underpinning, information gleaned from working on the museum exhibition. This will provide a foundation of knowledge and criteria that will serve as a catalyst for designing the final project for the museum. SACI faculty members will introduce students to the historical background and instruct them regarding the analytical tools needed to observe, evaluate, and record for the *Case Study* the content and context of the exhibition.

Phase II: Identify, Extract, Translate

Building on the foundation of knowledge derived from the upcoming exhibition, and the research about Salvatore Ferragamo compiled through the *Case Study*, students will develop methods to identify, extract, and translate key concepts and methods of representing these concepts which can be applied toward the final project.

During this phase, students will study the mission and messaging of Museo Salvatore Ferragamo. They will frame and focus on the different topics showcased in the *Italy in Hollywood* exhibition.

Phase III: Final Installation Prototypes and Designs

Students will work with the Museo Salvatore Ferragamo creative team to document the ideas and products

generated from the studio collaborations. A *Design Blog* tracking progress of studio work will be created. The program will culminate in an exhibition in a SACI Gallery.

DELIVERABLES & LEARNING OUTCOMES

Students in the program will be expected to complete the following:

- A documented *Case Study* on the Museo Salvatore Ferragamo exhibition in Florence.
- A design narrative toolkit in the form of a physical and/or virtual mock-up.
- A work or group of works evincing the student's own design solutions (to be exhibited in a SACI Gallery along with the *Design Blog*).

By the successful completion of this course, students will be able to:

- Demonstrate understanding of the creative process through the methods of research, analysis, and problem solving relevant to the project brief.
- Evidence the ability to be engaged professionally with external partners and demonstrate a critical awareness of the parameters of the management of those relationships.
- Evidence the ability to identify problems and apply concepts, principles, and techniques in order to generate solutions.
- Demonstrate understanding of different curatorial ideas and practices.
- Showcase competence in interpreting and using curatorial tools and techniques.
- Demonstrate competence in producing original designs from research and concept development to prototyping and executing a product through appropriate 2D to 3D processes.
- Demonstrate a competent visual narrative through research, critical thinking, developed concepts, and aesthetic choices.
- Demonstrate understanding of film and fashion history and actively engage in historical and contextual research.

FACULTY

Fashioning Spaces faculty members:

Maria Antonia Rinaldi
Museology, SACI MX, Director of SACI MA
in Art History program

Camilla Torna
Infographics, Director of SACI MFA in
Communication Design program

Roberto Fazio
Projection Mapping

Fashioning Spaces guest lecturers:

SACI History of Italian Cinema faculty
member **Tina Fallani**

SACI Italian Fashion Design faculty
member **Jessica Hayoz**

Art historians, curators, and designers
working with the Museo Salvatore
Ferragamo on *Italy in Hollywood*



MUSEO SALVATORE FERRAGAMO TEAM

Curators: Giuliana Muscio, Stefania Ricci

Contributions by: Giulia Carluccio, John
Paul Russo, Luca Scartini, Rosa Sessa,
Carlo Sisi, Maddalena Tirabassi, Elvira
Valleri

Exhibition Installation: Maurizio Balò

Films: Daniele Tommaso - VIDEOCAST

Video Installations: Vincenzo Capalbo
and Marilena Bertozzi - Art Media Studio,
Firenze. (www.artmediastudio.org)

HOW TO PARTICIPATE IN THE PROGRAM

Students seeking to participate in this
Fashioning Spaces program must register
for at least one of the following Spring 2018
SACI courses: Museology, Graphic Design,
Fashion Design, History of Italian Cinema.



SACI IS

A United States non-profit 501(c)
(3) educational entity incorporated
in 1976

A directly accredited institutional
member of the National
Association of Schools of Art and
Design (NASAD)

Affiliated with Bowling Green State
University (BGSU) in Ohio, which
is accredited by NASAD and by
the North Central Association of
Colleges and Secondary Schools

Recognized by the Italian Ministry
of Foreign Affairs and the Italian
Ministry of Universities as a foreign
non-profit university-level program

*Students who would like to receive
a copy of SACI's accreditation,
licensure, and/or approval should
send a signed request for such
material to SACI's Dean.*

ANTI-DISCRIMINATION POLICY

It is the policy of Studio Arts
College International (SACI) and
Bowling Green State University
(BGSU) that no person shall
be subject to discrimination in
whatever relationship with SACI
or BGSU because of disability, age,
race, religion, creed, color, sex,
sexual orientation, or national
origin.

FOR FURTHER INFORMATION CONTACT

**Studio Arts College International
(New York)**

454 W 19th St
New York, NY 10011
USA

T: (212) 248-7225

F: (212) 248-7222

E: admissions@saci-florence.edu

**Studio Arts College International
(Florence)**

Palazzo dei Cellaroni

Via Sant'Antonino 11

50123 Florence, Italy

T: (39) 055-289948

F: (39) 055-2776408

E: info@saci-florence.edu