

On behalf of the **International Festival of Scenic Arts** we are pleased to invite you to a one-day conference on **Wednesday, 22 September 2010** to be held in the **Lecture Theatre** at the **Victoria and Albert Museum** – London.

Join us in the company of **stage and production designers, lighting designers, architects and artists.**

An itinerant event celebrating contemporary stage, set and costume design, organised by *The Scenographer* magazine in collaboration with a number of leading European universities and their respective faculties of architecture and design.



SHOWCASING FASHION: THE NEAR FUTURE

Emotive Set Design / Cognitive Environments / Multisensory Spaces

Casting a spotlight on the art of exhibition, a conference on set design for fashion runway shows. How to produce spectacular results that engage the audience in a multi-sensorial experience. A series of talks by high-profile visionaries in set design, architecture, costume design, art, lighting design and event production.

THE PROGRAMME

10.00

Introduction to conference theme:

DESIGNING SETS FOR FASHION SHOWS

speakers

Greer Crawley

(theatre designer; senior lecturer in Spatial Design, Buckinghamshire New University, UK)

Donatella Barbieri

(costume designer, London College of Fashion; Joint LCF/V&A Research Fellow – MA in Costume Design for Performance)

11:00

MASTERS OF CONTEMPORARY SCENOGRAPHY

Patrick Kinmonth

(artist, writer, stylist and designer of sets and costumes for theatre and opera)

and **Michael Howells**

(production designer and art director working in fashion and in film)

12:00 coffee break

12:15

LIGHT, MATERIAL

AJ Weissbard

(lighting designer)

Light is the most elusive material. Perception of this material is necessarily dependent on the nature of other things: surfaces and forms upon which and in which it lands and reflects. It's fragile existence is ephemeral and ever-changing as it continually succumbs to its surroundings. However light, a material like no other, has the power to quickly control and change our understanding of the space and time in which we live.

Lighting design for the theater and installation is unique in that illumination of the space can remain pure and, theoretically, under total control. In these managed environments the challenge of how to light and what equipment to employ is crucial to the economy and style of the lighting design. Drawing on his unique career in the performing arts, exhibition and installation, and architecture, AJ Weissbard will share his insights into lighting design practice and how environment and equipment have influenced his choices and art.

To follow:

SPOTLIGHT presents

The evolution of professional lighting from opera house to fashion and design

Nicolò Oliva

(engineer, managing director Spotlight)

How the same concepts of quality and technology can be applied to traditional halogen and discharge lighting fixtures as well as to high-performing DMX motorized units, multimedia video solutions and RGBW LED compact luminaires. An overview of projects and products where the entertainment, stage and architectural markets share more than 40 years of experience in the design and manufacture of pro-lighting fixtures.

13:30 Lunch break

14.30

INSTALLATION REDEFINED: The Concise Dictionary of Dress

Judith Clark

(fashion curator; reader in the field of Fashion and Museology and co-director of MA Fashion Curation at the London College of Fashion)

Judith Clark will talk about the process of designing her recent installation The Concise Dictionary of Dress: a sequence of intriguing tableaux in a walk-through dictionary of dress based on a series of definitions created by psychoanalyst Adam Phillips and commissioned by Artangel.

15.15

EMOTIVE MATERIAL

Mario Canali

(artist and researcher, pioneer of electronic art and virtual reality systems)

The experience of virtual reality and digital interactivity provides fresh visions of reality and material that give rise to novel sensorial, cognitive and emotive experiences. The research is based on using the creative process to highlight the opportunities that this new perspective offers to architecture, to scenography, and to set design and installations for the fashion industry.



16.00

ARCHITECTURE CONCEPTS AND FUTURE VISION

Fiammetta De Menti

(architect, Keyart Architecture Urban Design Studio)

The increasingly complex needs of to-day's consumer society have to be met with more sophisticated solutions, which are functional and appeal to the senses. The interactions that are created between the user and the space offer a unique and compelling experience: augmented reality; a bridge between the real and the virtual; spaces that recognise the needs or even the moods of the user. Interactive communication thus becomes an effective instrument for the design of functional spaces wherein varied experiences can be created.

16.45

PERFORMATIVE DESIGN

Di Mainstone

(artist and inventor)

Di Mainstone will examine the function of performance and narrative in the development of her interactive wearable sculptures. Focusing on specific examples of her work, she will describe her distinctive co-creative working model – involving movement-workshops, body-sketching and fast-prototyping. Outlining the role of ambiguous body-centric structures within her practice, Mainstone will explain her desire for unexpected performative outcomes. Revealing her fascination in the fusion of clothing, props, set, sound and lighting, she will conclude by discussing how interactive costume and theater might be used to unite the space between audience and spectator.

To follow: A live performance featuring Mainstone's "Serendiptichord" – a wearable musical instrument that invites the user to compose a soundscape through touch and expressive movement

17:30

end

