



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Made in Italy: Shaping Italian Lifestyle through Fashion and Food

Prof. LUDOVICA CARINI

Area of study:	Fashion and Design
Area Code:	SO/CU330
Method of Instruction:	In-person

Description

This course is aimed at deconstructing cultural stereotypes about Italy, introducing students instead to the role of creative industries both as a resource for the economy of the country and – most poignantly – as tools to build a given imaginary of it.

We will examine historical, theoretical, and practical issues regarding: 1) the concept of culture in a sociological perspective; 2) the advent of the cultural and creative industries; 3) the concept of Made in Italy; 4) how the definition of what is considered “Italian” is changing; 5) Fashion and Food as examples of cultural hybridization.

To address these topics, a body of **literature on creative industries will be surveyed and, in addition to the theoretical contents, the course will envisage meetings with experts and sessions of ethnographic observation. Field teaching will take place in Milan, a city that has attracted individuals with a high creative capital and that offers a good example of a city with two souls balancing history and local tradition with innovation and multicultural experiences.** Sessions with professionals of the fashion and food industries, as well as chances of urban observation give students an opportunity to understand real-world situations and supplement what they have learnt from the lectures.

Learning goals

The learning goals of the course are:

- a. To understand the imaginary that depicts Italy as Bel Paese;
- b. To encounter professionals and experience reality first-hand through observation;
- c. To identify, understand and explain the role of creative industries in the shaping of Made in Italy;
- d. To deepen their knowledge of Italy deconstructing stereotypes.

Method of instruction

Seminar with group activities and field trips.

Course requirements

Students are expected to:

- a. Regularly attend class sessions and field trips;
- b. Be actively in the learning process: take part in classroom discussions and field trips;
- c. Read the assigned papers before the lectures;
- d. Deliver one group assignments and present it to the class;
- e. Pass a final Test.

Participation and Attendance Policy (a; b; c)



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This course is expected to be highly interactive. Students are expected to proactively contribute to class discussion. As a consequence, Students' participation will be assessed in terms of active and meaningful involvement in class discussions and group activities. Note that participation is not merely class attendance, although you must be in class in order to participate! I do take notice of participation in our class discussions. I also recognize that emergencies, illness etc. may cause you to miss the occasional class. If you are unable to attend, you must inform the professor before the lesson. It is your responsibility to obtain any notes from your colleagues and communicate with your team members for group assignments outside of class.

Group Assignment (d)

In order to foster cooperative learning, students will be responsible for participating in a group work. Each group will consist of 4-5 students; the final product will be a video that each group will present at the end of the semester.

Final Test (e)

The final test consists of a written exam with five open questions. The five open questions of the written test will be of equal weight, evaluated with a score from 0 (in case of no answer) to 6 (in case of unexceptionable answer). The evaluation is made considering the number of responses, their relevance and completeness, the appropriate use of specific terminology, the clarity of the exposition, the reasoned and coherent structuring of the discourse, the ability to identify conceptual links and open questions.

CREDITS

6 ECTS

Grading

Students will be evaluated on their class participation, group assignments and in-class presentation, and final test. The final grade for the course will be calculated based on following distribution:

Attendance + class participation	20 % of final grade
Group assignment + class presentation	40 % of final grade
Final Test	40 % of final grade

Course readings and materials

All readings, guided questions to aid readings and lecture slides will be available on Blackboard (<http://blackboard.unicatt.it>).

Instructor bio

Ludovica Carini (born March 1992, Italy), is currently a junior researcher within the research centre Modacult and a PhD candidate in Sociology, Organizations and Cultures at the Faculty of Political and Social Sciences, Università Cattolica di Milano. Her research interests include consumption and cultural industries, creolisation, sustainability, and proximity networks. Her doctoral research concerns the contribution of Afro-descendant designers to the Italian fashion system, and in particular cultural hybridisation, acculturation, and the role of personal ties in the construction of micro-economies with a high concentration of creative capital.

E-mail address

Email: ludovica.carini@unicatt.it