

What is  
**Made in Italy**  
made of?

Invitation to seminarium and workshop november 28th 2005



design challenges

4/05

Image source: photo A. Branchesi, design A. Biagetti & A. Guerriero, Courtesy Yoox.com

The Textile Research Centre CTF, The Swedish School of Textiles in collaboration with the School of Business and Informatics, School of Engineering, University College of Borås, TEKOindustrierna, Sjuhärads Kommunalförbund, Föreningssparbanken Sjuhärad, Marknadsföreningen i Borås

## Made in my Country - What is “Made in Italy” made of?. 28 november 2005

Two of the major “traditional” sectors of the Italian manufacturing system are undoubtedly the Clothing-Fashion sector and the Home-Furnishing sector. Together they generate a net output to the tune of 42.4 billion Euro, more than the entire Swedish manufacturing industry (41.7 billion) or that of the German ready for the market automotive manufacturing industry (38.2 billion euro), the largest automobile manufacturing hub in the world.

A great deal of the success of the Italian manufacturing industry is based on the traditional heritage of creativity and innovation in terms of design, and a model of small and medium sized businesses that is organised in a “coo-mpetitive” network that includes approx. 199 industrial districts. Thanks to the very widespread production system and its impressive network of linked connected companies, Italy, together with Germany, can boast 9 among the first 40 European regions with the highest income per head based on purchasing power, higher than the United Kingdom, (4 regions) and France (one region only).

Nevertheless even (or perhaps especially) Italy has had to face up to a serious drop in competitiveness over the last few years. Over 1/3 of the EU deficit in trade with China is generated today by products that up until a few years ago Europe primarily imported from Italy.

While on the one hand even in Italy the closing of small and medium sized manufacturing companies or their relocation in East European countries and Asia is drastically increasing, on the other hand in this same country, that has always been marked by a constant “state of emergency”, a number of new manufacturing strategies, cultural messages and new market scenarios are beginning to break the surface that deserve to be discussed and analysed with a few of the personalities that are actively involved in for these ongoing changes.

The aim of the Seminar is to analyse the strengths and weaknesses of the “Made in Italy” model in order to begin a discussion on the possible directions and strategies that may allow European manufacturing to compete in these new, globalised, market conditions.

We will therefore concentrate on issues such as business design, strategic design, new production concepts, retail change and finally new approaches to value branding and communication.

### Program

9.00-9.30

The seminar will be performed in English

Registration  
Folkkan, Österlånggatan 1

9.30

Welcome and opening of the seminar

9.40

**What is "Made in Italy"  
made of?**

Introduction,

Simonetta Carbonaro is a Professor in Design Management at the Textile School of the University College of Borås where she does research in the fields of Humanistic Marketing and Design Direction. She is currently a member of the scientific steering committee of the postgraduate Design School Domus Academy in Milan, where she teaches Business Design. As head of the Value Branding and Strategic Design departments she is now a partner in the German consulting firm Realise.

10.10

**The "Made in Italy" as  
result of an idea driven  
entrepreneurial System**

Key-note speaker

Prof. Ampelio Bucci is the co-founder of the postgraduate design and fashion design school Domus Academy in Milan and teaches Design and Fashion Management as associate professor at the IULM University in Milan. He is author of the book "Le imprese guidate dalle idee" ("the idea-driven enterprises" Arcipelago Edizioni 2003), one of the most important texts to analyse the management creativity component of the Italian entrepreneurial system. He is a strategic consultant for the Italian textile and fashion industry (Ermenegildo Zegna, Benetton, etc.)

11.45

Lunch

13.00

**YOOX.com  
More than just e-retailing:  
a shopping experience  
and a place to be!**

Key-note speaker

Federico Marchetti rose to a new entrepreneurial challenge when he conceived and founded YOOX, the first "e-concept store" five years ago. His goal was to build a new innovative enterprise with a direct relationship with designers, manufacturers and the most prestigious fashion stores in the world. He saw the internet as the perfect channel through which to introduce a new retail and communications platform – one that mixed fashion, design, art and technology all in one virtual space. Today, YOOX is recognized as one of the top 100 greatest shops (Vogue UK) and is the most visited fashion website in Europe. YOOX is the global e-commerce partner for the leading brands in fashion and the only player with an operational presence in the United States, Canada, Japan and 25 European countries. With 400,000 items delivered to doorsteps across the globe in 2004 and more than 2.5 million visitors every month, Marchetti's future is looking particularly bright.

**14.15**

**Branding the "Made in Italy",  
a matter of origin-ality**

Key-note speaker

Architect Mario Trimarchi leads one of the most well-known branding design studios of Milan and together with his partner Michele De Lucchi he has been supervising the retail and corporate branding of major companies (such as Mandarin Duck, Poltrona Frau, Alias, in addition to Poste Italiane, Banca Intesa, etc.)

**15.30**

**Open stage workshop**

Moderator, Prof. Simonetta Carbonaro

Prof. Ampelio Bucci

Dott. Federico Marchetti

Arch. Mario Trimarchi

Göran Sundberg, Freelance journalist

Anders Edström, Professor, Business strategies and administration

Johan Hultdt, Professor, Design Theory and Methods at The Swedish Textile School - University College of Borås

Marcus Bergman, PhD student, The Swedish Textile School- University College of Borås

Malin Sundstrom, PhD student, School of Business and Informatics, University College of Borås

**16.00**

Summing-up

## Konceptet “Design of Prosperity” - Textilhögskolan, Högskolan i Borås

**Statement: The design of prosperity is the new task of design.**

“Design of Prosperity”

A Series of Seminars and Workshops conceived by the CTF of The Swedish Textile School - University College of Borås

Beginning in 2005 and continuing into 2006 a series of open seminars conceived by CTF of The Swedish Textile School will provide a new and challenging perspective on the design of new market economy formulas, new key-technologies and marketing strategies.

The “Design of Prosperity” series of seminars will welcome some of the most prominent international personalities in the fields of business, scientific development and academic scholarship, as well as well-known members of the cultural art & design community. Relying on their experience, knowledge, hand’s on understanding and creativity these top guest speakers will provide evidence of how original ideas can be transformed into sustainable, meaningful and successful business enterprises and create a shift in emphasis both within the markets and on society. The seminars will be held at The Swedish School of Textiles - University College of Borås, for the benefit of our students and academic staff, as well as for the delegates of the Swedish design oriented manufacturing sector, logistic and retailing industries, politicians, labour unions’ representatives, marketers, and opinion leaders.

Upcoming

The “Made in my country” challenge series by CTF/THS started with “Made in USA” in September 2005, will continue following the “Made in Italy” seminar with an event devoted to “Made in Spain” and will be rounded off with a conference devoted to “Made in Sweden”.

**Previous  
Textile/Design Challenges**

Knitting Challenges, May 14 2003  
Fashion Logistics, Nov 5 2003  
Functional Textiles by Creative Processing, March 18 2004  
Produktutveckling och skydd för design investeringar, March 15 2005  
ExtraOrdinary Fashion Design, April 28, 2005  
Made in USA September 19, 2005

**Upcoming Design  
Challenges  
Made in “my” Country**

Made in Spain, 2006  
Made in Sweden, 2006

**Seminar fee:**

700:- SEK (875:- SEK incl. VAT)  
Incl. coffee and refreshment.  
Lunch is not included.

**Payment:**

PG 76 20 15-6  
“Challenges 4/2005”  
SWIFT address PGSI SESS,  
Account 76 20 15-6,  
Postgirot Bank  
SE-105 06 Stockholm

**Registration**

Before November 23, 2005 at our website: [www.hb.se/th/s/ctf](http://www.hb.se/th/s/ctf)

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