



Fashioning the Early Modern: Innovation and Creativity in Europe, 1500-1800

Friday 14 September & Saturday 15 September

In collaboration with Queen Mary, University of London and funded by HERA (Humanities in the European Research Area)

Explore questions of fashion in Early Modern Europe. How and why did certain goods such as wigs, new textiles, ribbons, ruffs and lace become successful while others failed? How far did these goods travel and how were they transmitted across linguistic, social and geographic borders? These questions remain relevant and demonstrate how the study of creativity and innovation as an economic and cultural force in the past helps shape our understanding of the same issues today.

Draft Programme

Friday 14 September

- 10.00** **Registration**
10.30 **Welcome and Introduction** (Lesley Miller, Matilda Pye, Evelyn Welch)

Session One: Innovation

- 10.50** **What is Innovation in Early Modern Europe?**
Evelyn Welch (Queen Mary, University of London)
11.30 **Fashion and Innovation in Early Modern Europe**
John Styles (University of Hertfordshire)
12.10 **Questions and Discussion**
12.40 **Lunch (not provided)**

Session Two: Innovation (continued)

- 14.10** **Governing Innovation: The Political Economy of Textiles in the Eighteenth Century**
Giorgio Riello (University of Warwick)
14.40 **The decline of floral patterns. The transition from floral and brocaded worsted and silk fashion fabrics to plain qualities in Sweden-Finland, 1770-1820**
Klas Nyberg (University of Uppsala)
15.00 **Framing Early Modern Knitting**
Maj Ringgaard (National Museum of Denmark)
15.20 **Refreshments**

Session Three: Reputation

- 15.50** **Making a reputation: Designers and Merchants in the Lyon Silk Industry, 1660-1789**
Lesley Miller (V&A)
16.20 **All that glitters. Merchandising silver and gold silk brocades in Paris at the end of the 17th century**
Corinne Thépaut-Cabasset (V&A)

- 16.40** **Selling Textiles under Revolution: Economy and politics in Paris during the Revolution, 1790-1795**
Natacha Coquery (University of Lyon II)
- 17.00** **Panel Discussion / Audience Discussion**
- 17.30** **Close**

Saturday 15 September

- 10.30** **Coffee on Arrival**

Session Four: Dissemination 1

- 11.00** **'Who could see?' Spreading fashion through print in the 18th century**
Peter McNeil (Stockholm University & Sidney Technology University)
- 11.40** **Fashion imagery in 18th century Sweden. Transnational and transmedial circulation of European print culture**
Patrik Steorn (Centre for Fashion Studies, Stockholm University)
- 12.00** **Dress, dissemination and change: Artisan 'fashions' in sixteenth century Italy**
Paula Hohti (University of Helsinki)
- 12.20** **Lunch (not provided)**

Session Five: Dissemination 2

- 14.00** **The Rise and Fall of the Spanish Farthingale: The Politics of Women's Fashions in the Sixteenth and Seventeenth Centuries**
Amanda Wunder (Lehman College and Graduate Center, City University of New York)
- 14.40** **Filtering Impressions: Meeting with Fashionable Goods in Danish Everyday Life in the Eighteenth Century**
Mikkel Venborg Pedersen (National Museum of Denmark)
- 15.00** **Fashion in a restricted market – European commodities in Greenland in the 17th - 19th centuries**
Peter Toft (National Museum of Denmark)
- 15.20** **Refreshments**
- 15.50** **Comments and Panel discussion:**
Luca Mola (European University Institute)
Kirsten Toftegaard (Designmuseum Danmark)
Ann Grönhammar (Royal Armoury, Stockholm)
Marie- Louise Nosch (Danish National Foundation's Centre for Textile Research)
- 16.50** **End**

All programmes vary occasionally subject to change without warning.

To book contact the V&A Bookings Office on 020 7942 2211 or online at www.vam.ac.uk/tickets