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.

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