



FashionTalk

Attract Participation and Increase Learning Motivation of Young Adults

Country Report Italy

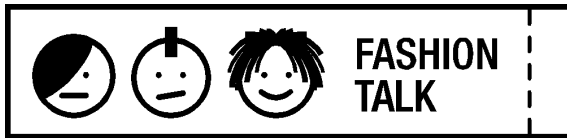
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Author(s)/: Sara Danelon & Annalisa Bonfiglioli



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Italian Research

Summary

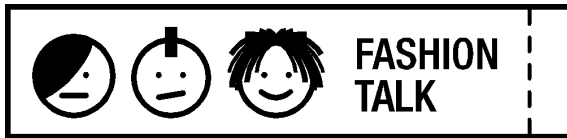
During the last year, the wave of fashion growth quickly in all the west countries with advanced economies. Wearing goods, furniture, industrial products, technology, movies, theatre, costumes, songs, feminine models, etc.. Were taken up and down following this wave, destroying the market and dis-guiding consumers. But what we can in reality find in this cultural foaming, this escalation of news, and is it so negative, apocalyptic this cultural lability that the fashion produces? Which kind of social class are active in this process and which suffers it? At the end, what is fashion?

To some of those questions the classical sociology gave some answers, but there are especially the more recent sociological contribution on consumption and are semiology that clarify how behind a frivolous frame the fashion phenomenon hide more complex and contradictorial processes of socialization and differentiation.

The fashion isn't part of the tradition, it has a recent history. The Italian word "moda" (fashion) appears for the first time in its actual meaning in the treatise "La Carrozza da Nolo" of the abate Agostino Lampugnani, published in 1645. But the born of the Italian fashion has the historical reference of the first high fashion show organized by the Marquise Gianbattista Giorgini in Florence. In just some decades Italy represents the country in which some of the best fashion designer became well known all around the world.

Italy because of this success, offers a great variety of training in the field of fashion and design.

Basically the training is divided into two levels. An high level, the academic and a second level, the professional/vocational. Apart from this formal level we can find non formal trainings organized for people with family, working or study troubles: short courses (40 – 60 hours), summer courses, etc.



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About the academic offer we can say that most of the courses offered by the major Italian universities (Milano, Padova, Bologna, Venezia and Roma), foresee a close number of participants. Students need to have the second level of qualification to be included in the list of selection and pass an admission test that evaluate general and specific knowledge of students.

The course can last 3 or 5 years depending on the level they would like to reach. About the vocational training possibility to access the fashion schools and courses it is compulsory to have a secondary school degree and ask for the admission to a vocational institution. This type of schools last from 3 to 5 years. The 1st three years give a professional qualification in fashion operator, adding the last 2 years the students can get a post qualification degree.

The training includes theory and practical experience. The non formal training its various. We can find summer or short courses (50-60 hours) from which students can get an attendance certificate by paying privately or being helped by the European Social Fund.

Cramars developed a research with the aim to explore our students idea of fashion and design.

We collected 20 questionnaires that reveals that fashion in Italy is an important aspect at every social level. Fashion is a way of life to show the personality, creativity and fancy and for some students is an economic tool or social behaviour.

Generally all gave a positive vision of the world fashion and all of them own some gadgets considered trendy. The items are: clothes, cars and technological tools. Those tools last for no longer than a season, maximum one year. The results confirm that the importance of the fashion and to own some status symbol is disseminated at all social and age levels.