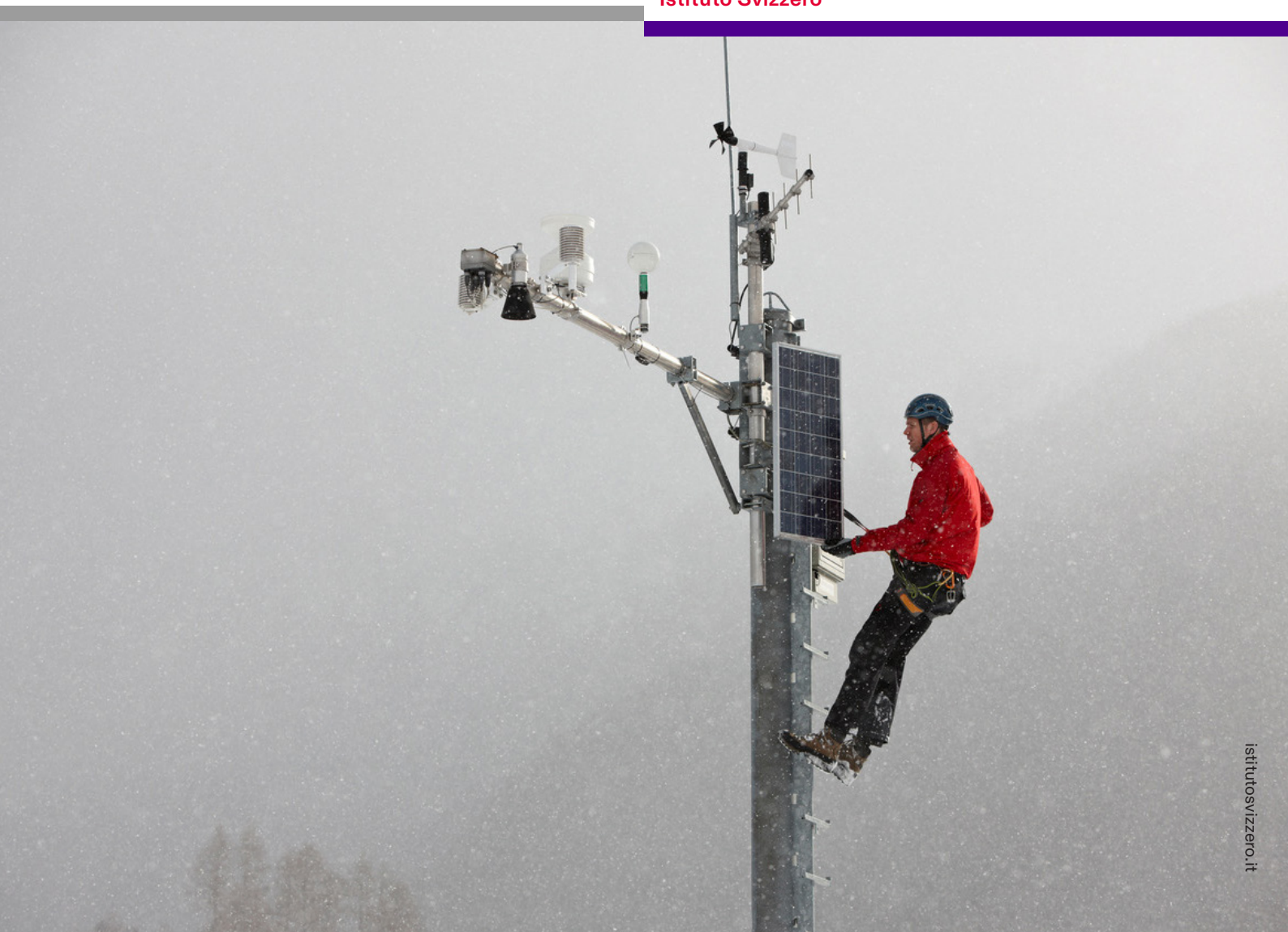


Summer Schools

Date
2021

Location
Roma

Istituto Svizzero



Summer school at Istituto Svizzero, Rome

After a stop in 2020, in 2021 Istituto Svizzero hosted the summer school programmes from July to early September. Five groups of researchers, selected through a call and coming from universities and schools of higher education, have met for one week to work on a multidisciplinary project often linked to the city and its cultural heritage. This offers an opportunity to get to know the various cultural, artistic and scientific activities of the Swiss academic institutions.

The initiative is in line with Istituto Svizzero's mission to take an active role in facilitating scientific and artistic exchange between Switzerland and Italy. It provides an open platform that enables different fields of research and expertise to discuss and reflect upon matters of consequence in a malleable setting that is tailored to the needs of the partner institutions. Cross-disciplinary dialogue, art-science exchange as well as the generation-spanning interchange between senior researchers and students are cornerstones of the Summer Schools project, crossing the boundaries of not only countries and institutions but also disciplines and individual minds. The goal is to offer a setting able to provoke further initiatives and projects, to produce ideas and knowledge.

For the 2021 edition the following Universities and schools of higher education have been selected: ZHdK – Zurich University of the Arts; HES-SO – University of Applied Sciences and Arts Western Switzerland; EPFL – Swiss Federal Institute of Technology in Lausanne; ETH – Swiss Federal Institute of Technology in Zurich; and Università della Svizzera italiana, offering their students the opportunity to continue and develop their research and activities in Italy in various fields of interest and study.

Their public events have also taken place at Villa Maraini or online.

Rome: Dimensions of the Book

Rome

4-11 July 2021

A project by the Zurich University of the Arts / Department of Fine Arts / MFA

Summer school conceived by Nils Röllner taking place in Rome with a thick programme of conferences and excursions (Biblioteca Angelica, MACRO, Fondazione Baruchello, ecc.).

Public programme

From semic to asemic: writing, artists, books

06.07.2021 H16:00-20:00

That something can be read is an implicit prerequisite in the exact moment a book is opened. Taking this as a starting point, the discussion explored the approach of "non-readability" in lectures, performances and book presentations, focusing on the asemic handwriting (having no specific semantic content) in the history of books and letters.

The event also analysed the temporal and spatial dimensions of books (both their form and materiality), which have evolved from the scroll through the codex to the electronic book.

Speakers: Sara Davidovics, Marco Giovenale, Giulio Marzaioli and Nils Röllner.

Programme:

H16:00-16:15 – Adrian Brändli, Nils Röllner, Welcome

H16:15-16:30 – Giulio Marzaioli, Benway Series, *Opening a translated book*

H16:30-17:00 – Presentation of books of the participants

H17:30-18:00 – Sara Davidovics, Rome, *Azimut. Libro di vetro e performance*

H18:15-18:30 – Nils Röllner, Zurich University of the Arts (ZHdK), *Mundunculum – Dieter Roth's book*

H18:30-19:15 – Marco Giovenale, Rome, *Asemic Writing*

H19:15-20:00 – Display of books from the MFA/ZHdK

Scénographie(s) Urbaine(s). La scénographie urbaine réinvente-t-elle l'urbanisme?

Rome

11-18 July 2021

A project by HES-SO – University of Applied Sciences and Arts Western Switzerland

The summer school investigated the transformations of the art of city building caused by the emergence of urban scenography. To do this, several modalities are decided: lectures, roundtables, visits and workshops. In the first part, the invited speakers - artists, urban planners, architects and researchers - reviewed the emergence of the staging of urban space, initially brought by the arts and counterculture, up to its rooting in the very processes of production of the city, which is increasingly based on image and narrative.

The participants - Swiss and Italian students of urban planning, architecture, art, music and geography - were invited to participate in a walk through the city of Rome with the collectives Atisuffix and Archibloom and the members of the Performart project. The issues identified by crossing skills and knowledge and the materials collected lead to think about an installation in a place outside of Istituto Svizzero.

Public programme

Quadro teorico interdisciplinare attorno alla scenografia urbana

12.07.2021 H10:30-12:30

Conference with talks by Rémy Campos (HEM, *Musical devices in the city: from extraordinary solemnities to contemporary sound baths*), Laurent Matthey (UNIGE, *Telling the city as it is made: elements of urban project narration*), and Emmanuelle Gangloff (ENSAN/PACTE, *When scenography becomes urban*).

TOUR-istigo: una camminata transtorica attraverso le scenografie romane

14.07.2021 H14:30-19:00

Some members of the collectives Atisuffix and Archibloom accompanied the members of the summer school in a long 'transtheoretical' walk through different districts of the city, on the traces - ancient and modern - of different urban scenographies.

Archibloom is a collective of young architects, urban planners and landscape designers. It was born as an independent research group dedicated to the study of different themes, in particular those concerning living. The collective experiments with different languages and forms of expression thanks to the different souls that compose it: from graphics to drawing, to self-construction and performance. Archibloom makes relationships, multidisciplinary and participation in the creative process its design practice.

ATI suffix is a multidisciplinary collective whose name changes according to the projects, in order to refuse closed identities. The adoption of the Italian suffix -ATI is thought, in a methodological perspective, to allow each project to be conceived and understood as reciprocal, imperative for the public and source of self-transformation for the members.

Promenades dans Rome. Assembly practises between visions, ruins and reconstructions

Rome

18-25 July 2021

A project by EPFL – Swiss Federal Institute of Technology in Lausanne

Study week in which researchers from EPFL Lausanne and other European institutions are hosted in Rome. At the end of the seminar, a printed volume is published collecting the material produced during the encounters.

Public programme

Promenades dans Rome

23.07.2021 H14:00-20:00

Understood as a monumental Wunderkammer, Rome contains a marvellous patrimony of fragments ready to be recomposed in new architectures. But it also reveals the ways these fragments have been assembled over the millennia, becoming the largest and most complex work of art in the world.

The subject of the conference *Promenades dans Rome* is the city in its role as an eternal archive of references for the practice and theory of architecture.

EPFL school of architecture and Istituto Svizzero organized a dialogue to offer a critical reading on urban phenomena prompted by the theory of art, in both its written form and the practical dimension. Scholars and researchers produced an open reflection bringing together the specific contributions of their respective disciplines.

The proposed open roundtable addressed Rome as a “city built in fragments”, “model of additive practice”, “atlas of affinities” and “repertoire of analogies” through dialectical approach confronting history, theory, criticism, photography and architectural design. In this way, the city of Rome simultaneously constitutes the subject of any reflections and, through the history of its representations, its main theoretical and methodological reference.

Scientific Committee

EPFL-LAPIS Laboratoire des Arts pour les Sciences, Nicola Braghieri, Director. Elisa Boeri (Polimi), Filippo Cattapan (Bergische Universität Wuppertal), Filippo Fanciotti (EPFL), Francesca Mattei (Uniroma3), Giacomo Pala (Universität Innsbruck), Anna Positano (IED Firenze), Valter Scelsi (UniGe)

ON THE THRESHOLD. Guidebooks and visions of Rome

Rome

25 July – 01 August 2021

A project by ETH – Swiss Federal Institute of Technology in Zurich

The ways in which we experience the space of an unfamiliar city is defined and mediated by the physical thresholds that the city establishes upon us, such as walls, steps and doors, but also crowds, topography and so on. Especially within the century-long tradition of architectural travelling, this mediation has been triggered and systematized by guidebooks. This form of literature projects visions of cities outside their borders, at the same time fixing these visions onto organized spaces, selected monuments and established routes. As a result, the guidebook is itself both an object of scholarly study and a catalyst for a collective urban reconfiguration. This summer school explored the mediated territories between the city, its guidebook and the traveller. By adopting a selection of itineraries established by past and present guidebooks, students investigated the thresholds of Rome, between the built city and its tourists.

Each day of the week was dedicated to a guidebook, selected from the 16th century to the present. Through these, students worked in small groups (2-3) to investigate an architectural element (e.g. doors, stairs, etc...) that operates as a form of urban threshold. At the end of the week, a public exhibition showcased the drawings and writings produced by the participants, as a collective critical guidebook of Rome. The week aimed to provide students with different tools for interpreting and understanding the contemporary and historical conditions of the urban spaces of Rome.

Public programme**ON THE THRESHOLD. Guidebooks and visions of Rome**

30.07.2021 H16:00-18:00

After an intensive and productive week of work and discussion on architecture, urban space, and its historical representations, the Summer School ended with a final open roundtable. A further opportunity to critically reflect on the work carried out during the week, and on the historical relationships between the city, its architecture, and its media. Speakers included Prof. Maarten Delbeke (ETH Zurich), Dr. Sigrid de Jong (ETH Zurich), Dr. Anna Blennow (Göteborgs universitet) and Prof. Richard Wittman (UC Santa Barbara).

Organized with the support of the Academia Belgica and the Biblioteca Hertziana.

Perspectives on Digital Fashion Communication of «Made In». Cases from Italy, France, Spain and Switzerland

Rome

29 August – 04 September 2021

A project by USI – Università della Svizzera italiana

The image and reputation of a nation are reflected in its creative industries and are in turn produced and promoted by them. In this context, fashion plays a role of primary importance, both for its link with costume, art and intangible cultural heritage, and for its ability to act as an “ambassador” of a nation or region. The symbolic market of national image and reputation today is also – perhaps primarily – negotiated in the world of digital communication. In fact, the digital transformation deeply involves all creative industries. The fashion world is experiencing this digital transformation on three levels:

- At the level of industrial production, from design to production and logistics, facing new challenges of economic, environmental and social sustainability;
- At the level of marketing and sales, both with e-commerce and with the hybridization of the physical store, in the so-called “omnichannel” interaction with various stakeholders;
- In the formation of styles and trends, defining from time to time what is, or is no longer, “fashionable,” in a constant dialogue between actors in the fashion sector, institutions, and markets.

The Summer School investigated the contribution and dynamics of digital communication in the constitution of the national image, with specific reference to the creative fashion industry and the qualification of sustainable “Made in” in this sector. In fact, if the Internet is an icon and an outcome of globalization, which crosses national borders without any problem, it is precisely in online communication that the concept of “Made in”, its meaning and its values – as well as the attention paid by the sector to sustainability – are discussed and negotiated today.

“Made in Italy” is one of the most internationally recognized brands, and the knowledge and fame of Italian brands such as Fendi, Valentino or Bulgari, all of which originated in Rome, are emblematic of the importance of Italian creative industries in the world.

Public programme

Perspectives on Digital Fashion Communication of «Made In»

30.08.2021 H18:30

Nowadays, the market of national image and reputation is mainly negotiated by digital communication. Indeed, the digital transformation profoundly affects all creative industries. This public event investigated the contribution and dynamics of digital communication in the constitution of a national image, with a particular focus on the creative industry of fashion and the qualification of a sustainable “Made in” in this sector.

The conference featured Nicolas Giroto (CEO Bally) and Nadzeya Kalbaska (USI).