

THE LUXURY NETWORK



The Regulation of Luxury Morality, the State and the Law

WORKSHOP 2

Bologna, Italy, 12-14 December 2013

The leverhulme trust-funded

Luxury & the manipulation of desire:

Historical perspectives for contemporary debates



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

THURSDAY 12 DECEMBER 2013

08.30 - 15.00

Visit to Baldinini Shoe manufacturers, San Mauro Pascoli (FC).

15.00 - 18.00

Scuola Superiore di Studi Umanistici, via Marsala, 26

15.00 - 15.15

Welcome by Dario Braga, Vice-Rector University of Bologna, **Maria Giuseppina Muzzarelli**, University of Bologna and **Giorgio Riello**, University of Warwick

15.15 - 16.45

Luxury and Regulation from the Middle Ages to the Twentieth Century

Chair: **Rosa Salzberg**, University of Warwick

Maria Giuseppina Muzzarelli, University of Bologna, *The Middle Ages*

Luca Molà, European University Institute, *The Renaissance and Early Modern Period*

John Styles, University of Hertfordshire, *The Eighteenth Century*

Roberta Sassatelli, University of Milan, *The Nineteenth and Twentieth Centuries*

16.45 - 17.00

Coffee break

17.00 - 18.15

Luxury and Regulation in a European Legal Framework

Chair: **Max Bergami**, University of Bologna

Alberto Musso, University of Bologna

Armando Branchini, Vice-President Altgamma

Enrico Postacchini, President Confcommercio Ascom Bologna

20.00

Dinner at Osteria de' Poeti (via de' Poeti, 1/b)

FRIDAY 13 DECEMBER 2013

10.00 - 11.15

Scuola Superiore di Studi Umanistici, via Marsala, 26

Luxury and Society: Business Perspectives

Chair: **Concetta Lanciaux**, Lux Advisory

This session discusses how sector is regulated, what is the role of the law and the state, and how taxation affects the luxury firms. Speakers include **Davide Faccioli**, Ritz Saddler, **Riccardo Sassoli**, Riva and **Nadi Fiori**, High Spirits

11.15 - 11.30

Coffee Break

11.30 - 12.30

Luxury and Society: Marketing and Image

Chair: **Christopher Breward**, University of Edinburgh

Claudia Newton, Warwick Manufacturing Group

Qing Wang, Warwick Business School

12.30 - 13.00

Jonathan Faiers, Winchester School of Art, 'Luxury: A New Journal' and **Ulinka Rublack**, University of Cambridge, 'To Have and To Hold: An Exhibition at the Fitzwilliam Museum'

13.00 - 14.00

Lunch

14.00 - 15.15

Luxury and Society: Art, Ethics and Communication

Chair: **Catherine Kovesi**, University of Melbourne

Paolo Volonté, Politecnico di Milano

Giovanna Furlanetto, Furla

Rossella Ravagli, Gucci

SATURDAY 14 DECEMBER 2013

Day open to the public

Dipartimento di Storia Culture Civiltà, p.zza S. Giovanni in Monte, 2

Regulating Luxury: A Necessity or an Imposition?
Regolare il lusso: necessità o imposizione?

9.30 - 11.00

Film: **Luxury in motion**

Chair: **Rosa Salzberg**, University of Warwick

Short Film by **Enza Negroni** with comments by **Mariuccia Casadio**, Vogue, Italia, **Antonella Mascio**, University of Bologna and **Nicoletta Giusti**, University of Bologna

11.00 - 11.15

Coffee break

11.15 - 13.00

Interviste sul lusso: eccesso o risorsa?

Chair: **Catherine Kovesi**, University of Melbourne

Arrigo Cipriani, ristoratore, intervistato da **Massimo Montanari**, University of Bologna
Concetta Lanciaux, Lux Advisory intervistata da **Giorgio Riello**, University of Warwick
Marcello Matté, teologo e pubblicitario intervistato da **Maria Giuseppina Muzzarelli**, University of Bologna

13.00 - 13.30

Final discussion with **Ulinka Rublack**, University of Cambridge and **John Styles**, University of Hertfordshire

Lunch open to attendants

15.15 - 15.30

Coffee break

15.30 - 17.00

Protecting Italian Luxury

Chair: **Giorgio Riello**, University of Warwick

Angelo Manaresi, University of Bologna
Simona Segre Reinach, University of Bologna at Rimini

Gen. Virgilio Pomponi, Guardia di Finanza
Alessia Ferrucci Morandi, CNA

17.00 - 19.00

Visit to Palazzo Ghisilardi Fava (Exhibition on Arturo Martini), via Manzoni, 2

20.00

Dinner at Buca Manzoni (via Manzoni, 6/G)



Network Partners

Giorgio Riello - Network Co-director
Univ. of Warwick

Rosa Salzberg - Network Co-director
Univ. of Warwick

Glenn Adamson
Museum of Art and Design, New York

Marta Ajmar
Victoria & Albert Museum, London

Catherine Kovesi
Univ. of Melbourne

Maria Giuseppina Muzzarelli
Univ. of Bologna

Peter McNeil
Univ. of Stockholm and UTS Sydney

Advisory Board

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