Weaving Archives

Activating Textile Archives with Artificial Intelligence

6 NOVEMBER, 10.30 AM - 5.00 PM

Via del Fonditore 12, Fondazione Fashion Research Italy, Bologna

MORNING visit to the Fondazione Fashion Research Italy (F.FRI)

1 - 2 PM lunch break

AFTERNOON selection of fabrics (8) from the Renzo Brandone collection, organisation of groups (4 people/group) and start of the workshop. Drafting of a text describing materials, colours, shapes and patterns. Further study of the material and immaterial aspects aimed at understanding the historical and cultural significance of the selected fabric. Identification of critical issues in light of the contemporary value system.

OUTPUT descriptive text (500 words)

7 NOVEMBER, 9.00 AM - 6.00 PM

Briolini 1, Corso d'Augusto 237, University of Bologna - Rimini Campus

MORNING In-person lecture on generative AI tools (ChatGPT, Claude and Google Gemini, Midjourney)

1 - 2 PM lunch break

AFTERNOON imagining being a textile company that needs to communicate its history and the value of its archival heritage, the groups use AI tools to create an advertising campaign (ADV) that tells the story of the fabric analysed the previous day. Transforming critical issues into strengths.

OUTPUT project idea and graphic development tests (PPT, max 5 slides)

8 NOVEMBER, 9.00 AM - 5.00 PM

Alberti 13, Via Quintino Sella 13, University of Bologna - Rimini Campus

MORNING project finalisation

1 - 2 PM lunch break

AFTERNOON presentation of the work done (5 minutes/group) and discussion of the results achieved