

## PROGRAM | 28 a 29 November

### 28th November

**9h00 — Agostinho da Silva Auditorium | Registration & Accreditation**

**9h30 — Opening Session:**

Manuel José Damásio – DCAM Director and European FilmEu University  
Coordinator/Lusófona University

Teresa Franqueira – Cumullus Design Association Portugal

Mário Jorge Machado – President of ATP and Euratex

Ana Paula Dinis – General Director of ATP

Fernando Moreira da Silva – Professor Emeritus | Honor Committee

Alexandra Cruchinho – Conference Chair | Lusófona University/ CICANT / Design ID

**10h30 – BREAK**

**11h00 – Keynote Speaker | Maria de Fátima Mattos**

*Sustainability in women's Textile Handicrafts based on cultural identities*

**11h50 – Presentation Naia By Eastman**

**12h30 – LUNCH**

**14h00 – Keynote Speaker | Alessandra Vaccari**

*Fashion as a 'Venus of Rags': 21st-Century Anxieties at the Time of the  
Anthropocene.*

**14h50 – ESITH University Presentation – Morocco/ Casablanca**

**15h45 – Parallel Sessions**

**Fashion Sustainability | Agostinho da Silva Auditorium**

Teresa Franqueira — Moderator

Diego Dani & Giovanni Maria Conti | *Seamless Knitting: Textile Additive  
Manufacturing For A Zero-Waste Knitwear Design*

Sushma Rani, Rui Miguel, Madalena Pereira & Ana Santiago | *Development A Matrix  
of Sustainability And Circularity Concepts Implementation In The Fashion System*

Alexandra Cruchinho, João Barata & Mónica Gonçalves | *Testing new BioMaterials in  
the creation of products in the classroom at university level*

Laura Piccinini, Regina Aparecida Sanches, Cristina Carvalho | *Innovation And  
Sustainability In Fashion Products Using Flat Knitting*

Gurpreet Singh | *Sustainability Intelligence (SI): A systemic mindset theory  
transforming global denim industry*

## **Education for Sustainability | FilmEu Auditorium**

Ana Helena Grácio — Moderator

Rita Carvalho & Inês Andrade Marques | *A Word, A Book And A Shelter: Weaving Better Futures With Design Students*

João Barata & Mónica Gonçalves | *Creativity And Sustainability Inside Fashion Design Classroom – Developing Wool Felts And Milks Pla*

Joana Catarina Gomes Oliveira, Fernanda Enéia Schulz, Joana Cunha | *Circular Design Education For Fashion: Practical Approach*

Malene Pilgaard Harsaae & Mette Nørgaard Terkildsen | *The Role Of The Designer In The Future Field Of Fashion*

Alexandra Cruchinho, Alexandra Cabral, Ana Costa, Valentim Quaresma | *Learning-by-doing: M.A. Student's Zero-Waste exploration in Fashion Design with textiles produced with Naia from Eastman*

**18h00 – Exhibition Opening BorbaTex | SIGA Space - Lusófona University**

## **29th November**

**9h00 — Agostinho da Silva Auditorium | Registration & Accreditation**

**9h30 – Keynote Speaker | Archana Surana**

*Responsible Fashion: Swipe Right*

**10h15 – BREAK**

**10h45 – Parallel Sessions (room 1)**

### **Fashion Trends Communication; Tradition and Identity | Agostinho da Silva Auditorium**

Moderator – Maria Graça Guedes

Alexandra Cruchinho, Catarina Pimenta, Luís Buchinho, João Sousa | *Re-inventing Portuguese Brands for Sustainability - The Case of the Luís Buchinho Brand*

Pamela Heaney | *Exploring Historical Approaches to Sustainability in an Irish Context*

Benilde Reis & Alexandra Cruchinho | *Communication Of Fashion Sustainability Through Social Media In Higher Education Fashion Lusófona Study Case*

Hanna-Kaisa Alanen & Rebekah Rousi | *Sustainability In The New Era—Fashion As A Mediator Of Emotional Atmospheres And Temporal Trends*

Sara Vaz & Alexandra Cruchinho | *Fashion Media&Art II: Sustainability And Technology At The Fashion Show*

Sofia Batista, Graça Guedes, Daniel Cardoso | *Dressing Down The Binary: Fashion And Clothing As Embodied Practices Of Non-Binary Genderings*

**10h45 – Parallel Sessions (room 2)**

**OnLine Sessions | FilmEu Auditorium**

Benilde Reis — Moderator

Lorenzo Goldaniga & Giovanni Maria Conti | *The Perception Of Sustainability In Sportswear: An Interpretative Study For Design And Communication*

Barbara Trippeer & Lasya Aji Ailpa | *Denim Days Workshops: Transformative Sustainable Fashion Education through a Sustainable Design for Healthy Communities Service-learning Project*

Ana Marcelo & Ana Mafalda Matias | *Activism As A Marketing Strategy: Impacts And Challenges For Fashion Brands In Lgbtq+ Context*

Amber Kim | *Museum Education On Sustainable Fashion*

Alba Marín Amigo | *From Student To Teacher, A Journey Of Tradition And Identity*

**12h15 – Caleidoscópio Journal Presentation | Professor José Gomes Pinto (Journal Director)**

**13h00 – LUNCH**

**14h30 – Keynote Speaker | Peter O’Brien**

*Dressing Eliza*

**15h15 – Keynote Speaker | Benjamin Dogheas**

*Echoes of Craft: A Journey Through Sustainable Beauty*

**16h00 – Humana Presentation**

**16h30 – Break**

**17h00 – Parallel Sessions (room1)**

**Fashion Sustainability | Agostinho da Silva Auditorium**

Moderator – Ana Moreira da Silva

Maria Tamames, Adriana Cagigas, Laura Saldaña, Carlota Gramunt, Mariana Gramunt | *Haptic Journey Through Circular Textiles Design Practices*

Regina Sanches, Vanessa Silva, Caroline Coutinho, Adriana Duarte | *Proposal For The Development Of T-Shirts For Sporting Activities*

Mariana Pereira Silva | *Post-Growth Futures For The Sustainability Of The Fashion Industry*

**17h00 – Parallel Sessions (room2)**

**Fashion Sustainability | FilmEu Auditorium**

Rui Miguel — Moderator

Catarina Rito | *Portuguese Fashion Promotion - Case Study: Green Circle*

Pamela Ottoni, João dos Santos, Alexandra Cruchinho | *Borbatex Product, From Wine To Catwalks*

Eduarda Loureiro | *The Future Of Gendered Fashion: Technological And Design Innovations And Implications*

**18h00 – Exhibition Opening Lusófona & Naia by Eastman | Bordalo Pinheiro Museum sala da Paródia**

**20h00 – Conference Dinner**

### **30th November**

**9h30 – Industry (round table) | Agostinho da Silva Auditorium**

Catarina Rito — Moderator

Naia by Eastman

Luís Buchinho

GreenCircle

Humana

Macheia

AlfarrobaTex

**10h30 — BREAK**

**11h00 – Academy - What are the future prospects for 2nd and 3rd cycle Higher Education courses (round table) | Agostinho da Silva Auditorium**

Fernando Moreira da Silva — Moderator

Cátia Rijo — ESELx

Alexandra Cruchinho — ULusófona

Maria da Graça Guedes — UMinho

Malene Harsaae — VIA

Rui Miguel — UBI

Gianni Montagna — FAUL

**12h00 – Alexandra Cruchinho (project presentation) – Future Perspectives**

**12h30 – Performance (presentation) – Project by Sara Vaz**

**13h00 – Conference closing**