



## The Origins of Latin American Fashion:

*Sustainable Design, Culture and Independence*

Ixel Moda, Cartagena de Indias

*September 26-28, 2011*

**Fashion** represents an entire process that emerges from design. More than reflecting actual trends, it posits **alternatives and constructs utopias**. Fashion can rearticulate the past, empowering various sectors and even “producing” a cultural meaning. Fashion is a **profound social experience** that invites individual and collective bodies to assume certain identities, and at times, also to transgress limits and **create new ones**. Within the framework of transnational flows, multicultural influences, and the **bicentennial of the independence of some Latin American nations**, how can we **interpret the power of fashion’s messages and transformations**? Ixel Moda analyzes these transformative qualities of fashion along with other key issues that emerge from social, temporal, sensorial, and spatial frameworks. In this context, Latin American fashion shall be defined in the most ample and diverse terms, acknowledging those moments in which **design becomes fashion**, the way in which fashion makes viral all of its manifestations and **stands transformed into a global phenomenon**.



Ixel Moda 2011 seeks proposals for **15- to 20-minute presentations** for its next congress. The presentations should be based on written work between 8- to 10-pages in length plus a bibliography (no more than 30,000 characters in total). Proposals for **interdisciplinary panels** of 3 to 4 participants (moderated by a member of the table) are also encouraged, particularly when the subjects and proposals include **live interviews** with designers or scholars that emphasize the sustainable bicentennial, fashion, and culture.

As a Latin American Congress, Ixel Moda 2011 accepts proposals in **Spanish, Portuguese and English**, and participants in several cases will have the benefit of simultaneous translation. This year's congress aims to unite the **academic community of the Americas** in a unique and interesting forum that will integrate all voices **in concert and explore the origins of Latin American fashion**.

**Please submit all presentation proposals before July 30, 2011, to the following email address: [ixelmoda2011@gmail.com](mailto:ixelmoda2011@gmail.com)**, with attention to organizing committee members Alex Blanc and Regina A. Root. The decision regarding the works accepted and included in Ixel Moda will be made in the next month. Ixel Moda reserves the right to film, reproduce, and publish all work submitted.



This year Ixel Moda will launch a book with the best presentations on ***the origins of Latin American fashion***, to be published by the Brazilian fashion press *Estação das Letras e Core* and edited by members of the scientific committee who are among some of the most important fashion researchers working today: Alex Blanch (Spain), Kathia Castilho (Brazil) and Regina Root (USA).

**Those presenters who wish to be considered for this special publication should complete a written essay no longer than 30,000 characters by July 15, 2011.** Please send essays to both Kathia Castilho (Anhembi Morumbi University), [katcast@uol.com.br](mailto:katcast@uol.com.br), and Regina Root (The College of William and Mary), [raroot@wm.edu](mailto:raroot@wm.edu). Authors will need to secure permissions for all images included in each essay before they submit their proposals.



### **What is Ixel Moda?**

Every year for three days, Ixel Moda brings together investigators, designers, professionals, entrepreneurs and journalists from all over the world. The academic side connects theory with practice, with the purpose of understanding more fully the ethical questions related to the fashion industry, and to put possible tendencies for the future in dialogue. Participants of the academic congress initiate new tracks for academic investigation that impact design and the Latin American fashion industry at large. The evening runways of Ixel Moda represent some of the best practices in Latin American design and are always sure to inspire scholars. For further information regarding the congress, please visit [www.ixelmoda.com](http://www.ixelmoda.com).

