

# FASHIONING PROFESSIONALS

A SYMPOSIUM ON THE HISTORICAL AND CONTEMPORARY REPRESENTATION OF CULTURAL AND CREATIVE PROFESSIONS

## CALL FOR PAPERS

Research Department, Victoria and Albert Museum, London 27 March 2015

**Keynote Speaker: Dr. Agnès Rocamora**



Gaby Schreiber, Industrial/Interior Designer, (1916-1991).  
Photographer: Bee & Watson, 1948. Design Council Archive, University of Brighton Design Archives.

The labour market is increasingly made up of those working in the creative professions of fashion, art, design and advertising, but what does it mean to be defined and represented as a 'creative professional'? From artist to curator; couturier to fashion intern; designer to art director; architect to design student; stylist to blogger; these professional identities can be viewed as social practices, enacted and performed through media, which includes the fashion press, lifestyle magazines, daily news, television, film, and the internet. Here social, cultural and professional identities are co-constructed. These professions and their professionals are both products of, and productive in meanings and values that inform our understanding and knowledge of culture, in both the past and present. They also vary in their representation according to different levels of expertise and career status.

Focusing on the representation of cultural and creative professions, *Fashioning Professionals* asks the following questions: How have photography and media worked to define and represent creative labour in particular ways? How have individuals represented and defined themselves as professionals in different fields of culture? How do different aspects of cultural identity, such as gender, class and ethnicity, inform these representations? How do different methodologies and disciplinary approaches enrich the study of cultural and creative professions? How can histories and theories of fashion and design contribute to a wider reading and understanding of the professions?

We welcome papers from a range of disciplinary and interdisciplinary perspectives that respond to and reflect upon these questions in relation to the following cultural sectors and their professions:

- Art
- Fashion
- Advertising
- Design
- Architecture

**Proposals:** If you wish to present a paper, please submit a 250 word abstract in Word format to [fashioningprofessionals@gmail.com](mailto:fashioningprofessionals@gmail.com)

Abstracts are to include the following information:

- Author(s)
- Affiliation(s)
- Email Address(es)
- Title of Abstract
- Body of Abstract

**Deadline for Submissions:** Monday 5 January 2015

**Acceptance Confirmation:** Monday 26 January 2015

Please note that there will be a £10 fee for attending the symposium, which will cover lunch, tea and coffees. Registration for the symposium will open in February 2015.

**Organising Chairs:** Dr. Leah Armstrong and Dr. Felice McDowell

**Email address:** [fashioningprofessionals@gmail.com](mailto:fashioningprofessionals@gmail.com)

**Symposium blog:** [www.fashioningprofessionals.org](http://www.fashioningprofessionals.org)



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