

INTERNATIONAL FASHION SHOWCASE

WORKSHOPS & TALKS



<http://www.chiachiogiannone.com/>

THE ART OF EMBROIDERY

Leo Chiachio and Daniel Giannone will take us through their transformation tale from painters to designers. Their designs are colourful masterpieces resulting from embroidery techniques, the use of brushstrokes and original research.

Lecturers: Leo Chiachio & Daniel Giannone

Date: Thursday 14, 5pm

Venue: Royal College of Arts



Entrance is free but space is limited. To secure a place, please email trade@argentine-embassy-uk.org



<http://www.jezabelindumentaria.com.ar/>

ANCESTRAL KNITWEAR IN CONTEMPORARY DESIGN

Are you interested in craft knitwear? In this workshop you will learn how contemporary designers mix South American and European traditions in order to produce one-of-a-kind pieces. Learn and experiment with different knitting techniques and unique raw materials such as caraguatá fibre and camelids' hair.

Lecturers: Jezabel Gerik, Patricia Marazina & Julieta Mansilla

Date: Tuesday 19, 5.30 pm

Venue: London School of Fashion

Entrance is free but space is limited. To secure a place, please email trade@argentine-embassy-uk.org

ARGENTINE DESIGN MAP

The lecturers will take this opportunity for launching an app for tablets. The app's goal is to reflect on Argentine national clothing design including all those geographical, symbolical and productive influences which can be picked from observing the clothes produced throughout the country.

Lecturers: Laureano Mon & Sebastián Rodríguez,
del Observatorio de Tendencias INTI

Date: Wednesday 20
Venue: Showroom at the Argentine Embassy,
65 Brook Street, W1K 4AH

Registration: 9.15 am
Seminar starts 9.30 am

<http://www.inti.gob.ar/textiles/tendencia.htm>





<http://santosliendro.com>

ANDEAN CULTURE ROOTS IN CONTEMPORARY DESIGN

Experiment with different techniques and materials to create your own piece of urban-Andean clothing design. Learn about metalwork, knitting, embroidery and printing and play with metal, clay, vegetable and animal fibre in this unique workshop where you will be inspired by elements of the Inca, Kolla and Creole cosmology!

Lecturer: Roxana Liendro

Date: Wednesday 20

**Venue: Showroom at the Argentine
Embassy, 65 Brook Street, W1K 4AH**

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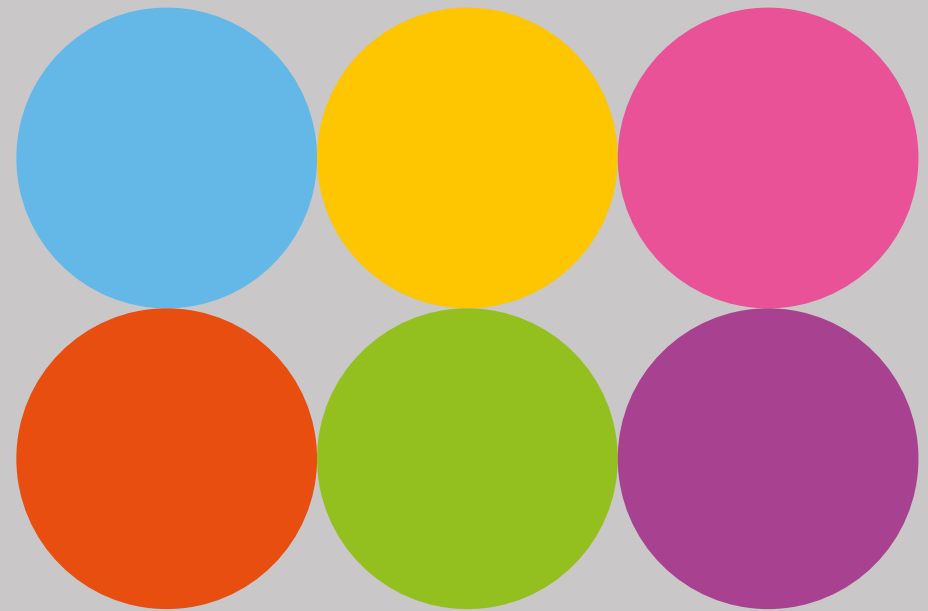


EL DISEÑO EN LOS MERCADOS DE INDUSTRIAS CULTURALES DE ARGENTINA

Organised by the Culture Secretariat, MICA is the first space in Latin America concentrating in one place different cultural industries' activities with the aim of generating businesses, exchanging information and presenting products to the leading people in the design industry from all over the world. Participating sectors include: performing arts, audiovisual, design, publishing, music and video games. The lecture will focus on design, vision, results and conclusions. Designers will tell their experiences related to Regional PreMICA during 2012

Speaker: Germán Lang,
design co-coordinator at MICA
Date: Wednesday 20
Venue: Showroom at the Argentine Embassy,
65 Brook Street, W1K 4AH

<http://www.mica.gob.ar/>



MICA

2013