

Fashion on Screen Study Day

21 May 2009



V&A Museum

Lecture Theatre

Cromwell Road

London SW7

**Admission is FREE, but please email to register:
hannah.kauffman@network.rca.ac.uk**

The *Fashion on Screen* Study Day brings together fashion historians and film archivists to explore documentary and amateur film's potential as an exciting source for researching clothing and fashion. Non-fiction film provides a rich, and largely untapped resource that enables us to see fashion as it was worn, and how it was worn. Seeing clothing in motion can alter our understanding of the way garments work on the body, and enhance our insight into the wide range of styles worn within a given period. This study day aims to encourage students and tutors to use non-fiction film in their own work, and to appreciate the ways it can develop our knowledge of everyday fashions.

This Study Day has been organised as part of the CETLD-funded *Screen Search Fashion* collaborative project at the Royal College of Art and Screen Archive South East at University of Brighton.

Screen Search Fashion Project

Screen Search Fashion is a project that examines everyday dress in amateur and documentary film. Focussing on 1920s and 1930s film material from the collection at the Screen Archive South East, we aim to develop an online resource that will aid fashion researchers and practitioners wishing to know more about dress from this period. The resource is a site for film clips, stills, descriptions and links to sources for further information on all types of clothing.

The Screen Search Fashion web resource will launch in September 2009, check the website for updates:

www.brighton.ac.uk/screenarchive/news/index.html

The Screen Search Fashion project team are: Dr Rebecca Arnold and Hannah Kauffman, from the Royal College of Art, and Dr Frank Gray, Elaine Sheppard and Ine Van Dooren from Screen Archive South East at the University of Brighton.

For further information about our work, visit the CETLD website:

<http://cetld.brighton.ac.uk/projects/current-projects/screen-search-fashion>

Screen Archive South East

Screen Archive South East is a regional screen archive. Our mission is to locate, collect, preserve, provide access to and promote screen material related to the South East and of general relevance to screen history.

The screen material in the collection consists of magic lantern slides, film, videotape, digital formats and associated hardware and documentation. There are now over 7000 films and some 10,000 lantern slides from the nineteenth century as well as a significant collection of apparatus and related artefacts. The film material has come to us from record offices, museums, businesses, local authorities and private collections across the region. It includes corporate documentaries, promotional material produced for seaside resorts and the military and work made by cine clubs, independent film-makers and

families. These records capture many varied aspects of life, work and creativity from across the 20th century and therefore serve as a rich and invaluable historical resource.

The archive is part of the University of Brighton and its primary partner is the West Sussex Record Office at Chichester. Our Conservation Centre and collection are housed within the Record Office and our office is located at the University.

For further information on Screen Archive South East and to search the database, visit the website:

www.brighton.ac.uk/screenarchive

Fashion on Screen Study Day

Part One: Screen Search Fashion

- 10.30 **Introduction**
 Dr Rebecca Arnold, Royal College of Art
- 10.45 **Through a Regional Lens: Film Archives and**
 the Study of Fashion History
 Dr Frank Gray and Elaine Sheppard, Screen Archive
 South East

This talk will introduce the collection of Screen Archive South East (SASE), an English regional film archive, and explore the ways in which this collection can be used to represent and contextualise fashion history in the 20th century. Digitised non-fiction films now provide unique visual evidence for the study of formal and everyday wear, costumes, uniforms, the homemade and the mass-produced.

- 11.15 **Everyday Fashions of the 1920s and 1930s on**
Film
 Hannah Kauffman, Royal College of Art

This presentation will introduce some of the rich film material that has been used for the project and discuss methods of researching dress within film in relation to specific examples.

Part Two: Fashion on Film

- 11.45 **The Fashion Machine**
 Marketa Uhlirova, Central Saint Martins College
 of Art & Design

Drawing on archival material from the UK, France and Czechoslovakia, this talk will explore how the newsreel format has helped create compelling images of industrial efficiency and rationalisation in its portrayals of fashion production between the 1930s-1960s.

- 12.15 **Cave Rats Dancing the Jitterbug -**
 Existentialists on Film
 Beatrice Behlen, Museum of London

The subterranean life of the so-called Existentialists in

post-war Paris has been recorded and mythologised in a wealth of photographs, articles and (auto)biographies. This talk examines documentary film footage of the troglodytes and their habitats to find out what it can add to the picture painted by other sources.

12.45 Lunch break

Part Three: Film Resources for Fashion

1.45 Discussion

2.15 **Fashion in Films from the BFI's Collection**
Patrick Russell, British Film Institute

2.45 **Images of fashion and clothing in the Film**
and Video Collection of the Imperial War Museum
Dr Toby Haggith, Imperial War Museum

3.15 Discussion

3.45 Close