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PARIS TRANSFORMATIONS IV

PLACES OF FASHION

20 -27 July 2025

PARIS

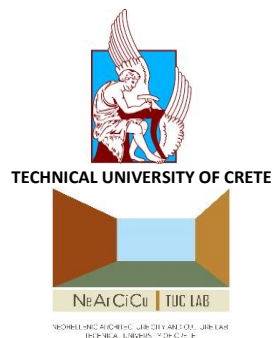
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Fondation Hellénique
Cité internationale Universitaire de Paris



PRESENTATION

Following the three successful annual summer school events with the general title PARIS TRANSFORMATIONS (2022, PARIS TRASFORMATIONS I: Architectural, Urban, Metropolitan; 2023, PARIS TRASFORMATIONS II: Landscape, Gardens, Urban Parks; and 2024, PARIS TRASFORMATIONS III: Places of Spectacle) we announce for the year 2025 the fourth edition entitled **PARIS TRASFORMATIONS IV: Fashion Places**

PARIS, THE ARCHETYPAL FASHION CITY

There are several reasons for choosing this theme for 2025. In many respects Paris is the archetypal fashion city, often cited as the most prestigious amongst the fashion capitals. “ *The celebration of Paris as the capital of France and a site of prestige has gone hand-in-hand with its celebration as a fashion city, with haute couture in particular, a prestigious field of practices, experiences and representations that has fed into the city's mythological status*”¹

Fashion in France and Paris. The origins

In France fashion is taken very seriously, not only in terms of cultural prestige, but also as a demonstration of economic power. By the late 17th century, thanks to the convergence of a dual systems of mercantile trade and courtly display, Paris emerged as the first of fashion's world cities. The court of Louis XIV utilized the power of fashion propaganda for dynastic and nationalistic dominance in unprecedented ways. During his reign about one-third of Parisian wage-earners gain employment in the clothing and textile trades. Fashion, which received Royal sponsorship, became the source of an extremely lucrative domestic and export commodity.

Under Colbert's influential economic policies, French fashion and the luxury trade more generally moved to the heart of the government's project to create a powerful image for itself and ensure the nation's domination over other European countries. According to Colbert: “*fashion is to France what the gold mines of Peru are to Spain*”. Nothing that could be made in France was allowed to be imported!

Fashion developed initially in the King's court in Versailles. However, despite Versailles' importance and its court society, fashion was dependent on the city as a site for its material production. In the late 17th century Paris already occupies a central position in the French and international geographies of fashion, thanks to both the production and the consumption of fashion and luxury goods there; the manufacture of the luxury goods at the heart of Louis XIV's hegemonic project was centralized in the city.

The emergence of Paris as a fashion city

The micro-geography of fashion in Paris starts to crystallize in the 17th century: The Place des Victoires is a fashionable Paris quarter; The Marais district, host to the nobility in the seventeenth century, provided a nearby source of wealthy consumers; The Faubourg Saint-Germain, created in the early seventeenth century; and, starting from the beginning of the 18th the Palais-Royal asserted itself as a fashionable quarter and a center of culture.

Progressively, fashion industry and consumption concentrate in Paris. The centralization is among other reasons explained by the particularity of fashion industry based on the diffusion of information. The information process became preeminent for the diffusion of fashion. It was determinant in the sphere of creation of haute couture since fashion designer had to be aware of each other production in order to cultivate their difference; in the sphere of confection since this part of clothing was based on the copying of fashion designer creation; in the sphere of the consumer since this one has to be maintained excited by the novelty of fashion products (i.e. the periodical clothing collection rationalized the change).

¹ Agnès Rocamora, FASHIONING THE CITY. Paris, Fashion and the Media, 2009, London: I.B.Tauris & Co Ltd

Fashion had a use particularly in public gathering spaces where people speak together even if it was just to exchanging banality - cafe, parc, ballroom, restaurant, department store, salon...)

Paris in the 19th century: "la Ville spectacle"

The creation of new commercial facilities to house the fashion products contributes to the physical transformation of the city and has repercussions on people perception of their environment. Baron Haussmann's reorganisation encouraged concentration of the luxury trades and created a strong competitive atmosphere in central Paris. Only commercial activities could remain in the center of the city, because the increasing land value resulting from speculation and Haussmann's work drove part of the industrial sector toward the periphery of Paris.

In the 19th c emerges also a new kind of architecture for consumption: the department store. It was with the creation of the specific architecture of department stores that fashion distribution and consumption actually developed. The creation of an autonomous type of architecture with modern construction material developed after the 1850's.

Three figures emerge in the 19th c with the rise of the modern society: the city planner (with Baron Hausmann as main representative); the fashion designer (with Charles Frederick Worth as the first couturier; the businessman or manager (with the figure of the department store owner).

Parisian geographies of fashion

The Triangle d'Or and le Sentier are two spaces where Paris fashion is made: a making, however, akin to symbolic production in the case of the former and material production for the latter.

In areas such as the Triangle d'Or the material production of fashion is obscured in favor of the display and spectacularisation of goods productive of Paris fashion as enticing and seductive, a Paris of consumption, pleasure and leisure.

In contrast the Paris fashion of le Sentier is that of manufacturing and labor, and is less concerned with display and the aestheticization of fashion.

Opposition between two versions of Paris fashion and of Paris more generally – one spectacular, polished to attract consumers, the other Fashioning the City. Even if there are shifts in activity, due more to technological and financial constraints than to real changes, we note the permanence of the Sentier as a *façonniers* place, and of the Faubourg Saint Honoré or the Avenue Montaigne as fashionable places

The 19th century fashion was geographically located on the north bank and roughly close to the places of consumption that are the department stores and the Faubourg Saint- Honoré. Today's fashion has spread to Les Halles, the Bastille, Saint Michel for the mass and Avenue Montaigne, Saint Sulpice, Saint-Germain for more expensive products.

Paris as a culture-tourism Fashion city

Paris also hosts the most famous museums and the most celebrated fashion exhibitions. The concentration in Paris of major exhibition venues, museums and schools, has supported the construction of the capital as a fashion city. Among the museums, the **Fashion Museum of the City of Paris** located in the Palace of the Duchess of [Galliera](#) is today one of the most prestigious fashion museums in the world. Also, a big part of thw permanent exhibition of in the famous [Museum of Decorative Arts](#) is dedicated to fashion.

The [Yves Saint-Laurent Museum](#) dedicated to the fashion genius, organizes two original exhibitions every year in the very place where YSL produced its iconic pieces. The [Fondation Alaïa](#), located in the designer's atelier, is dedicated to the presentation of the works of one of the most famous fashion artists of the 20th century.

More recently, a whole range of places aiming at reasserting the place of Paris as the first fashion city in the world have been opened, among which [la Caserne](#), a former fire station dedicated to sustainable fashion (arch. Atelier Chaix et Morel). The city of Paris strongly encourages fashion creativity inside the city limits through one of the most important and ambitious public programs of fashion workshops. [The Ateliers de Paris](#) take place in several former industrial places in Paris. In 2010 was inaugurated the [French Institute of Fashion](#) (arch. Patrick Mauger) at the site of the old general storehouses on the Quai d' Austerlitz in the 13th district of Paris, a state-certified higher learning institution and center for professional development and expertise for the textile, fashion and design industries.

Several fashion houses imagined new places honoring the heritage and the creativity of their brands as is the case for the [Gallerie Dior](#) (at Avenue Montaigne). Others strive to create the conditions for their craftsmen by creating innovative places to host this creativity, as is the case for the [19M - Ateliers Chanel](#) (arch. Rudy Ricciotti) located at the northern outskirts of Paris, or [Ateliers Hermes](#) (arch. François Ceria) in Pantin with its School of Fashion and the [Ateliers de Montjoie](#) in Saint Denis (arch. Renée Gailhoustet), contributing to the expansion of the Parisian fashion landscape beyond the limits of the city.

At the same time, historical department stores, such as [Galeries Lafayette](#), [Le Printemps](#), the [Samaritaine](#) or the Bon Marché, continue to be the epicenter of fashion tourism in Paris.

Recently, Hermes brand has opened its flagship at the Left Bank designed by Dennis Montel of the French firm [Rena Dumas Architecture Intérieure](#) (RDAI), a transformation of an Art Deco space that once housed a swimming pool, the Piscine Lutetia.

The Summer school will present all the facets of this complex, both historic and extremely innovative fashion landscape of Paris. Understanding fashion as an important factor of urban and metropolitan transformations, the summer school will alternate field visits and in-room conferences by experts, during a full one-week programme.

GENERAL STRUCTURE OF THE PROGRAMME

(THE FINAL PROGRAMME, INCLUDING MOST OF THE PLACES MENTIONNED ABOVE, WILL BE PUBLISHED IN DECEMBER 2024)

Sunday July 20 th	Monday July 21 th	Tuesday July 22 th	Wedn., July 23 th	Thursday July 24 th	Friday July 25 th	Saturday July 26 th	Sunday July 27 th
Arrival in Paris and accommodation at the Hellenic Foundation	General presentation of the seminar	Lectures	Lectures	Lectures	Lectures	Visit	End of the Summer School and Departures
	Lunch (buffet) at Fondation Hellénique						
	Visit to the Cité Internationale Universitaire Cocktail reception at the Hellenic Foundation	Visit 1	Visit 2	Visit 3	Visit 4	Visit 5	
	Free Diner	Free Diner	Free Diner	Free Diner	Free Diner	Farewell diner in Parisian Restaurant	

ELIGIBILITY AND EXPRESSION OF INTEREST

The Summer School is addressed to students of architecture, theatre studies and scenography (undergraduate, postgraduate and PhD level) as well as to young architects who have graduated after 2020.

- Applicants should have a good knowledge of the city's history and architecture.
- A good level in English is essential
- Knowledge of French will be highly appreciated.

Applicants are invited to submit the following documents in a single PDF:

- Application form
- Letter of motivation explaining precisely how the Summer School will contribute to the study project or the professional career of the candidates.
- Letter of recommendation from a professor at higher education.
- CV
- Portfolio with three works (drawings, architectural projects, architectural works, collages, photos, texts), related to the theme of urban transformations

- Deadline for submission of supporting documents MONDAY 7 April 2024

The PDF with all the supporting documents will be submitted to Fondation.hellenique.adm@wanadoo.fr with the title of the mail "ECOLE D'ETE TRANSFORMATIONS".

Shortlisted candidates will be notified by 16 April 2025.

PARTICIPATION COST

The cost of participation is 790 euros including:

- 7 nights in a single room (15sqm with private bathroom and kitchenette) at the *Fondation Hellénique* – "Greek house"
- 6 meals - buffet at the seminar lecture venue - 1 cocktail (small reception)
- 1 dinner in a typical Parisian restaurant;
- 1 weekly metro card covering all travel
- Participation in all programme visits and museum entrances
- Attendance of 6 lectures by distinguished speakers
- Organisation of the seminar, premises and consumables for the workshop

The amount of 790 euros does not include

The travel to and from Paris (air tickets, train tickets, etc.)

The tickets from the airport to the city

Personal expenses

The participation fee must be paid in two instalments:

400euros until 6 May 2024

390euros until 10 June 2024 to the bank account of *Fondation Hellénique*.

In case of cancellation of the participation for serious reasons before 1 June 2024, the 400 euros will be refunded. There will be no refund after 20 June 2024

CONDITIONS FOR VALIDATING THE SUMMER SCHOOL AND OBTAINING THE CERTIFICATE OF PARTICIPATION

The seminar will be conducted in English. Successful attendance of the summer seminar requires regular and active participation in the whole programme and the workshop it includes. In addition, participants are invited to submit, no later than one month after the

completion of the seminar, a project with reference to the theme of the seminar (text, architectural design, sketch, photographs, collage, etc.) which they will have already presented as an initial idea during the seminar and, once completed, will be included in a publication. At the end of the seminar a certificate of participation will be given to those who have successfully participated in the programme, which will correspond to 3 ECTS.

SUMMER SCHOOL LOCATIONS

The PARIS TRANSFORMATIONS Summer School will take place at the **Hellenic Foundation of the Cité Internationale Universitaire**² de Paris. The Hellenic Foundation³ is an institution with a long history as a place of life and memory of researchers, artists, architects, Greek intellectuals. It has hosted, among others, architects such as Takis Zenetos, Georges Candilis, Aristomenis Proveligios, Yannis Tsiomis etc.

The Hellenic Foundation is located in a 34-hectare campus located in the south of Paris, very accessible by public transport. The campus is an open-air museum of 20th century architecture, with works by Le Corbusier, Lucio Costa, Claude Parent, Dudock, etc.

The building, designed by the architect Nicolas Zahos and inaugurated during the interwar period, combines a neoclassical style with Art Deco references. The Hellenic Foundation was entirely renovated in 2021 and all of its rooms have private shower rooms, toilets and kitchenettes.



The Campus of the Cité Internationale



The building of the Fondation Hellénique

CONTACTS

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²www.ciup.fr

³www.fondation-hellenique.fr