

POLIMODA ATTUALITA' THE SOUND OF FASHION

Con Danilo Venturi, Gianpaolo D'Amico e Sara Lenzi

Villa Favard, Aula Magna - via Curtatone 1 - Firenze - Giovedì, 14 Luglio ore 16:30

Sound design is the art of acquiring, creating and manipulating audio elements for different purposes. It is employed in diverse fields including film, theatre, live music, computer games, communication and then fashion.

Sound is able to enter the heart, stick in the mind, inform and then create emotions and affection.

A multisensorial lecture with the aim to explore the new frontiers of sound design in the fashion universe, from music design to sound art, from audio branding to product sound design.

Biography special guest

Sara Lenzi is a sound designer and live performer with a background in classical music and philosophy of science. Focussing ever since on practical applications of sound, in 2008 she founded the sound & acoustic design agency Lorelei. Today, Lorelei works as a consultancy for brands in the fields of sonic branding and product sound design.

