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CRISTÓBAL BALENCIAGA MUSEOA

First International  
Cristóbal Balenciaga Conference

Programme

To celebrate the commemoration, this year 2020, of the 125th anniversary of the birth of the Master of Haute Couture, the Cristóbal Balenciaga Museum presents the I International Cristóbal Balenciaga Conference, to take place virtually on the Museum website on October 1 and 2.

This academic conference, with international scope, aims to serve as a platform on which to expound works and proposals of innovative, quality research into the figure and legacy of the fashion designer from an all-encompassing point of view (personal, entrepreneurial, creative, technical, etc.), as well as research projects analysing the different biographical, cultural and working contexts in which Balenciaga moved.

Given the importance of Balenciaga, the selected proposals come not only from the field of fashion history, but also from other fields of study such as, for example, economy, communications, and the arts considered in their widest sense.

# Programme: October 1

Given the international nature of the Conference, the papers will be given in their original language; simultaneous translation will be available.

15:00 Introduction

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15:15 Welcome

MIREN VIVES  
Director of Cristóbal Balenciaga Museoa

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15:45 Opening conference

ALEXANDRA PALMER  
*The Elusive Balenciaga*

16:30 Q&A

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TABLE I **Biographical Aspects**

17:15 BEN WHYMAN  
*Cristóbal Balenciaga's Personal Style:  
A Material Culture Approach to His Life-Story*

17:35 JULIE EILBER  
*Balenciaga and the American Fashion Editors  
who Shared his Private World: Bettina Ballard,  
Carmel Snow and Diana Vreeland*

17:50 Q&A

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TABLE II **The Legacy of Balenciaga**

18:15 GABRIELA MUÑAGORRI  
*Contemplating Legacy: Balenciaga - Ghesquière*

18:35 GABRIELE MONTI  
*Zurich, 1970*

18:50 Q&A

# Programme: October 2

15:00 Welcome

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TABLE III **Balenciaga Entrepreneur: International Links**

- 15:10 VICTORIA DE LORENZO  
*Supplying Woollens for Cristóbal Balenciaga: A Comparative Analysis of the Commercial Strategies of Garigue and Agnona (1947-1968)*
- 15:30 KIRSTEN TOFTEGAARD  
*Balenciaga and Denmark. In search of Balenciaga*
- 15:50 GUILLERMO LEÓN  
*The Spirit of Cristóbal Balenciaga in Mexico. Borderless Spanish Haute Couture*
- 16:10 LIZ TREGENZA  
*Copying a Master: London Wholesale Couture and Cristóbal Balenciaga in the 1950s*
- 16:30 Q&A
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TABLE IV **Balenciaga Creator: Technical and Artistic Aspects**

- 17:00 RUTH VALENTÍN  
*1927: A Wedding Dress Attributed to Cristóbal Balenciaga*
- 17:20 ALISTAIR O'NEILL  
*Exploding Fashion: Cutting, Constructing and Thinking Through Things*
- 17:50 CESAR RODRIGUEZ / NADIA ALBERTINI  
*Study and Material Characterization of the Embroidery Threads Presented at the Bolero Jacket La Perse From the Collection of Kunstmuseum Den Haag*
- 18:10 BERTA PAVLOV  
*Cristóbal Balenciaga: Master of Geometric Design*
- 18:30 ANA ESTHER SANTAMARIA/SERGIO ROMAN  
*Intuition Beyond Japonisme: Balenciaga's Relationship With the Aesthetics of Emptiness*
- 18:50 Q&A
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19:10 Conclusions

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