

## XX CENTURY ITALIAN CULTURAL HISTORY

BCSP – Spring 2022

University of Bologna Faculty

### HOURS:

From February 22 to May 24  
Tuesdays & Thursdays 5pm – 7pm  
BCSP Classroom

**DESCRIPTION:** This course is designed to offer an historical overview of 20th Century Italian Cultural History with focus on film, design, music, and fashion. Students will be provided with chronologically ordered articles, documents, images, videos, etc. demonstrating the role that each of these arts and industries played in the formation of what we now call contemporary Italian culture. By the end of the course students will have acquired the ability to recognize, analyze and fully understand the influence that contemporary Italian culture, its brand names and manufacturers, have had on the rest of the world.

The course will be divided into sections (History, Film, Music, Design and Fashion), and each section will be taught by a different professor (all are University of Bologna professors and experts in their fields). Each section will consist of four lectures. At the end of each section, students will either prepare a written work or take a written test that will be graded by each professor.

Professor Salvatore Botta will begin the course and explain the historical context, with emphasis on the industrialization process in Italy. Professors Paolo Noto and Marco Cucco will teach the following section on the history of Italian film. Professor Anna Scalfaro will teach the third section on the history of Italian music. Professor Elena Vai will cover Italian design, with a brief mention of 20<sup>th</sup> century Italian architecture. The final part on Italian fashion will be taught by Professor Giancarlo Benevolo. Students will also have the opportunity to participate in excursions relevant to each section.

**INSTRUCTORS:** **Salvatore Botta**, Associate Professor, Department of Arts; **Paolo Noto**, Associate Professor, Department of Arts; **Marco Cucco**, Associate professor, Department of Arts; **Anna Scalfaro**, Associate Professor, Department of Arts; **Elena Vai**, Event designer and curator of the activities of the Center for Research and Interaction with Cultural and Creative Industries, Department of Arts; **Giancarlo Benevolo**, Curator, Museum of Textile and Tapestry, Civic Museums of Bologna.

**METHOD OF PRESENTATION:** Classroom lectures and group discussions.

**LANGUAGE OF INSTRUCTION:** Italian

**REQUIRED WORK AND FORM OF ASSESSMENT:** the result of the test or assigned written work at the end each section will count as **20%** of the final grade

### **ATTENDANCE:**

Attendance is mandatory. Only one absence will be tolerated. Additional absences due to illness must be justified by a doctor's note. **½ point will be reduced from the final grade** for every other absence.

If you cannot attend class, you will be expected to get information from your classmates about readings and assignments and to be prepared for the next class. Unjustified lateness will negatively affect your grade in class participation.

#### **REQUIRED READINGS:**

**Course material will be available on the website:**

<https://sites.google.com/bcspbologna.it/cultura-italiana-xx-secolo/home>

Each instructor will provide material according to their set of lectures. Most of this material will be formed by academic articles, extracts from books, film clips, images and slides. Here below a list of books and articles that will be assigned to the students during the course:

#### **First section (Italian History):**

- F. Cammarano, G. Guazzaloca, M.S. Piretti, *Storia contemporanea. Dal XIX al XXI secolo*, Mondadori Education, seconda edizione, 2015.

#### **Second section (Film):**

- Mary P. Wood, *Italian Cinema*, Berg, Oxford-New York, 2005 (Chapter 1, "What is Italian Cinema?", pp. 1-34).
- Giacomo Manzoli ed Emiliano Morreale, "Il cinema italiano dalla Golden Age alla crisi", in Christian Uva e Vito Zagario (a cura di), *Le storie del cinema. Dalle origini al digitale*, Carocci, Roma, 2020, pp. 326-354.

#### **Third section (Music):**

- Giorgio Ruberti, *Il verismo musicale italiano*, in "Drammaturgia musicale e altri studi", n. 4, autunno 2010, pp. 32-52.
- Jacopo Tomatis, *Storia culturale della canzone italiana*, Milano, Il Saggiatore, 2019. capp. 4 e 5.

#### **Fourth section (Design e Architecture):**

- Celaschi, F. (2016). *Non industrial design. Contributi al discorso progettuale*. Milano: Luca Sossella.
- Dunne, A., & Raby, F. (2013). *Speculative Everything*. Cambridge, Mass.: MIT Press.
- Manzini, E. (2015). *Design, When Everybody Designs: An Introduction to Design for Social Innovation*. The MIT Press.
- Rawsthorn, A. (2018). *Design as an Attitude*. Zürich: JRP Ringier.

#### **Fifth section (Fashion and Style):**

- Sofia Gnoli, *Un secolo di moda italiana. 1900-2000*, Milano, Booklet, 2005;
- Silvia Battistini & Giancarlo Benevolo, *The Fashion and Sartorial Documentation Section of the Davia Bargellini Museum of Bologna. History, conservation and exhibition*, «Conservation Science in Cultural Heritage», vol. 15 (2015), pp. 191-233 (<https://conservation-science.unibo.it/article/view/6176/5946>)

**CALENDAR:**

**First section: Salvatore Botta - History**

**Lesson 1 – Tuesday, February 22**

Italy from the age of Belle Époque to the eve of WWI. The Giolitti age

**Lesson 2 – Thursday, February 24**

WWI and the Red Biennium: the age of catastrophe

**Lesson 3 – Tuesday, March 1**

Fascism and WWII: the age of totalitarianisms

**Lesson 4 – Thursday, March 3**

Birth and History of the Italian Republic: the age of Democracy

**Test: Tuesday, March 8**

**Second section: Paolo Noto and Marco Cucco - Film**

**Lesson 1 – Thursday, March 10**

Divas, comedians, strong men: Italian Cinema from its origins to the Fascist period

**Lesson 2 – Tuesday, March 15**

Realism and Modernity: Genres and Authors of the Post-war period

**Lesson 3 – Thursday, March 17**

Crisis and collaboration: cinema in the age of television

**Lesson 4 – Tuesday, March 22**

Circulation and economy of contemporary Italian cinema

**Third section: Anna Scalfaro - Music**

**Lesson 1 – Thursday, March 24**

*Il verismo* and the Italian opera: themes, characters and musical style

**Lesson 2 – Tuesday, March 29**

Italian musical avant-garde between daring experimentation and return of tradition

**Lesson 3 – Thursday, March 31**

Birth and development of the singer-songwriter success in Italy

**Lesson 4 – Tuesday, April 5**

“Protest” music in Italy between the 60’s and 70’s

**Test: Thursday, April 7**

**Fourth section: Elena Vai – Design & Architecture**

**Lesson 1 – Tuesday, April 26**

The Schools of Design (Bauhaus, New Bauhaus, Ulm), their cultural contaminations and their influence in Bologna.

The evolution of the designer profession through the experiences of the greatest (Gio Ponti, Franco Albini, Vico Magistretti)

### **Lesson 2 – Thursday, April 28**

Design in Bologna: the exemplary case of Dino Gavina. The relationship between art and industrial production (Achille e Pier Giacomo Castiglioni, Carlo Scarpa, Lucio Fontana)

### **Lesson 3 – Tuesday, May 3**

Communicating with design: brand, *affichism*, publishing.

Material objects and non material values (Leonetto Cappiello, Fortunato Depero, Franco Grignani, Bruno Munari)

### **Lesson 4 – Thursday, May 5**

Design attitude. New European Bauhaus – beautiful | sustainable | together.

When design becomes an anonymous and collective event.

**Friday, May 6: excursion to Florence to visit Museo Gucci and Museo Salvatore Ferragamo**

## **Fifth section: Giancarlo Benevolo – Fashion & Style**

### **Lesson 1 – Tuesday, May 10**

From the Belle Epoque to WWI. Parisian influence and the idea of Italian fashion as art and excellence in tailoring: Rosa Genoni. The role of fashion magazines.

### **Lesson 2 – Thursday, May 12**

The 1920's and lifestyle revolution, autarchy and Italian fashion during the Fascist regime, textile and fashion organizations after WWII: Turin, Florence, Rome, Milan.

### **Lesson 3 – Tuesday, May 17**

The 1950's and 60's: high fashion, boutique fashion and the beginnings of industrial ready-to-wear fashion. From "Hollywood on the Tiber" to international affirmation of "Italian style": clothing and accessories. The fashion of youth and rebellion.

### **Lesson 4 – Thursday, May 19**

The 1970's and 80's: the international popularity of Italian designers. Milan: fashion capital and the "Made in Italy" until the plateau of the 90's. Focus on historical brands: Ferragamo, Gucci, Albini, Valentino, Armani, Versace.

**Test: Tuesday, May 24**