

FASHIONING THE ORGANISATION IN THE CREATIVE CITY

Ian King and Jonathan Vickery's Stream at:

**THE SEVENTH ART OF MANAGEMENT
AND ORGANIZATION CONFERENCE**

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Copenhagen Business School Denmark

Calling for papers, demonstrations, performance, or installation on the subjects of...

FASHION AND ORGANISATIONAL DRESS – FASHIONABLE ORGANISATIONS – FASHIONABLE CITIES

ABSTRACTS by DEC 5th 2013: to Jonathan Vickery: J.P.Vickery@warwick.ac.uk

Ian W. King: i.king@fashion.arts.ac.uk Per Darmer: pd.ioa@cbs.dk

Info: <http://www.artofmanagement.org/copenhagen-2014/>

This stream is about fashion. What is fashion? How does fashion work in the organisation? How is the organisation a site and medium for fashion? How does the organisation become 'fashionable' – and what fashionable places exist for the organisation to 'hang out' and 'be seen'?

This stream invites participants to engage in a wide range of communication and expression – research papers, video, photography, performance, or just confession! Wear your fashionable work outfits! Power dress! Discuss how you engage in the symbolic discourse of organisational self-presentation, and how the aesthetic power-play of dressing expresses the gendered and performative nature of organisational life. The creative city (sometimes as a global city, media city, city of culture or city of design) is the fashionable venue for the contemporary organisation. How does the organisation 'dress' for the city? How is it subject to the fashion of creative urbanism and the new shifts in fashionable corporate self-display?

WE WILL BE EXPLORING:

1: The body and fashion: the regimes of dress, display and symbolic communication within organisational life. How do we dress for the organisation? How is the labouring body fashioned, or resists being fashioned by engaging in counter-fashioning?

2: The organisation and fashion: as medium, site and platform for fashion: from dress codes, to spatial design, to architecture, and all the other ways the organisation dresses itself. What is a naked organisation?

3: The organisation and the fashionable city: the creative city or cultural metropolis is the place to be seen. How does the urbanisation of the organisation in the creative economy generate dynamics of fashion?

The individual is dressed for the organization; the organization is dressed for the city; the city is dressed for the market. The market is a giant wardrobe, full of choices, but also perils...of mis-representation, the wrong 'look', appearing disheveled, or simply dressing down when everyone is dressing up.