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INTERNATIONAL
CRISTÓBAL BALENCIAGA CONFERENCE
CRISTÓBAL BALENCIAGA MUSEOA

Getaria, October 2025
Programme

CBM

Thursday, 2 October

- 09.00 Accreditations
09.30 Institutional welcome
09.45 Keynote address by Lesley Miller
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10.30 Museology

Donations and Exhibitions
Chairs the panel: Alexandra Palmer

- 10.30–10.45 *A Gift of Affect.*
Rachel L. Mellon's Donation to the Cristóbal Balenciaga Museum
Alba Sanz

- 10.50–11.05 *Wearing Balenciaga: Two Connecticut Clients*
David E. Lázaro

- 11.10–11.25 *The World of Balenciaga.*
Reconstructing the Spanish Contribution to the 1974 Exhibition
Tommaso Mozzati, Daniele Gennaioli
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11.30 Coffee break

12.00 Communication

Cristóbal Balenciaga's Image Beyond Fashion
Chairs the panel: Simona Segre-Reinach

- 12.00–12.15 *Balenciaga Through the Eyes of His Contemporaries*
Sarah Skillen

- 12.20–12.35 *Cristóbal Balenciaga through the Lens of the No-Do.*
From Avoidance to Propaganda
Danny Cruz, Isabel Durante

- 12.40–12.55 *Conceptual Foundations of Cristóbal Balenciaga's Legacy in Disney + Series*
Gemma Muñoz, Paloma Díaz-Soloaga, Jesús Barrera

- 13.00–13.15 *Cristóbal Balenciaga's Legacy in the Spanish and French Press*
Julio González, Bárbara Castillo

- 13.20–13.35 *Balenciaga Through his Press Obituaries*
Álvaro Pérez
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13.40 Museology & Communication panels Q&A

14.00 End morning session

15.00 Design
Openning by Elisa Palomino

Education-Transmissions project
Chairs the panel: Elisa Palomino

15.15–15.30 *Cristóbal Balenciaga × Central Saint Martins*
Heather Sproat

15.35–15.50 *Transmissions and Iceland University of the Art*
Katrín M. Káradótti

15.55–16.10 *Exploring Transmissions*
Adrien Robers

Creative Processes in the Balenciaga House
Chairs the panel: Igor Uria

16.15–16.30 *Dress as Cultural Language.*
Translational Aspects in Cristóbal Balenciaga's Creative Process
Paula Nunes, Isabel Orestes

16.35–16.50 *The Lorenzo Riva Collection from a Barthesian Perspective*
Gabriela Muñagorri

Creative Connections. Balenciaga's Influences
Chairs the panel: Emily Brayshaw

16.55–17.10 *Balenciaga and Grès. Exploring the Form*
Anabela Becho

17.15–17.30 *Chester Weinberg*
Kimberly Chrisman-Campbell

17.35–17.50 *Balenciaga and Women Fashion Artists in Serbia*
Stefan Žarić

17.55 Design panel Q&A

18.15 End afternoon session

19.00 Evening and dinner-cocktail party at the Museum

Friday, 3 October

09.30 Brand Imaging and Marketing
Opening by Valerie Steele

Licences and Copies. Legal and Commercial Aspects
Chairs the panel: Valerie Steele

09.45–10.00 *The Couturier of Trade Secrets*
Pablo Muruaga

10.05–10.20 *Balenciaga & Italy*
Isabella Campagnol

10.25–10.40 *Cristóbal Balenciaga in Florence.*
The Forgotten Legacy of Couture Copies
Chiara Faggella

10.45–11.00 *Balenciaga's Heritage in Italian Fashion. The Federico Forquet and the*
Roberto Capucci Cases Between Aesthetics and Marketing
Sofia Gnoli, Annamaria Esposito

11.05–11.20 *Cristóbal Balenciaga and Australia. Importing, Reproducing and Adapting*
Balenciaga Couture in Sydney, 1938-1968
Alexandra Barter

11.25 Coffee break

Enhancing the Brand. The Image of the Balenciaga Fashion House
Chairs the panel: Carlos Naya

12.00–12.15 *Balenciaga and Architecture in San Sebastián*
José Ángel Medina

12.20–12.35 *Balenciaga Models in the 60s in Paris*
Alexandra Handjian

12.40–12.55 *Fashion Show as Manifest of Haute Couture.*
From Cristóbal Balenciaga's "Ritual" to Demna Gvasalia's "Homage"
Edward Kanarecki

13.00 Brand Imaging and Marketing panel Q&A

13.30 Closing address by Karena de Perthuis

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