

II
INTERNATIONAL
CRISTÓBAL BALENCIAGA CONFERENCE
CRISTÓBAL BALENCIAGA MUSEOA

Getaria, October 2025
Programme

CBM

Thursday 2 October, morning

09:00 Accreditations and handing out of translation headsets

09:30 Institutional Welcome by Ibone Bengoetxea Otaolea, Deputy Lehendakari
and the Minister for Culture of the Basque Government

09:45 Key Speech by Lesley Miller

10:30 MUSEOLOGY PANEL
Donations and Exhibitions
Panel moderated by Alexandra Palmer

10:35–10:50 *A Gift of Affect. Rachel L. Mellon's Donation to the Cristóbal Balenciaga Museum*
Alba Sanz

10:55–11:10 *Wearing Balenciaga: Two Connecticut Clients*
David E. Lázaro

11:15–11:30 *The World of Balenciaga: Reconstructing the Spanish
Contribution to the 1974 Exhibition*
Tommaso Mozzati, Daniele Gennaioli

11:30 Coffee Break

12:00 COMMUNICATION PANEL
Cristóbal Balenciaga's Image Beyond Fashion
Panel moderated by Simona Segre-Reinach

12:05–12:20 *Balenciaga Through the Eyes of His Contemporaries*
Sarah Skillen

12:25–12:40 *Cristóbal Balenciaga bajo la lente del No-Do.
De la elusión a la propaganda*
Danny Cruz, Isabel Durante

12:45–13:00 *Conceptual Foundations of Cristóbal Balenciaga's Legacy in Disney + Series*
Gemma Muñoz, Paloma Díaz-Soloaga, Jesús Barrera

13:05–13:20 *La figura de Balenciaga a través de sus obituarios en prensa*
Álvaro Pérez

13:20 Q&A session for the Communication and Museology panels

13:40 End of morning session

Jueves, 2 octubre, evening

15:00 Handing out of translation headsets

15:15 DESIGN PANEL

Creative Processes, Connections and Influences

Panel moderated by Emily Brayshaw

15:20-15:35 *Dress as Cultural Language. Translational Aspects
in Cristóbal Balenciaga's Creative Process*

Paula Nunes, Isabel Orestes

15:40-15:55 *El Fondo Lorenzo Riva en perspectiva Barthesiana*

Gabriela Muñagorri

16:00-16:15 *Balenciaga and Grès. Exploring the Form*

Annabela Becho

16:20-16:35 *Chester Weinberg*

Kimberly Chrisman-Campbell

16:40-16:55 *Balenciaga and Women Fashion Artists in Serbia*

Stefan Žarić

16:55 Q&A session for the Processes and Creative Connections panels

17:15 EDUCATION PANEL

Transmissions Educational Project

Panel moderated by Jone de Felipe

17:20-17:35 *Cristóbal Balenciaga × Central Saint Martins*

Heather Sproat

17:40-17:55 *Transmissions and Iceland University of the Arts*

Katrín M. Káradótti

18:00 Visit to the *Transmissions* exhibition and end of streaming session

18:30 Day ends

Soirée at the museum (pre-registration)

18:45 Self-guided visit of the exhibitions

19:30 Drinks reception-dinner starts

21:30 Soirée ends

Friday 3 October

09:30 Handing out of translation headsets

10:00 BRAND IMAGING AND MARKETING I
Licences and Copies. Legal and Commercial Aspects
Panel moderated by Valerie Steele

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

11:20 Coffee Break

12:00 BRAND IMAGING AND MARKETING II
Showcasing the Brand. The Image of the Balenciaga Fashion House
Panel moderated by Carlos Naya

12:05-12:20 *Balenciaga y la arquitectura en San Sebastián*
José Ángel Medina, Joakin Aramendy

12:25-12:40 *Balenciaga Models in the 60s in Paris*
Alexandra Handjian

12:40 Q&A session of the Brand Imaging and Marketing Panel

13:30 Closing remarks by Karena de Perthuis

13:45 Day ends

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