



COURSES / CINEMA /

A FOCUS ON...

AFRICAN STYLE: OUAGADOUGOU AND HOLLYWOOD THROUGH THE MIRROR

**QUEENS, WARRIORS AND REBELS IN HOLLYWOOD AND AFRICAN CINEMA
INTERMEDIATE LEVEL**

OBJECTIVES

The course was designed to encourage students to analyze the influence of cinema both on the creation of the Western collective imagination on “African Style” and in the development of African Memory.

During the lessons, students will analyze some characteristics of exemplary American films with African subject-matter, along with African films. Their characteristics will be studied through the exploration of their style and the respective iconographic and cultural contest.

Students are encouraged to recognize, analyze and critically interpret sources of influence, links and cross-references in the filmmakers’ and costume directors’ creations.

MAIN TOPICS

The course utilizes a cinematographic exploration and the analysis of some significant characters in order to develop a comparison between the exotic traits of Hollywood, the reconstruction of an African memory in classical African Movies, and the post-modern style of Africa’s *nouvelle vague*. Students will analyze the characters’ style through the study of different filmmakers’ and costume designers’ works and the respective iconographic and cultural contest.

1. Cinema and the construction of African Style

Hollywood and the invention of Africa

2. Queens, warriors and magicians in the African Kingdoms

- *Ceddo*, by Sembène Ousmane, 1976, Senegal
- *Yeelen*, by Souleymane Cissé, 1987, Mali
- *Guimba*, by Cheick Oumar Sissoko 1995, Mali,
- *Ecran d’argile*, rencontre avec Kanjoura Coulibaly, costumier de cinéma

3. Urban Style in 1970s Dakar.

Young rebels and the discreet charm of the bourgeoisie

- *Touki Bouki* by Djibril Diop Mambety, 1973, Senegal
- *Xala* by Sembène Ousmane, 1974, Senegal
- Mama Casset and Sala Casset, portraitist of the new Dakar’s bourgeoisie



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4. Capsizing. The Reinvented Africa

- Africans Aliens and Dandy. The hybrid world of Yinka Shonibare
“We have to admire French, English and Italian Fashion but remember that white man invented clothes and *Sapeurs* make them arts”: the symbolic importance of high fashion for the Congolese *Sapeurs*.
- *The Importance of being elegant* by George Amponsah & Cosima Spender
- *Carmen Guei* by Joseph Gaye Ramaka, 2001, Senegal
- *Hyènes* by Djibril Diop Mambety , 1992, Senegal
- Oumou Sy stylist
- Plastic, peanuts and rice bags. The Sunugal’s collection
- Needed in the world of Retail Management (not only in Italy but also on an International level).

LANGUAGE

English

CALENDAR AND ATTENDANCE

July 20th – July 30th, 2010

45 hours’ lessons: on Tuesday 20th July there will be an orientation session from 10 am to 11 am, lesson from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lesson again from 2 pm to 5 pm. On the other days, there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm. Attendance is mandatory.

CANDIDATE PROFILE

Applicants needs to have the following skills:
Understanding of English.
Background in fashion and/or cinema studies.

ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/2010/enrol-design-courses.html> and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure).

Deadline for application form acceptance is 25th June 2010.

ASSESSMENT AND FINAL QUALIFICATION

The course work will be geared towards inventing new and appropriate clothes for the characters studied during the course.

At the end of the course students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.



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Milano



Comune
di Milano



TEACHING STAFF

Course Leader and Professor: Simona Cella

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

€ 1480 (including a voucher to be spent at NABA cafeteria for each day of class)

CONTACTS

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