



# Conversations on Digital Fashion Communication



# Fashion & Architecture: Conversation with arch. Valerio Olgiati

**Tuesday,  
13 October 2020  
19.00 – 20.00**

**Auditorium  
Campus Lugano**

Entrance is free

For more information  
and to register:  
[mdfc@usi.ch](mailto:mdfc@usi.ch)

Organized by the  
Master in:  
Digital Fashion  
Communication  
[www.usi.ch/mdfc](http://www.usi.ch/mdfc)

Fashion is undergoing a major digital transformation, which is touching all its facets, layers, and processes. Still it needs physical spaces to welcome clients and to represent iconically the brands.

Valerio Olgiati studied at the Faculty of Architecture at ETH Zürich and has lived and worked across Switzerland and the USA. In 1996 he opened his own practice in Zürich and in 2008 in Flims.

Among his major and most known architectural contributions: the schoolhouse in Paspels, the visitor centre for the Swiss National Park in Zernez, the House for a Musician in Scharans, the residential complex Schleife in Zug and Villa Além in Portugal. He has designed the Céline Flagship Store in Miami, completed in 2018 (in the picture, © Mikael Olsson). In 2009 he held the Kenzo Tange Chair at Harvard Graduate School of Design, USA and in 2012 his major solo exhibition was exposed at MoMa, in Tokyo. Since 2002 he is full professor at the Accademia di architettura in Mendrisio, part of USI – Università della Svizzera italiana.

Università  
della  
Svizzera  
italiana

Faculty  
of  
Communication  
Sciences