

MoMoWo 1ST INTERNATIONAL CONFERENCE-WORKSHOP

Women designers, craftswomen, architects
and engineers between 1918 and 1945

PROGRAMME AND ABSTRACTS

UNIVERSITY OF LEIDEN // THE NETHERLANDS
Leiden University Centre for the Arts in Society

23-24-25 SEPTEMBER 2015

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WOMEN'S CREATIVITY SINCE
THE MODERN MOVEMENT

Co-funded by the
Creative Europe Programme
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Women Designers, Craftswomen, Architects and Engineers between 1918 and 1945 MoMoWo 1st International Conference-Workshop

Programme and Abstracts

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SITI (Turin / Italy)	Sara LEVI SACERDOTTI

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SCIENTIFIC COMMITTEE

MoMoWo SCIENTIFIC COMMITTEE

- **Emilia Garda**, architect; Ph.D. in Building Engineering; Specialist in Architecture, Technology and Urban Areas for developing countries (*Politecnico di Torino, Italy*); *Master in Culture technologique des ingénieurs et des architectes du XXe siècle (Institut Français d'Architecture – IFA, Paris)*. She is Assistant Professor in Building design at the *Politecnico di Torino – DISEG*. In 2014, she received the qualification of Associate Professor in Design and Building technology in architectural design. She has been teaching Building design since 1998. She is the author of numerous essays and books. Her research interests include twentieth-century history of building technology, conservation and restoration of Modern Movement architectural heritage and gender studies in architecture and engineering. She is the Project Leader of the European project *Women's creativity since the Modern Movement – MoMoWo*.

✉ emilia.garda@polito.it

- **Caterina Franchini**, Ph.D. in History and criticism of architectural and environmental assets, Master in Conservation of historic towns and buildings. She is assistant researcher of History of Architecture at the Politecnico di Torino - DIST. She has been lecturing History of Visual communication and Design at the Politecnico di Torino since 2010 and History of Modern Design and History of Interior Design at the University Studies Abroad Consortium since 2006. Her research interests include gender studies in architecture, industrial and interior design. She is Assistant Project Leader of the European project *Women's creativity since the Modern Movement – MoMoWo*.

✉ caterina.franchini@polito.it

- **Maria Helena Souto** obtained her Ph.D. in Art Sciences from University of Lisbon and M.A. of Art History from Nova University of Lisbon. She is Associated Professor at IADE - U Institute of Art, Design and Enterprise – University and member of his Design PhD Scientific Commission. She is currently the Scientific Responsible from IADE – U at the EU cooperation project co-funded by the Creative Europe Culture Sub-Programme, *MoMoWo - Women's Creativity since the Modern Movement (2014–2018)*. She is also the Principal Investigator at the research project *Design in Portugal (1960–1974)* financially supported by the FCT (Portuguese Foundation of Science and Technology), between 2012–2015. As an author, she has published several articles about the Portuguese Art and Design History and lately monographs "*Design Português. 1900–1919*" (2015) and *Portugal nas Exposições Universais 1851-1900* (2011). Recently she was invited as a peer reviewer at *History of the Human Sciences* (SAGE Publications).

✉ helena.souto@iade.pt

- **Ana María Fernández García** holds a PhD in Art History (with honors). She specialized in artistic relations between Spain and America as regards contemporary art and she is currently working on decorative arts in Spain. She has been a visiting researcher at the Universities of Buenos Aires, Santiago de Chile, UNAM Mexico, Cambridge and Kingston. She has published several books and articles on Spanish art in Argentina, Chile, Cuba, Ecuador and United Kingdom. She has also been president of the Danae Foundation, curator of the Selgas Fagalde Foundation and coordinator of the European Master in Conservation, Preservation and Heritage Management. She works at the University of Oviedo in Spain.
✉ afgarcia@uniovi.es
- **Marjan Groot** holds a PhD in Design and Decorative Arts History. She publishes on theoretical perspectives of design, both historical and contemporary; the workings of different visual media and the concept of design; crossovers in design between various cultural areas; ornament; gender and design; and design and biotechnology. Two recent papers are 'Inscribing women and gender into histories and reception of design, crafts, and decorative arts of small-scale extra-European cultures', *Journal of Art Historiography*, 12 (June 2015), 1-30 (at: <https://arthistoriography.files.wordpress.com/2015/06/groot.pdf>); 'The rhetoric and rhetoricality of Bio-Design', in: Claudio Coletta, Sara Colombo, Paolo Magaudda et al. (eds.), *A Matter of Design: Making Society through Science and Technology. Proceedings of the 5th STS Italia Conference*, Milan 2014 (e-book, free to download from www.stsitalia.org). Marjan lectures at LUCAS Institute of Leiden University, the Netherlands.
✉ m.h.groot@hum.leidenuniv.nl
- **Helena Seražin**, Ph.D. in Art History, is a Senior Research Fellow at the France Stele Institute of Art History at the Scientific Research Centre of the Slovenian Academy of Sciences and Arts and Visiting Professor at Faculty of Arts of the University of Ljubljana. Her research focuses on history of architecture from 16th to 20th century. She has published several monographs, for which she won the 2009 and 2013 Izidor Cankar Prize of Slovenian Art History Society for outstanding achievements in Slovenian architectural history. She is Leader of Slovenian partnership of the European project *Women's creativity since the Modern Movement – MoMoWo*.
✉ helena.serazin@zrc-sazu.si
- **Alain Bonnet** is professor of history of contemporary art at the University of Grenoble (UPMF). He studies the history of the artistic institutions in the nineteenth century, the history of the arts education and the formation of the social image of the artists in the art

of the nineteenth century. He has published books on the Ecole des beaux-arts of Paris and on the reform of 1863, on the representation of the community of artists, on the official encouragements for the artistic travels, not to mention papers in scientific reviews and catalogs of exhibition. He has also, as a curator, organized various exhibitions.

✉ alain.bonnet@upmf-grenoble.fr

- **Sara Levi Sacerdotti**, Master in Public Policy Analysis. Graduated in Political Sciences in Torino (Italy). She had training and job experiences abroad. Since 2005 she has been project manager in SiTI, coordinating a research team. She has technical skills in design and management of multidisciplinary projects for territorial development, public policy evaluation, socio economic research, scenarios methodology, benchmarking and territorial competitiveness. She is experienced in tourism management methodologies, in SiTI she coordinates the Research Unit working on national and international projects related to sustainable tourism management, tourism analysis, socio economics studies.

✉ levi@siti.polito.it



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ABSTRACTS

- **The Role of Spanish Women in the House and Craftwork in the First Years of Franco's Regime: the Women's Section** - MoMoWo **Ana María Fernández García**, University of Oviedo
✉ afgarcia@uniovi.es

After the Civil War, Franco's Dictatorship in Spain revitalized the so called Women's Section, created in 1934 as the female section of the Falange political movement. It was an organization similar to those in Germany or Italy, which promoted the role of women as mothers and wives in accordance with the ideology of the regime.

Losing the war in 1939 implied the end of the initiatives of the Republic to dignify women, promote their access to higher education and their participation in public social activities. Franco's regime made women go back to their homes, (mostly in the first decades) making fun of republican women considering them as "tomboys" or depraved who wanted to subvert the biological order of housebound women. It is in this historical and ideological framework that we will analyze how the Women's Section was created and how they organized training courses for women as "home managers". These courses aimed to train women not only in daily matters such as cooking, childcare or domestic tasks, but also in the revival of popular craftworks, decoration and furnishing as well as manual arts. In order to collect all this information, different resources will be used, including photographs, newspapers and archives, and even some audiovisual resources of the news programs during Franco's regime.

- **Women Pioneers in Civil Engineering and Architecture in Italy: Emma Strada and Ada Bursi** - MoMoWo **Caterina Franchini**, Interuniversity Department of Regional & Urban Studies and Planning, Politecnico di Torino – DIST
✉ caterina.franchini@polito.it

It is known that Italian culture has always discriminated against women especially in the workplace. Why is it this way? Before and after World War II, women civil engineers and architects employed strategies to overcome their gender marginality. Did these strategies influence their experiences within the profession and the recognition they have received? What were the factors that enabled women to enter into the patriarchal spheres of the professions? What were the roles of the first female civil engineers and architects in Italy and in Turin which was the capital of industry? What were the motivations underlying their choice of profession and what was their reception in the male work world? The history of almost unknown female pioneers helps answer these questions.

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1. Gl. stv. nasl. 2. Groot, Marjan
281120256

MoMoWo - Women's Creativity since the Modern Movement

The ambition of MoMoWo European cultural project goes beyond the mere cliché that woman architects, civil engineers and designers represent an “unexploited creative potential” which the economy should make use of; or that women architects and designers should be entrusted with tasks especially related to women, so as to make certain built spaces or products even more successful, on the grounds that women have “a different view of things”. Thus, MoMoWo tackles a real equal opportunities theme in both past and present times. As the title suggests, the starting point of the project is the Modern Movement, intended as a moment of great cultural ferment as well as a political and social turning point. The Modern Movement also represents the first historical landmark in the emancipation of women in the professions of architecture and engineering. The goal of the project is the creation of a bridge connecting past, present and future generations of women. The project intends to build up a heritage and a network of know-how and skills trans-nationwide going beyond the project itself.

Emilia Garda, MoMoWo Project Leader

