



**Always stimulating. Always intriguing. Often surprising. Theorem presents cutting-edge PhD research in the UK Visual Arts. Hosted by Cambridge School of Art.**

Theorem is an annual PhD conference of practice research in the visual arts and design hosted by Cambridge School of Art. Participating universities this year include: Nottingham Trent, University of Derby, Goldsmiths, University of Hertsfordshire, Norwich University of the Arts, University of Plymouth, and our own PhD researchers at Anglia Ruskin in Cambridge School of Art.

Join us on 4 July for a one-day symposium exploring topics as varied as how space becomes place; care and kinship with animals and the protection of their environments; a reappraisal of viewing screens according to spatial perceptions; the sublime Anthropocene and ruins within the colonialism of an Irish context; women's domestication in the Iranian city of Mashhad; the autoethnographic picturebook and the impact of Singapore society on one family; investigating the shameful legacy of slave ownership; performing representations of the self, and many others.

Tony Kent from Nottingham Trent University will be our keynote speaker. Tony is Professor of Fashion Marketing in the School of Art and Design at Nottingham Trent University since 2013. His research interests include the convergence of physical and online worlds in fashion retail and brand-ed experience, concepts of personalisation in fashion and sustainable fashion. He has authored over 60 conference papers and journal articles in business and design and has published three books most recently on Retail Design.

His presentation, "Personalisation, identity and ownership" will explore the complexity of personalisation and identity in the face of relentless advances in digital design and communications, the changes in the concept of personalisation and their implications for personal identity. It focuses on a significant area of creative practice, fashion, and a fashion industry where producers are increasingly intent on acquiring personal data and new uses of big data that contribute to the ability to micro-market and to personalise individual products, services and experiences. The presentation focuses on the boundaries of fashion consumption, the problems of ownership and permission to personalise and the ways personalisation can be understood in a value system. It concludes with a summary of personalisation defined by consumer and producer interactivity, temporality and ownership to advance the conceptualisation of personalised and personal fashion identities.

Join us Thursday, 4 July at 9am in Ruskin Gallery for a full programme of some of the exciting doctoral research being conducted in the Fine Arts and Design in the UK. The one-day symposium will run from 9am to 5pm, at which time we move into Ruskin Gallery for a drinks reception for the opening of the Theorem exhibition.

For more information contact:

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Symposium:

4 July 2019

9am to 5pm

RUS203 & RUS110

[Admission is Free, but booking on Eventbrite is required.](#)

Exhibition:

4 - 19 July 2019

Opening reception to follow the symposium on 4 July

5pm - 7pm

Ruskin Gallery

Open to the public Mon to Fri, 10am to 4:30pm

Free admission, no booking required.

Image credits: Rebecca Hearle, 2014, Anglia Ruskin University

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