



Leonardo Campagna

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ABOUT ME

I am a PhD candidate in History of Europe at the SARAS Department, Faculty of Humanities, Sapienza University of Rome. My doctoral thesis is titled *Gioiattiva. Narratives of LGBTQ+ Sicily from the 1970s to the Present*. My research interests are: LGBTQ+ and feminist Italian history, gender studies and queer theory, fashion and its relationship with contemporary politics.

WORK EXPERIENCE

Adjunct Professor in Fashion & Gender

Sapienza University of Rome [14/02/2024 – 02/2025]

City: Rome | Country: Italy

University research support

University of Exeter [11/2020 – Current]

City: Exeter | Country: United Kingdom

For the research project *A Girls' Eye View* of the University of Exeter (UK) and Sapienza University of Rome (IT), I actively participate in research activities such as ethnographic interviews and qualitative data analysis, and present the results of the research through conferences and scientific papers.

Intern

Circolo di Cultura Omosessuale Mario Mieli [08/2019 – 09/2019]

City: Rome | Country: Italy

During the 150-hour long internship at the Circolo di Cultura Omosessuale Mario Mieli, I took care of the cataloguing and digitalization process of its photographic and press archive.

EDUCATION AND TRAINING

PhD in History of Europe

Sapienza University of Rome [11/2020 – Current]

City: Rome | Country: Italy | Field(s) of study: Arts and humanities | Level in EQF: EQF level 8 | Thesis: Gioiattiva: narrazioni della Sicilia LGBTQ+ dagli anni Settanta ad oggi

Master's Degree in Fashion Studies

Sapienza University of Rome [10/2018 – 09/2020]

City: Rome | Country: Italy | Field(s) of study: Arts and humanities | Final grade: Cum Laude | Level in EQF: EQF level 7 | Type of credits: CFU | Number of credits: 120 | Thesis: Radical Chic: Deconstructing Politics in Art and Fashion

Bachelor's Degree in Sciences of Fashion

Sapienza University of Rome [10/2015 – 09/2018]

City: Rome | Country: Italy | Field(s) of study: Arts and humanities | Final grade: Cum Laude | Level in EQF: EQF level 6 | Type of credits: CFU | Number of credits: 180 | Thesis: L'alterità vestita: abbigliamento, genere e queerness

Linguistic High School Degree

Istituto Magistrale Rosina Salvo [09/2008 – 06/2014]

City: Trapani | Country: Italy

LANGUAGE SKILLS

Mother tongue(s): Italian

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

PUBLICATIONS

[2023]

[Carla Lonzi's Wardrobe](#) According to common sense, fashion and feminism do not get along. Often in history, male fashion designers have exploited the female body for their artistic whims, and just as often, women have refused to comply with the dictates of fashion as the embodiment of an aestheticizing and fetishistic male gaze. However, on many occasions, feminists have reappropriated and resemantized the domestic practices of knitting, sewing and embroidery, conceptualizing them as different ways to think about politics, community, the self, and relationality. Among the many philosophers and activists of Italian second wave feminism, the most influential is undoubtedly Carla Lonzi. Over the years, Carla Lonzi has almost been turned into an idol, exploring every nuance of her thought both in feminism and art criticism. However, her image has remained unexplored, probably considered not particularly relevant. Through her work, this article analyzes the complex dynamics between fashion and feminism, and reconstructs Carla Lonzi's wardrobe starting from the photographs in her books and in archives, interpreting it with the help of her diary *Taci, anzi parla*, and of her collection of poems *Scacco ragionato*.

Leonardo Campagna, 2023, *ZoneModa Journal*, vol. 13 n. 1, pp. 33-50

[2023]

[The hero and the heroin. Inscriptions of AIDS on the male body](#) Contrary to popular belief, the HIV/AIDS pandemic has not only impacted on the languages of fashion and clothing in matters of communication and corporate social responsibility, but also on the very creation of the fashioned bodies. Two very different examples of the metaphorization and inscription of AIDS on the male body are the heroic, muscular and healthy figures of the Versace and Calvin Klein models, inherited from the white Yuppie culture, and the popularization of the heroin chic aesthetics of Marc Jacobs and, later, Hedi Slimane's Dior Homme. Much more than simple body types, the hero and the heroin might be considered as different answers to the same epistemic crisis that the HIV/AIDS pandemic has caused in terms of body, sexuality, otherness, health and illness, from the late 1980s to the 1990s. The aim of this article is to read and deconstruct western high fashion of that period through a critical discourse analysis involving masculinity studies and queer theory concerning AIDS, to understand the narratives that the pandemic has created on the male fashioned bodies.

Leonardo Campagna, 2022, *Critical Studies in Men's Fashion*, pp. 59-73

[2022]

Judith Butler. Moda e performatività Translation of Elizabeth Wissinger's essay "Judith Butler. Fashion and Performativity" in the Italian edition of "Thinking Through Fashion" by Agnès Rocamora & Anneke Smelik.

Agnès Rocamora & Anneke Smelik (eds.), "Pensare attraverso la moda", Meltemi, pp. 405-424

Jacques Derrida. Moda sotto cancellazione Translation of Alison Gill's essay "Jacques Derrida. Fashion Under Erasure" in the Italian edition of "Thinking Through Fashion" by Agnès Rocamora & Anneke Smelik.

Agnès Rocamora & Anneke Smelik (eds.), "Pensare attraverso la moda", Meltemi, pp. 361-382

[2022]

Intellectual Fashion/Fashion Intellectual: Luxury, Branding, and the Glamorization of Theory In *No Logo*, Naomi Klein states: "It is not to sponsor culture but to be the culture", referring to world-famous brands that started approaching new and experimental marketing techniques. Yet, as early as 1974, Pierre Bourdieu argued that the discourse on haute couture was already a discourse on haute culture, undoing the exquisitely philosophical prejudice that collocated fashion among small and frivolous things, unworthy of observation. This paper returns to this question through investigating the case of *Gucci Aria*, which used famous books of philosophy and critical theory as props. Even if this is not a novelty in the fashion world — from Miuccia Prada's "radical chic-ism" to Martin Margiela's deconstruction — what is new is that fashion has found itself having to study and incorporate knowledge that comes from the so-called high culture usually aimed at a niche audience of intellectuals. This is more than the attempt of lifestyle branding to address social and political movements' vindications as part of the social corporate responsibility strategy. What is the purpose behind selling theory itself? How can this exploitation carried out by fashion brands be read as a way of popularizing high culture? Are fashion designers playing at being organic intellectuals and is conspicuous consumption finding its new goal?

Romana Andò & Leonardo Campagna - ZoneModa Journal, vol. 12 no. 1, pp. 145-162

[2022]

La colpevolezza degli oggetti. Materializzazioni di genere e classe nel corpus di Elena Ferrante Diversi sono gli aspetti che ci spingono a leggere i romanzi di Ferrante attraverso uno sguardo sociologico. Il primo è il rapporto con la città, con Napoli, i suoi rioni e i quartieri bene, le strade, il mare così vicino eppur così lontano, le traiettorie disegnate dagli abitanti, le interazioni dialettali, i rumori e gli odori. Napoli parla di donne, uomini, famiglie, di una società patriarcale e di legami soffocanti, che stentano a lasciare il passo a qualcosa di nuovo. Nei romanzi di Ferrante troviamo un incessante dialogo, quando non ibridazione reciproca, tra il romanzo di formazione e la riflessione sulle posizioni sociali all'interno di una città non ancora metropoli nel senso simmeliano del termine. Le pagine di Ferrante stimolano infatti con prepotenza la riflessione sulla mobilità sociale. I romanzi di Ferrante, infine, sono un racconto corale del femminile nell'Italia del Novecento.

Romana Andò & Leonardo Campagna, 2022, chapter in "Raccontare il cambiamento" by Giovanna Motta

CONFERENCES AND SEMINARS

[20/06/2024 – 21/06/2024] Rome

VI Convegno della Società Scientifica Italiana di Sociologia, Cultura, Comunicazione – SISCC Conference organized by the Società Scientifica Italiana di Sociologia, Cultura, Comunicazione - SISCC, titled *Possiamo ancora capire la società. Comprensione, previsione, critica*, where I presented, with my colleagues Romana Andò, Samuele Briatore, and Arianna Terrinoni, a paper titled "Media e rappresentazione del disturbo psichiatrico in adolescenza, tra cura e intrattenimento" (Media and Representation of mental illness in adolescence, between care and entertainment).

[06/06/2024 – 09/09/2024] Sorrento

AAIS 2024 Annual Conference Conference organized by the American Association of Italian Studies, where I presented my paper titled "Girls' Bodies and the Social Media Gaze" in the *A Girls' Eye View: Italian Girlhood and*

Contemporary Media panel, an ethnographic research on girls' perception of their bodies in terms of change and struggle and how this relationship is mediated by social media.

[19/10/2023 – 21/10/2023] Campus Rimini, Alma Mater Studiorum University of Bologna

FASHION IN 3D: Decolonizing, Deconstructing, Decentering - ZoneModa International Conference Conference organized by ZoneModa and held by the Alma Mater Studiorum University Of Bologna, where I presented the paper "Clothing and Womanhood in Italian Contemporary Literature: Notes on Teresa Ciabatti, Valeria Parrella, Igiaba Scego", a textual analysis focused on clothing in the literary works of Teresa Ciabatti, Valeria Parrella and Igiaba Scego, and the role it plays in describing different types of womanhood that intersect with multiple issues concerning the Italian contemporary social and political scenario.

[21/09/2023 – 22/09/2023] University of Oxford

New Queer South: Perspectives on Italian Society and Culture Conference organized by the New Queer South committee and the University of Oxford, where I presented the paper "«Facciamo delle nostre case e dei nostri corpi focolai spirituali»: (contro)narrazioni dell'HIV/AIDS in Sicilia negli anni Ottanta e Novanta", an archive-based research on the dominant narratives of HIV/AIDS in Sicily in the 1980s and 1990s between medical malpractice, heterosexual romanticization of illness, and the socialization of care work.

[20/06/2023 – 22/06/2023] Santa Severa Castle

A Girls' Eye View Network Workshop Workshop organized by the research project A Girls' Eye View of the University of Exeter and Sapienza University of Rome, where I presented my papers "«Dateci una bomba, facciamo una strage»: Teresa Ciabatti's Estellas", on the topics of mean girls and affective dissonance in Teresa Ciabatti's literary works, and "Conflictuality in Clothing and Girlhood", based on ethnographic work concerning the relationship of teenage girls with clothing and fashion intercepting issues such as the male gaze and cat-calling, shame, and beauty standards.

[13/06/2023 – 17/06/2023] University of Oslo

Care - The NECS 2023 Conference NECS Conference held by the University of Oslo, where I and Romana Andò presented the paper "*Everything Calls For Salvation: caring for mental health among adolescents through a TV show*", a research based on ethnographic work concerning the representation of mental health issues in the Italian TV series *Tutto chiede salvezza*.

[30/11/2022] Sapienza University of Rome

Non solo COVID: Sensibilizzazione all'HIV e all'AIDS Conference organized by Link Sapienza, Collettivo di Medicina Studenti Indipendenti, Collettivo Prisma LGBTQIA+, with the patronage of Sapienza University of Rome, with paper titled "L'HIV e l'AIDS nella cultura popolare e nella storiografia", focused on the state of Italian historiography in narrating the HIV/AIDS crisis.

[15/09/2022 – 17/09/2022] National and Kapodistrian University of Athens

Emergent Femininities and Masculinities in 21st Century Conference organized by the National and Kapodistrian University of Athens where I and Romana Andò presented the paper "A Girls' Eye View: Exploring Girlhood Media Representation Through The Lens of Italian Female Adolescence", where we discussed some of the results from the ethnographic work conducted for the research project *A Girls' Eye View*, concerning contemporary representations of girlhood in Italian cinema and TV series related to the topics of body issues, perception and reality of gender issues, female friendship and mother-daughter relationships.

[17/06/2021 – 19/06/2021] Online (held by the Università Cattolica del Sacro Cuore, Milan)

Fashion Tales 2020+1. Politics Through The Wardrobes Online conference held by the Università Cattolica del Sacro Cuore, Milan, where I presented my paper titled "Just Clothes. Derrida's Deconstruction for the Political Analysis of Fashion", a research on how deconstruction can be used as an theoretical tool for the analysis of the political value of fashion and clothing, using the case study of Miuccia Prada's *Anatomy of Romance* collection.

[11/05/2021 – 13/05/2021] Online (held by the Alma Mater Studiorum Università di Bologna)

Celebrity and Crisis, Celebrity in Crisis Online conference held by the Alma Mater Studiorum University of Bologna, where I presented my paper titled "To Hold Together: Pop Music During Covid-19", a netnography based on YouTube reaction videos where I proved the influence of Covid-19 in signifying works of pop music such as *Chromatica* by Lady Gaga and *folklore* by Taylor Swift.