

## Fashion, Art and Culture in the Anthropological Management Model

**Authors :** Lucia Perez, Maria Gatón y Santa Palella

**Abstract :** Starting from the etymology of the word culture, the Latin term 'colere', whose meaning is to cultivate, we understand that the society that cultivates its knowledge is laying the foundations for new possibilities. In this sense, art and fashion contain the same attributes: concept, aesthetic principles, and refined techniques. Both play a crucial role, communication, and this implies a sense of community, relationship with tradition, and innovation. This is the mirror in which to contemplate, but also the space that helps to grow. This is the framework where our object of study opens up: the anthropological management or the mission management model applied to fashion exhibitions in museums and cultural institutions. For this purpose, a bibliographic review has been carried out with its subsequent analysis, a case study of three successful exhibitions: 'Christian Dior: designer of dreams', 'Balenciaga and the Spanish painting', and 'China: Through the Looking Glass'. The methodology has been completed with interviews focused on the curators. Amongst the results obtained, it is worth highlighting the fundamental role of transcendent leadership, which, in addition to being results-oriented, must align the motivations of the collaborators with the mission. The anthropological management model conceives management as a service, and it is oriented to the interests of the staff and the public, in short, of the person; this is what enables the objectives of effectiveness, efficiency, and social value to be achieved; dimensions, all necessary for the proper development of the mission of the exhibitions. Fashion, understood as art, is at the service of culture, and therefore of the human being, which defines a transcendent mission. We conclude that the profile of an anthropological management model applied to fashion exhibitions in museums is the ideal one to achieve the purpose of these institutions.

**Keywords :** art, culture, fashion, anthropological model, fashion exhibitions

**Conference Title :** ICFCT 2021 : International Conference on Fashion, Culture and Technology

**Conference Location :** Paris, France

**Conference Dates :** April 19-20, 2021