

WORK OUT OR QUIT!

Lecture by Torkild Thanem

12.1.2026
Magazzino 6
aule 1.1, 1.3
9.30 am

Care and corporate responsibility in the fashion industry are at the core of this seminar. Not only is this industry one of the world's biggest polluters, but notoriously it also exploits cheap labour.

Professor **Torkild Thanem** will show the behind the scenes of a Scandinavian sportswear company to explore the caring efforts of its management. Like many companies, this one had a comprehensive sustainability plan, which also included employees to work out, convinced that this would help them do a better job and live better lives.

In the frame of the Moda e Ambiente course / Nadica Maksimova

As part of the research project: Denim Washing. Water Footprint and New Materialism in Fashion. PNRR Mission 4 "Education and Research" – Component 2 "From Research to Business", Investment 1.2 "Financing of Projects Presented by Young Researchers." Supported by the C.M. Lerici Foundation funding.

Seminar cycle: Critical Perspectives on Fashion, Ethics and Environmental Challenges: Academic & Cultural Exchange between Stockholm and Venice

