

Dr Javier Gimeno Martínez
1973, Valencia (Spain)

QUALIFICATIONS

2006 PhD, Katholieke Universiteit Leuven/Catholic University of Leuven (Belgium)
Thesis title: *The Role of the Creative Industries in the Construction of Regional/European Identities (1975-2002). Design and Fashion in Belgium and Spain*

2001 MPhil History of Design and Architecture, Universitat Internacional de Catalunya, Barcelona (Spain)

1998 BA, MA Art History, Universidad de Valencia, Valencia (Spain)

1996 BA, MA Engineer Industrial Design, Universidad Cardenal Herrera, Valencia (Spain)

WORK EXPERIENCE

Since 2010 **Assistant professor**, VU University Amsterdam (The Netherlands). Programme coordinator MA Design Cultures.

2010-2012 **Lecturer**, Artesis University College of Antwerp-Antwerp University Association (AUHA) (Belgium)

2007-2010 **Post-doctoral researcher**, The Research Foundation - Flanders (Belgium). Project: "The Triumph of Design: A Study of the Changing Cultural Status of Contemporary Crafts and Design in Flanders (1968-2000)."

2006-2007 **Post-doctoral researcher**. K.U.Leuven (Belgium). Project: "Crafts and design. International trends and local evolution as defining factors of contemporary applied arts and industrial design in Flanders (1968-2000)"

EDITORIAL, CONVENOR AND RESEARCH

Since 2012 **Board member of International Committee for Design History and Design Studies (ICDHS)**
<http://www.ub.edu/gracmon/icdhs/board.html>

2014-2015 **Visiting researcher**. Research group Theorizing Visual Art and Design (TVAD). University of Hertfordshire (UK)

2012 **Convenor and chair of the panel** 'National Policies on Design' at the 8th Conference of the International Committee for Design History and Design Studies. "Design Frontiers: Territories, Concepts, Technologies"

2010 **Convenor** of the 7th Conference of the International Committee for Design History and Design Studies. "Design and Craft: A History of Convergences and Divergences"

2009-2010 **Visiting scholar** Royal College of Art (London)

2008-2012 **Editorial board member** of the academic journal "**The Journal of Design History**" (Oxford University Press/Design History Society, published since 1988)

PUBLICATIONS

International refereed journals (selection)

Gimeno Martínez, Javier, “**Shifting Values: The Promotional Policies of Craft and Industrial Design in Flanders (1980-2001)**,” in *Craft Research*, 5.1 (2014): 81-95.

Gimeno Martínez, Javier, “**Artefacts: the Artificial as Cultural Mediator**,” in *Kunstlicht*, 34.3 (2013): 4-11.

Gimeno Martínez, Javier, Ozorio de Almeida Meroz, J. & Serulus, K.. “**Localizing Design/Designing Location: Creative Cities in the Low Countries**,” in *Dutch Crossing*, 37.3 (2013): 274-292.

Gimeno Martínez, Javier, “**Restructuring Plans for the Textile and Clothing Sector in Post-industrial Belgium and Spain**,” in *Fashion Practice* (Berg) 3.2 (2011): 197-223.

Gimeno Martínez, Javier, “**Redefining Social Design in 1970s Belgium: Affordable Design vs. Elite Design**,” in *Interiors: Design, Architecture and Culture* (Berg) 2.2 (2011): 149-168.

Gimeno Martínez, Javier, “**The Signe d'Or Award Scheme from 1956 to 1960: The Economic Reasons for ‘Good Design’**,” in *Konsthistorisk Tidskrift/ Journal of Art History* (Routledge) 79.3 (2010): 127-145.

Gimeno Martínez, Javier, “**Industrial Design in the Museum. The Case of the FN Milking Machine (ca. 1947)**,” in *The Burlington Magazine* (Burlington Magazine Foundation) 1290 (September 2010): 603-608.

Gimeno Martínez, Javier and Jasmijn Verlinden, “**From Museum of Decorative Arts to Design Museum: The Case of the Design Museum Gent**,” in *Design and Culture* (Berg) 2.3 (2010): 259-283.

Gimeno Martínez, Javier, “**Actualizing the Past. Political Devolution and the Symbols of the European Regions. The Case of Belgian Federalisation (1970-1998)**,” in *Rethinking History* (Routledge), vol. 12, no. 2, 2008, pp. 229-252.

Gimeno Martínez, Javier, “**Selling Avant-Garde. How Antwerp Became a Fashion Capital (1990-2002)**,” in *Urban Studies* (Routledge) 44.12 (2007): 2449-2464. Ranking in 2005 ISI Journal Citation Reports: 3/28 (Urban Studies); Impact Factor 0.988.

Gimeno Martínez, Javier, “**Narratives of Fashion and Nation. An Analysis of Two TV-Ads from the 1987 Moda de España Campaign**.” *Image [&] Narrative* (online journal) 16 (2007).

Gimeno Martínez, Javier, “**Women Only. Design Events Restricted to Female Designers during the 1990s**.” *Design Issues* (MIT Press) 23.2 (2007): 17-30.

Gimeno Martínez, Javier, “**Designing Symbols. The Logos of the Spanish Autonomous Communities (1978-1991)**” *Journal of Spanish Cultural Studies* (Routledge) 7.1 (2006): 51-74.

Gimeno Martínez, Javier, “**La Nave. How to Run an Anarchical Design Company**.” *Journal of Design History* (Oxford University Press) 15.1 (2002): 15-32.

- Editor of special issues in peer-reviewed journals

(in preparation, forthcoming) Gimeno Martínez, Javier & Ozorio de Almeida Meroz, J. (201x). **Beyond Dutch Design: Material Culture in the Netherlands in an Age of Globalization, Migration and Multiculturalism**. *Journal of Design History*.

- **Books, or contributions to books**

(author, forthcoming) Gimeno Martínez, Javier (201x). *Design and National Identity*, London/ New York, Bloomsbury Academic.

(contributor, forthcoming) Edwards, Clive (red.) (201x). *Bloomsbury Encyclopedia of Design*. Londen/New York, Bloomsbury Academic.

Gimeno Martínez, Javier and Fredie Floré (eds) *Design and Craft: A History of Convergences and Divergences. 7th Conference of the International Committee of Design History and design Studies. 20-22 September 2010*. Brussels: Vlaamse Koninklijke Academie van België voor Wetenschappen en Kunsten, 2010, 553 pp. ISBN 978-90-6569-071-5. English.

Gimeno Martínez, Javier, *José Juan Belda. Objetos y espacios [José Juan Belda: Objects and Spaces]*. Castellón de la Plana: Universitat Jaume I (Spain), 2009, 123 pp. ISBN 978-84-8021-668-5. Spanish/Catalan. Reviewed in Calvera, Anna, “José Juan Belda: Objectes i Espais (‘José Juan Belda: Objects and Spaces’), *Journal of Design History* (Oxford University Press) 23.3 (2010): 321-323.

Gimeno Martínez, Javier, *Eduardo Albers. Diseño de product [Eduardo Albers: product design]*. Castellón de la Plana: Universitat Jaume I (Spain), 2005, 118 pp. ISBN 84-8021-532-1. Spanish/Catalan.

Gimeno Martínez, Javier, *La Nave: un colectivo de diseño [La Nave: A design collective]*. Valencia : Institució Alfons el Magnànim/ Diputació de Valencia (Spain), 2005, 132 pp. ISBN 84-7822-443-2. Spanish/English.

- **Other**

Book reviews:

(double book review) “**The Men’s Fashion Reader**”, in *Journal of Design History* (Oxford University Press), vol. 22, no. 4, 2009, pp. 423-426.

Conference papers integrally published in proceedings:

(invited paper) “**The introduction and dissemination of the English word ‘design’ in the Belgian context**”, Fujita, Haruhiko (ed.), *Words for design II. Comparative Etymology of Design and its Equivalents*, Japan Society for the Promotion of Science, 2009.

(selected paper) “**Deciding the Cultural Status of Craft and Design: The Design Museum as Defining Agent for the Term ‘Design’**,” in Fujita, Haruhiko (ed.), *Another Name for Design: Words for Creation. 6th International Conference of Design History and Design Studies*, Osaka University (Japan), 2008, pp. 114-117.

(invited paper) “**Fashion, Country And City: The Fashion Industry and the Construction of Collective Identities (1981-2001)**,” Bernheim, Nele (ed.), *Modus Operandi, State of Affairs in Current Research on Belgian Fashion*, MoMU – Fashion Museum Province of Antwerp, 2008, pp. 50-67.

(selected paper) “**Practice-Based Research In The Creative And Performing Arts And Design. The Report ‘Inventarisering Internationaal Onderzoek Kunsten’**,” in *The Unthinkable Doctorate*, Hogeschool voor Wetenschap En Kunst/Network For Theory, History and Criticism of Architecture, 2007, pp. 151-161.

(selected paper) **“We Do Not Just Make Clothes. The Institutionalisation and Intellectualisation of Belgian Fashion (1981-2001),”** In 5th International Conference on Design Studies and Design History, Helsinki, University of Art and Design, 2006, pp. 1-9. ISBN 951-558-210-5. [CDROM]

Conference papers, available as abstract:

(selected paper) Gimeno Martinez, J.C. & Ozorio de Almeida Meroz, J. (2014, September 18-19). **“From Design Culture to Design Cultures: Learning from Cultural and Material Diversity in the Netherlands.”** Kolding (Denemarken), Design Culture: Object, Discipline and Practice.

(selected paper) Gimeno Martinez, J.C. & Serulus, K. (2014, March 10). **“Design and the State: A Theoretical Account on the Role of the State in the Creation of Design Cultures.”** New Orleans, The Interior Design Educators Council Annual Conference. Raison D’Etre 2: Crafting a Global History of Interior Decoration and Design.

(round table) **“ICDHS Meetings: searching for a wide-ranging and renovated view of design and design history”** Conference of the International Committee of Design History and Design Studies, 8th Biennial, "Design Frontiers" (3-6 september) University of São Paulo, Brazil (2012)

(selected paper) **“Creating a Fashion Culture in Post-industrial Belgium and Spain.”** Center for the Study of Fashion and of Cultural Production, 13th International Conference, "Fashion Tales" (7-9 juni) Università Cattolica Milan, Italië (2012)

(selected paper) **“Selling Avant-garde. How Antwerp Became a Fashion Capital (1990-2002).”** Association for Low Countries Studies, 9th Biennial, "Low Countries, Big Cities"(4-5 april) University of Sheffield, UK (2012)

(selected paper) **“Redefining Social Design in 1970s Belgium: Affordable Design vs. Elite Design.”** College Art Association Annual Conference (10-13 February). Chicago (USA) (2010).

(selected paper) **“Van de Velde after Van de Velde: Design Pioneers and the Promotion of Industrial Design in the 1950s.”** The annual Design History Society conference “Writing Design” (3-5 September). Hatfield (UK): University of Hertfordshire (2009).

(invited paper) **“Dividing Fashion? The Consequences of Political Federalization for Belgian Fashion,”** TrAIN Open Lectures (Transnational Art, Identity And Nation), University of the Arts London, Chelsea College Of Art & Design, 12 June 2007.

(selected paper) **“Revisiting Modern Art in Post-War Europe: Design in Kassel *documenta*,”** EUROPA ! EUROPA ? 1st Bi-annual Conference of the European Network for Avant-Garde and Modernism Studies (EAM) (29-31 May), Ghent University, 2008.

(selected paper) **“The Periphery of Art: Forging the 1980s concept of design at Documenta 8 (1987),”** 34th Association of Art Historians Annual Conference, Tate Britain and Tate Modern, London, 2008.

(selected paper) **“Designer Fashion and Post-Industrial Economies. A Perfect Marriage?”** Social History Society Annual Conference, Erasmus University Rotterdam (The Netherlands), 2008.

(selected paper) **“The Public Promotion of Design and Fashion. Belgium and Flanders (1975-2002),”** 4th International Conference on Design Studies and Design History, Universidad de Guadalajara, Mexico, 2004.

(selected paper) **“Women Only: Design Events Restricted To Women Designers During The 1990s,”** Design History Society Conference 2003, Norwich School of Art and Design.

(selected paper) **“Branding Spanish Autonomous Communities. From Heraldry to Design,”**
Design History Society Conference 2002, University of Wales, Aberystwyth