Tom Ford and T-Bone Burnett Headline Fashion and Entertainment Event at USC

BEVERLY HILLS, December 13, 2004 – Why do fashion, film and music – the sultans of cool in our culture, the shapers of our consciousness – take such radically different approaches to the ownership of creativity and the idea of originality? Ready to Share: Fashion & the Ownership of Creativity, a landmark event to be held January 29, 2005, will explore the fashion industry’s enthusiastic embrace of sampling, appropriation and borrowed inspiration, and the contrasting approach taken by the music and film industries, currently engaged in a battle over the need to expand copyright protection and to limit sharing and reuse of prior work. Could the fashion industry offer a surprising model for other creative industries?

Presented by The Norman Lear Center at the USC Annenberg School for Communication and sponsored by The Fashion Institute of Design & Merchandising/FIDM, the day-long event will include an exclusive one-on-one conversation between former Gucci and Yves Saint Laurent Creative Director Tom Ford and New York Times fashion reporter Guy Trebay; an innovative fashion show by designer and former Halston Creative Director Kevan Hall; and multimedia presentations and lively discussions covering fashion and creativity, intellectual property law, the fashion/entertainment nexus and the future of sharing.

Other participants include leaders in academia, fashion, entertainment and media such as John Seely Brown, T-Bone Burnett, Rose Apodaca Jones, Booth Moore, Cameron Silver, Jonathan Taplin, Siva Vaidhyanathan and David Wolfe.

Following the event, guests are invited to a grand reception celebrating the opening of the 13th annual Art of Motion Picture Costume Design Exhibition at FIDM, featuring costumes from the 2005 Academy Award®-nominated films for Best Costume Design.

This private event at the Annenberg School Auditorium on the USC campus, near downtown Los Angeles, is by invitation only. For press credentials and interviews, please contact Michele Botwin Raphael at (323) 782-3316 or mraphael@usc.edu.

Program and participant updates are available at www.readytoshare.org.

Ready to Share is presented by the USC Annenberg Norman Lear Center’s Creativity, Commerce & Culture project, funded by the Center for the Public Domain. FIDM is a proud sponsor of this event.