Norman Lear Joins Sex and the City’s Michael Patrick King and Designer Tom Ford at Landmark Fashion and Entertainment Event on USC Annenberg Campus

Innovators will discuss the art of creative risk-taking and the use of fashion as entertainment at Ready to Share event. Top musicians and producers also added to eclectic conference lineup.

BEVERLY HILLS, January 20, 2005 – Television innovators Norman Lear and Michael Patrick King, along with music producer Richard Nichols (The Roots) and singer/songwriter Sam Phillips, are among the latest additions to Ready to Share: Fashion & the Ownership of Creativity, a ground-breaking fashion and entertainment event to be held January 29, 2005, at the University of Southern California’s Annenberg School for Communication in Los Angeles.

Ready to Share will explore the fashion industry’s legal use of sampling, appropriation and borrowed inspiration, and the opposing approaches adopted by sectors of the entertainment industry. When the music and film industries are cracking down on piracy, why do knockoffs thrive in the fashion world? What might other creative industries learn from fashion’s model?

Presented by the USC Annenberg Norman Lear Center and sponsored by The Fashion Institute of Design & Merchandising/FIDM, the event will include a keynote by trend forecaster David Wolfe; a conversation with former Gucci Creative Director Tom Ford and New York Times’ Guy Trebay; a music panel with producer Jon Taplin, musician and producer T Bone Burnett, Richard Nichols and Sam Phillips; live fashion shows produced by designer Kevan Hall, vintage clothier Cameron Silver and Women’s Wear Daily’s Rose Apodaca; a discussion on the fashion/entertainment nexus with Norman Lear and Michael Patrick King, joined by EMI Music’s Ted Cohen, Los Angeles Times’ Booth Moore and actress and designer Sheryl Lee Ralph; and a mind-meld on the future of sharing, featuring Xerox Park director John Seely Brown and Siva Vaidhyanathan, author of Copyrights and Copywrongs.

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.

A live Webcast of the event will be online at www.readytoshare.org, beginning at 9 a.m. PST. In addition, the Ready to Share project will publish new research on intellectual property law in fashion; a comparison of the fashion and music industries; and an examination of the nature of creativity in fashion, which mirrors the creative process in other industries now reeling from the effects of the digital revolution. A DVD and book detailing the project also are forthcoming.

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