

**Human Affe/action: fashion as a propitiatory action.**

September 29, 2022, Francesco Morace (Sociologist, President of the Future Concept Lab)

As we anticipated last March, we are all going through a phase of dramatic changes in the social, cultural, and economic dimensions. In a situation in which we are all looking forward to a change of pace and behavior, **creativity reflects an ideal change in the mindset** to set a new benchmark for the future for the generation of new thoughts and projects. It is true that we all need new thoughts and projects, especially now that we are experiencing uncertainties due to the catastrophes that we are forced to absorb and digest. After the pandemic, the war, and the drought alternating with floods, in an environment that no longer seems to hold up to the impact of human presence on the earth. It seems that we are living in the era of the ten plagues of Egypt. Yet, **we do not need prophecies nor Cassandras but rather propitiatory rituals**. Since ancient times *propitiating* has involved rituals and collective thoughts pushing towards a better future, generating that electrifying energy that makes the realization of the boldest utopias doable and achievable. The Treccani dictionary explains this notion as *creating favorable conditions for the context in which we live*. This holds true even in the case of the very complicated scenarios that we are facing today. There are no guarantees of success; the risk remains high and implies the ability to make use of that determination that is implicit in the concept of Enterprise (with a capital E). The same determination that has nurtured Italian enterprises for a century. At this point, the propitiatory thoughts and projects become even more strategic if we look at the world of fashion, textile-apparel, and accessories, which is already **resisting and reacting with genius, inventiveness, and an ability to produce** that reflects a unique way to look at the future, i.e. the same tension that in human history has led individuals turn back to propitiatory rituals. Therefore, Milano Unica is now promoting an idea of the future that is no longer based on prophecies (no one in the past two years has been able to do so in a credible way, and that normally leaves space and voice more for prophets of doom than thinkers oriented to the future) but propitiating, i.e. enabling new behaviors that are often an expression of entrepreneurial values and passions. **Fashion thus becomes a propitiatory action that expresses a unique superpower**. All-round creativity proves to be restorative in this fragile condition and represents the premise for a regenerated world. On the level of motivation, *creativity* compensates for *uncertainty*, thus turning into a superpower. Creativity represents **the**

**regeneration of the human through the power of thought, action, and emotions.** These are the directions of the new *tendenze* suggested by Milano Unica. The lockdown and the war have contributed to the re-evaluation of the most human activity: creativity. Knowing how allows us to regain and re-discover our human essence that finds its best expression in an activity based on desire, passion, play, but also experience, and expertise.

We have called it **Human Affe/action**: a pun that points at the virtuous combination between Vision, Mission, and Engagement of an enterprise, be it a company or a professional: the power of thought, action, and emotions.

The Vision of an Enterprise corresponds to **one's vision of the world**, the goals one has beyond business, solidarity, and reciprocity that are activated based on this vision. The foundation of one's activity involves the internal community (the employees) and the external community (the partners and the consumers). The power of thought stems from the power of Vision. Today more than ever, there is a need for it.

The Mission of an Enterprise corresponds **to savoir-faire**, the ability to combine tradition and innovation, artisanal skills and technology, leveraging empirical experimentation through the re-writing of the traditional codes used to make unique products. The power of Action is indispensable today.

Finally, Engagement in an Enterprise corresponds to the ability to **involve, generate emotions, and create enthusiasm and participation** to contribute to a creative project, while being close to partners and consumers with tailor-made proposals that enhance personalization, and complicity, and nurture the pleasure of creating relationships. The power of Emotions is what makes the difference.

This is how Human Affe/action with its three modes of expression, proves capable of facing the complicated time ahead, **transforming fashion into a propitiatory action.**