



Topic of the Speech:

Critical and Transmedial Promptship Theory as a Taoist Handbook for Ethical Issues in Generative AI for Fashion Image making.

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Francesco Fioretto is Director of Research, Education and Academics at Istituto Marangoni Group, where he drives academic innovation, research development, and industry-integrated learning models across the school's international campuses. He holds a Degree in Communication Design from Politecnico di Milano and a postgraduate qualification in Motion Design (CFP Bauer, Milan), bringing together design methodology, visual culture, and moving-image practice.

His research publications include the chapter "The Interactive Architecture of Creative Learning: Comparing Linguistic Sciences and Design Thinking to Create a Methodological Value Chain for Creative Higher Education," published in the Springer/IEREK volume *Sustainable Strategies in Architecture, Urbanism and Beyond (Advances in Science, Technology & Innovation)*, as well as "The Time of The Image in a Cybersurrealistic Era: Media Arts, Virtual Spaces, and Dynamic Narratives for New Ethical Values in Fashion Imagery," published in the Springer/IEREK volume *Sustainable Design, Art, and Innovation: A New Paradigm on Creative Practice (Advances in Science, Technology & Innovation)*.

Alongside his academic work, he maintains a strong trajectory in creative direction and cultural publishing. His roles include Art Director and Catalogue Curator for *Folies* by Eva Jospin (Edition Locus Solus) and long-term creative and iconographic direction for *Faux Q Magazine*. Since 2022, he has also served as an Academic Board Member at Zhejiang Sci-Tech University, within the International Institute of Fashion Technology Joint College with Istituto Marangoni, supporting international double-degree development in Fashion Design, Digital Media Design, and Fashion Promotion, Communication & Media.