

JULY 2010
SUMMER COURSES
MILAN

Taste the Italian Design culture

Short Courses in Fashion, Design, Interior and Business Design.

JUNE - JULY 2010

SUMMER SESSION

Domus Academy offers a wide range of courses aimed to explore, investigate, experiment new design topics and areas.

FASHION COURSES

FASHION STYLING

VISUAL MERCHANDISING

CREATING A FASHION COLLECTION *

BUSINESS DESIGN COURSES

MY IDEAL BUSINESS

COLLECTOR HUNTING *

DESIGN COURSES

DESIGN FOR ALL

INTRODUCTION TO CAR DESIGN

GLOBAL WELLNESS DESIGN *

INTERIOR DESIGN COURSES

DESIGNING THE SHOPPING EXPERIENCE

INTERIOR DESIGN FOR HOTELS *

INTERIOR DESIGN FOR OFFICE

EXPERIENCE COURSES

CULTURAL TOUR OF THE BEST IN DESIGN IN MILAN *

* in collaboration with:

University of the
Arts London
Central
Saint Martins

JUNE - JULY 2010

SUMMER SESSION

FASHION COURSES

DATES

5 - 16 July 2010

PRICE

1.250, 00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LEADER

ANNAGEMMA LASCARI

PROJECT LEADER

ILDO DAMIANO

Ildo Damiano is fashion and costume editor. He's been collaborating as a fashion editor, correspondent and fashion consultant for several prestigious Italian magazines, among which: Vanity Fair, V&S, Elle, Jack, Madame Class (V.I.P. editor), D Repubblica, L'Una. He's been working as image consultant for advertising campaigns and catalogues for Mario Valentino, Trussardi Jeans/Sport, RayBan, Versace Young, Monclair, Phard. He's been working as image consultant for fashion shows and events, among which Aldo Coppola, Brums Junior and he's been collaborating with Italian broadcasts as a fashion consultant for TV programs, "EModa" (LA7 channel) "Tribe generation" and "Modapolis" (Italia Uno channel)

FASHION STYLING

The course offers a complete perspective on the main creative expressions of fashion styling (for magazines, events, photography, beauty and models) and on the creation and coordination of the fashion image.

OBJECTIVES Development of the professional skills of fashion styling, through the knowledge and experimentation of the main aspects of this "glamorous job".

WHO'S THE COURSE ADDRESSED TO? The course addresses creative professionals with any level of experience in the field of fashion styling, with a high aesthetic sense, sensitivity, curiosity and a strong passion for the fashion world.

CONTENTS Fashion and beauty trends - photography trends - props and location scouting for fashion, TV and media shooting – creation and coordination of the fashion image – the personal stylist.

METHODOLOGY Lectures, visits, workshops.

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ADVANCED

COURSE LEADER

ANNAGEMMA LASCARI

PROJECT LEADER

STEFANO SATI

Stefano Sati is currently the worldwide visual merchandising director and retail image coordinator at Emilio Pucci, florentine fashion brand now part of LVMH, the most important french luxury group. Since 2001, after the master at New York Tisch School of the Arts, he has collaborated with Giorgio Armani (2001), Dolce&Gabbana as Europe visual merchandising manager (from 2002 to 2005) and Gianni Versace as global visual merchandising wholesale coordinator (from 2005 to 2008). As image consultant Stefano's been working together with the most important european retailers, Gio' Moretti Milano, L'Eclaireur Paris, Verso Antwerp.

VISUAL MERCHANDISING

Despite the large success of online sales, stores remain the preferred place for shopping. They still are the place where fashion creations can be seen, touched, longed for, even and especially thanks to an adequate and spectacular set up of windows and expositions areas. The store is the place where customers can be convinced to buy, in which furniture, materials, lights, colors, music, and all that regards showing products is designed by the visual merchandiser, director of communication strategy that surrounds, fascinates and attracts consumers. The science and the art of Display.

OBJECTIVES Developping and updating the professional profile of the visual merchandiser and other professionals with an interest for Retail.

WHO'S THE COURSE ADDRESSED TO? The course addresses to whoever aims to widen and diversify their professional perspectives in the field of visual merchandising and store communication strategies. Participants should have some prior experience, curiosity, passion and ability to interpret news and trends in the field.

CONTENTS Visual merchandising and communication and sales strategies – new visual merchandising concepts and trends – store design and shopping experience.

METHODOLOGY Lectures, visits, workshops.

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COURSE LEVEL

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COURSE AND PROJECT LEADER

ANNAGEMMA LASCARI

Annagemma Lascari is a designer with vast experience in the development of creative and innovative projects in womenswear, including daytime, evening, bridal, knit, deluxe accessories and fabrics. She has worked as a designer for Capucci, Ferré, Dior and Gabrielli, she has a private studio in Milan and has produced trend work for Vogue Italy. She got her MA in Fashion from Domus Academy and has been a visiting lecturer at Central Saint Martins, London.

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CREATING A FASHION COLLECTION: "THE BRAND RESTYLING"

* DUAL CITY: LONDON/MILAN PROGRAM

Designing a collection means focusing on research themes that are able to support not only the collection itself, but also the management of creativity. Brand re-styling has today become a necessary step for the new-generation of professionals operating within the fashion world who need to interpret and act in different, new and exciting ways. This course intends to explore brand re-styling as an important element of fashion designing, one that influences and modifies the approach to design a new collection.

OBJECTIVES Deepening of thematic areas in the perspective of a brand restyling project.

WHO'S THE COURSE ADDRESSED TO? Fashion designers, visual designers, stylists, brand designers and fashion managers.

CONTENTS The fashion collection, fashion trend analysis, product and style, retail, brand image and communication, griffe restyling, fashion licensing and corporate identity. Visits. Practical workshops.

METHODOLOGY Lectures, visits, workshops.

JUNE - JULY 2010

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BUSINESS DESIGN COURSES

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5 - 16 July 2010

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COURSE LEVEL

ADVANCED

COURSE AND PROJECT LEADER

ANDREA TOSI

Andrea Tosi, coordinator of the Master Course in Business Design at Domus Academy, is specialized in solution setting methodologies to generate creative briefs and manage the transformation processes within several market contexts. His skills are: business design, change of business model, entrepreneurship, transformation design, new product development, product strategy; project management and accounting; brand management, corporate identity, design trends; cognitive ergonomics, user research, interaction design, knowledge management and work flow analysis; sustainable aesthetics expert; teaching the design methodology to the non-designers; graphic design and 3D applications; knowledge of art materials, fabrication process.

MY IDEAL BUSINESS

Several successful international businesses leverage on design as a crucial component in the definition of their strategy. Using design to create new visions, it is possible to apply design thinking not only to the final product, but also to the whole business model in order to generate new values and innovative business strategies.

Through a "learning by doing" approach, the course provides an advanced vision of design as a change lever and as an important tool for businesses to generate new value. Participants will be asked to develop a personal business idea, with the aim to understand the design driven approach, and its use as a tool to define new business models and innovative and unconventional marketing strategies.

WHO'S THE COURSE ADDRESSED TO?

The course is addressed to students with an economy, marketing, design, fashion design and communication background.

OBJECTIVES

The course aims to provide participants with a methodology, a set of tools and the knowledge to create successful business models and new business strategies. The educational experience wants to lead the participants to give original contributions, taking into consideration: the radical changes that lead companies and businesses to trigger transformative processes and exploit new competitive leverage; the innovation to face the growing saturation of traditional sectors and the new competitive scenarios; the capability to set new business models and to check its validity according to economic feasibility, environmental and social sustainability' criteria; the challenge to understand new model of life and consumption trends. This course aims to develop business ideas and strategies, mainly through an intense workshop activity (learning by doing approach), assisting participants in a real process of analysis and planning of a new business.

JUNE - JULY 2010

SUMMER SESSION

BUSINESS DESIGN COURSES

CONTENTS The course is structured in two parts: the first part includes a series of lectures aimed to provide theoretical and methodological stimuli (envisioning processes, scenario building, design methodologies and processes, project communication) in order to face the second part, when participants will develop a project during a workshop activity supported by tutors and project leaders.

METHODOLOGY Lectures, visits, workshops.

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967, 00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE AND PROJECT LEADERS

FUTURE CONCEPT LAB

Future Concept Lab is a Research and strategic Consulting Institute specialized in marketing issues and trends in consumption, which stands out on the international landscape as one of the most advanced centres in the world. With extensive activities and clients in Europe, North America, South America and Asia, the global project of Future Concept Lab is headquartered in Milan and has correspondents in twenty-five countries around the world. During the last 20 years of research, consulting and education activity, the Institute has developed an own methodology which allows the identification of trends and their development along time. More than 200 clients coming from different sectors, 10 years of trend seminars (Future Vision Workshops) and over 25 Megatrends, together with hundreds of trends documented in 10 books, all highlight the effectiveness of their/our methodology. The constant objective is that of proposing, on an international level, new concepts of products, communication and distribution to tackle advanced as well emerging markets.

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COOL HUNTING

* DUAL CITY: LONDON/MILAN PROGRAM

Creative design and manufacturing applied to industrial products call for strong attention towards product innovation, in coherence with the evolving taste of mass society: such a process requires the implementation of specific methodologies suited to grant production innovation, in close consideration of yet more latent or emerging tendencies of the social context. Cool Hunting is intended as an instrument to support the observation skills of the signs inter-related to the Social Imaginary, despite the disparate areas they originate from. It represents the fertile application ground for an observation aimed at envisioning new products and building fruitful suggestions to be transposed in the complex pathways of fashion or design. The course teaches how to identify phenomena and short-, medium- and long-term trends, as well as to interpret changes, practice cool-hunting and generate ideas.

WHO'S THE COURSE ADDRESSED TO? Designers, fashion and product managers, students with an appropriate study background and interests linked to the fields of communication and marketing.

OBJECTIVES Acquiring knowledge and implementing application of the new analysis and observation techniques of Cool Hunting.

CONTENTS Cool hunting as a technique to analyse new emerging tendencies and trends – global trends and local behaviours in international consumptions through a vaste bibliography and case histories.

METHODOLOGY Lectures, external visits, workshops.

DESIGN COURSES

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COURSE LEVEL

ADVANCED

COURSE AND PROJECT LEADER

AVRIL ACCOLLA

Avril Accolla (graduated in Industrial Design at the Politecnico di Milano. Specializations in: Design Direction, Diversity, Marketing, Training Management, Prototyping) in 2002 opened her own professional studio, avrildesign, particularly focusing on Design for All. She has managed a production engineering R&D department focusing on industrialization of innovative products. Cooperates with professional studios and companies, national and foreign, for innovation in the sectors of High Technology, Product, Research & Development. She teaches DfA and she has written a book on Design for All implementation and methodology.

DESIGN FOR ALL

The course explores the methodology and the development of appropriate tools in order to design objects and proving that everyone can participate in our society on an equal basis, regardless of age, gender, capabilities or cultural background to the design process. The workshop focuses on how to manage and develop a DfA project from the concept to the realization.

OBJECTIVES Getting acquainted with specific design methodologies suited to make objects consistent with human diversity.

WHO'S THE COURSE ADDRESSED TO? Young designers and students from related fields (industrial design, interior and product design, fashion design, architecture, management and business design) that want to gain experience in the world of Design for All.

CONTENTS Holistic managing and design process to boost innovation – customer/user satisfaction and social awareness (integration).

METHODOLOGY Lectures, visits, workshops.

DESIGN COURSES

DATES

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COURSE LEVEL

ADVANCED

COURSE AND PROJECT LEADER

CEM CANSU

Coordinator of the Master Course in Car Design at
Domus Academy.

After achieving Bachelor in Industrial Design from
Middle East Technical University in Ankara, he moved
to Milan. In 1999 he participated the course of Master
in Design of Domus Academy for enhancing his inter-
national experience in Industrial Design and Interface
Design for Digital Applications, preparing his master
degree thesis for FIAT with supervision of Marco
Susani and Ermanno Cressoni. Since 1990, he has
worked on several international projects/researches
about communication strategies, Interaction Design
and Industrial Design. His major professional interest is
developing unique, intelligent solutions.

Some of the unique and innovative solutions that
he developed for complex design problems are the
guidelines which are used for the realization and
management of the internet and intranet structures
of the biggest Italian companies which are published
in Italian press Media and became the subject of the
seminars that he held in several universities.

INTRODUCTION TO CAR DESIGN

Car design as a discipline is rapidly evolving. The future
perspective for low impact urban vehicles offers new possi-
bilities to arrange car interiors and new possibilities for the
designers to interpret users needs and behaviors.

OBJECTIVES The course offers a real design experience with
specialized professionals, with the aim to develop innova-
tive solutions for the interior of an urban compact vehicle.

WHO'S THE COURSE ADDRESSED TO? Students with a
strong passion for this field, and with good graphic and
hand work skills.

CONTENTS The course comprises a series of preparatory
design lectures: historical research, languages, materials,
sketching and presentation techniques. The course also
includes a design session ending with the presentation of
an individual project.

METHODOLOGY Lectures, workshops.

DESIGN COURSES

DATES

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COURSE LEVEL

ADVANCED

COURSE AND PROJECT LEADERS

DANTE DONEGANI, GIOVANNI LAUDA

Since 1993 Dante Donegani and Giovanni Lauda have worked together in several areas of design: they have been in charge with the setting up of art exhibitions, trade-fairs and show rooms and have designed products both for the house and the office.

Their works have been selected for publications as New Italian Design, Rizzoli New York 1990; Formes de Metropoles, Nouveaux Design in Europe, Centre Georges Pompidou 1991; The Solid side, V+K Publishing 1995; Il design italiano 1964-1990, Electa 1996; Nuovi allestimenti in Italia, Edizioni L'Archivolta 1996; Model apartment, Editorial Gustavo Gili 1997; Nuovo Allestimento Italiano edizioni Lybra Immagine 1997; International design yearbook 1997 Laurence King 1997; Nuovi negozi in Italia, Edizioni L'Archivolta 1997.

In 2003 the chaise longue "Passpartout" produced by Edra has been acquired by the Museum of Modern Art of San Francisco for its permanent design collection.

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GLOBAL WELLNESS DESIGN

*** DUAL CITY: LONDON/MILAN PROGRAM**

The idea of wellbeing, defining an intimate and hedonist phase of the consumption culture, currently faces new global scenarios. The economic and environmental crisis brings to reconsider the wellness topic and the strategic role of design. Generally, there is a wider awareness that socially acknowledged wellbeing standards can have a negative environmental impact, thus there is a misunderstood idea of wellbeing overall. Though something is changing. Researches, projects, technological trends and new social dynamics looking for positive interactions between individual and habitat wellbeing are being developed. The design challenge isn't much about reducing consumptions, but about generating lifestyles with a higher quality than current ones: it isn't just about ecology (production methods, disposal and recycle) but about how to live on our planet.

OBJECTIVES The workshop aims to identify both new tools to live with a higher attention and intangible goods such as the aesthetics of things, and the relationship among people, in order to be able to live well and spend personal time in a fruitful way.

METHODOLOGY Lectures, visits, workshops.

JUNE - JULY 2010

SUMMER SESSION

INTERIOR DESIGN COURSES

DATES

5 – 16 July 2010

PRICE

1.250, 00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LEADER

SIMONE SIMONELLI

PROJECT LEADER

PAOLO GIACHI

Paolo Giachi has a degree in Architecture. Since 1993 he teaches Furniture Design at the Faculty of Architecture in Milan and Florence. In 1996 he was technical leader of the Prada Asia Pacific group in Hong Kong. In 2000 he was technical director of the Tod's and Hogan stores. In 2002 he started his independent activity, mainly dealing with retail store design and private residences. He collaborates with small and large companies in Italy and abroad.

DESIGNING THE SHOPPING EXPERIENCE

Retail stores represent design opportunities: design solutions and new building and formal possibilities can be explored within. These can enrich, especially at an emotional and relational level, the purchase experience. The course investigates the key elements of the design of a retail store, related to the socio-cultural, architectural and language characteristics of a city and to people's needs/desires.

OBJECTIVES Developing innovative design solutions to enrich people's experience within the store.

WHO'S THE COURSE ADDRESSED TO? Architects and designers willing to work in the field of retail stores design with an eye on brand experience.

CONTENTS Key interior design elements in relation to the city, the genius loci and people's needs/desires.

METHODOLOGY Lectures, visits, workshops.

JUNE - JULY 2010

SUMMER SESSION

INTERIOR DESIGN COURSES

DATES

20 – 30 July 2010

PRICE

1.100, 00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LEADER

ANTONELLA DEDINI

PROJECT LEADER

GUENDALINA DI LORENZO

Guendalina Di Lorenzo, Architect, London based from 1997 to 2000, designed hotels and restaurant interiors, office spaces and fashion showrooms. Among her clients Hilton Hotel, Channel 4 tv and Vivienne Westwood. In 2000 she joined Ettore Sottsass in Milan designing and supervising home, leisure, office and retail interiors across Europe and US. In 2003 she established her own practise in Milan.

Theatre set designer and architecture free lance journalist for magazines (Abitare, Panorama) and publishers (Mondadori, Vallecchi, Foschi). Her work has been published by Domus, Abitare, Interni in 2005 she launched her furniture and fabric collection at Milan Furniture Fair and established her partnership with Ondine De la Feld. De la Feld_Di Lorenzo

Architetti Associati studio focuses on the relationship between interior design and contemporary art.

In collaboration with:

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Saint Martins

INTERIOR DESIGN FOR HOTELS

* DUAL CITY: LONDON/MILAN PROGRAM

Hotel Design is a course aiming at thoroughly examining and expanding the potential of the hotel and accommodation industry in all its aspects. By drawing on contribution of designers, hotel managers, real estate and specialized businesses, it provides valuable insights into the most innovative and successful structures of the industry: city hotels, resorts, spas and wellness centres. This will enable the hotel designer to combine the esthetical competences of the latest interior design trends with concrete and specific operational tools, thanks to involvement of the most important brands in the sectors of furniture, contracts, lighting, upholstery and textiles.

OBJECTIVES Examining and expanding the potential of the hotel and accommodation industry in all its aspects.

WHO'S THE COURSE ADDRESSED TO? Designers – architects – interior designer - students in related design fields.

CONTENTS Hotel design materials and trends, design for hotels case histories, spa design.

METHODOLOGY Lectures, visits, workshops.

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COURSE LEVEL

ADVANCED

COURSE LEADER

ANTONELLA DEDINI

PROJECT LEADERS

ONDINE DE LA FELD AND FRANCESCA BISCEGLIA

From 2009, Francesca Bisceglia and Ondine de La Feld are leading the new Milan headquarters of F&F Design Studio. Their competence in the world of architecture and industrial design found great synergy with all the work already produced by Fulvio Fantolino already in Turin, with his F&F Design Studio. The studio devotes itself to architecture, transportation, industrial design, and graphic design.

INTERIOR DESIGN FOR OFFICE

Design has the power to modify or enhance the functions of the space created and tailor-made around the human beings, their movements, and the technological devices and instruments for their support. Individuals become the absolute chief protagonists of their working station. They will be able to relate with the surrounding space physically and virtually with the external world. The user will employ his/her new "working cell" to be beamed out into a virtual world-wide web.

OBJECTIVES Developing flexible furniture elements to be inserted in office spaces, creating innovative solutions of interior design through the design of a "microcosm" or an ideal working cell which is autonomous, and which can help improve ideas and productivity of the workers through the aid of technology. The workshop will investigate the theme of offices, in particular that of the design of new working spaces to be integrated in already existing offices, with the aim of designing a personal working "microcosm". A perfectly sized transportable kit, adaptable to any open space, which will allow its own users to enjoy full spatial and functional autonomy.

WHO'S THE COURSE ADDRESSED TO? Architects and interior designers who wish to engage in a confrontation with the sphere of space design that revolves around the world of offices.

CONTENTS Key elements of interior design in relation to offices and the needs and wishes of people.

METHODOLOGY Lectures, external visits, workshops.

JUNE - JULY 2010
SUMMER SESSION

EXPERIENCE COURSES

DATES

20 – 30 July 2010

PRICE

884, 00 EURO + 20% VAT

COURSE LEVEL

ADVANCE

COURSE AND PROJECT LEADER

DIANA MARRONE

Diana Marrone is journalist and p.r. On 2002 she started pressreleaseundercover, an agency which sells strategic communication, media lobby, event design together with an associative structure strong of relation and professional contacts with all the resources useful to deliver advanced press relation services, design and production of events, design exhibitions either for Italian and for International design foundations, studios and companies during Milan "Design Week" and in the main Italian centres and museums. With its head office in Milan, the agency collaborates and works in the whole country (among the satellites, Rome, Bologna, Venice, Turin, Genoa) and Europe (London, Paris, Munich, Berlin, Barcelona). The agency works mainly in contemporary art and culture and helps curators and critics in events and exhibition production as fundraiser, executive producer, location finder (only in Italy).

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CULTURAL TOUR OF THE BEST IN DESIGN IN MILAN

*** DUAL CITY: LONDON/MILAN PROGRAM**

On this journey, you will get an insight into the Italian design history and present, by visiting the major Italian companies, design studios and showrooms. Through furniture, interior, products and materials, you will get in touch with the designers and their inspirations. Down to the heart of the Italian design values and trends, the course will alternate lectures and visits into the best spots of the design industry. Shop, company museums, art exhibitions, foundations and galleries, design studios, design hotels, lounges and restaurants, the rite of Milanese happy hour, exceptional lecturers will let you discover the inner and hidden city that each April hosts the most important design week of the world in hundreds of uncommon location widespread in the different Milan design districts. You will be encouraged to collect information (notes, leaflets, sketches etc) by meeting key Italian professional figures and will be asked to present conceptual boards reflecting your inspirations at the end of it. This in turn can become a valuable addition to your own portfolio.

OBJECTIVES Exploring aspects and setting picture of the best in design in Milan.

WHO'S THE COURSE ADDRESSED TO? Anyone studying or working in design who is inquisitive, has an open mind to new ideas, enjoys discussing his/her ideas and the ideas of the others and anyone with a strong interest in the field and is looking to improve the knowledge of contemporary design in a Milan context.

CONTENTS You will spend time learning about current design trends and collecting relevant research to present at the end of the course.

METHODOLOGY Lectures, workshops.

JUNE - JULY 2010

SUMMER SESSION

MILANO SUMMER SCHOOL

Milano is the city where innovation and creativity are fueled by the continuous arrival of young people from around the world. Students who come to study in our city, find showrooms, concept stores, boutiques of Italian fashion and design and more.

The Milan Summer School is a project promoted by the Municipality of Milan that aims at supporting and enhancing the system of the summer schools in Milan offering a variety of courses, cultural proposals, visits and events.



COURSES

10 AREAS covering Fashion, Design, Theatre, Music, Cinema, Italian culture, language and art, Handicrafts, Tourism and International Relations, Medicine and Surgery, Italian for foreigners

20 SCHOOLS AND UNIVERSITIES offering some of the most representative specialist courses in Milan

100 DIFFERENTIATED LEVEL COURSES aimed at satisfying all needs

2 BUSINESS GAMES addressed to anyone who is thinking to launch a new business;

1 COMMUNITY for young diploma holders, university students and recent graduates from all over the world.

SOCIAL PROGRAMS

WELCOME PARTY

Every Monday evening join us for a drink to meet other students of the Summer School community and get an idea about what Milan is like

CONCERTS, EVENTS, SPORT

All through the summer Milan offers concerts, live performances and cultural events as well as plenty of opportunities for sport

MILAN "CITTÀ D'ARTE" FOR ART LOVERS

Weekly guided visits to the most impressive monuments and world famous art collections to discover the cultural and historical significance of this bustling city

EVENINGS TOGETHER

Happy hour and after dinner in a friendly and fashionable atmosphere to relax together and taste typical specialties

