

**JUNE - JULY 2009**

# **SUMMER SESSION**

Domus Academy offers in Milan a wide range of short courses aimed to explore and investigate the themes of fashion, design, interior and cultural tours around Italy.

JUNE - JULY 2009

# SUMMER SESSION

The Summer Session, two-weeks intensive courses, offers students a wide and updated synthesis of Domus Academy's know-how giving a view of the most significant trends of the market, of industrial creation processes, of cultural and social expression in many fields of design, together with the opportunity to experiment a topical project theme, under the guidance of expert professionals.

## FASHION

FASHION STYLING

VISUAL MERCHANDISING

WORKING ON FASHION TRENDS

## CULTURAL TOURS

CULTURAL TOUR OF THE BEST IN FASHION IN MILAN

## DESIGN

INTERACTION DESIGN PORTRAIT

INTRODUCTION TO FURNITURE DESIGN

INTRODUCTION TO CAR DESIGN

DESIGN FOR ALL

LIGHTING DESIGN New Lighting Comfort

## INTERIOR

INTRODUCTION TO INTERIOR DESIGN

## BUSINESS

FOOD DESIGN

JUNE - JULY 2009

# SUMMER SESSION

## FASHION

### FASHION STYLING

#### DATES

FROM 30 JUNE TO 10 JULY 2009

#### PRICE

1200 euro + VAT 20%

#### COURSE CODE

SF01

The course will give participants a 360° overview on the main aspects of fashion styling: magazines, events, television and media, photographers, beauty and models and on creation and coordination of fashion images.

This course aims at developing professional competencies in fashion styling by experiencing the several aspects of this glamorous job.

ILDO DAMIANO is fashion and costume editor. He's been collaborating as fashion editor, correspondent and fashion consultant with 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 fashion consultant for TV programs, Moda ( LA7 channel), Tribe generation and Modapolis (Italia Uno channel).

### VISUAL MERCHANDISING

#### DATES

FROM 30 JUNE TO 10 JULY 2009

#### PRICE

1200 euro + VAT 20%

#### COURSE CODE

SF03

Despite the spreading of online sales, the store remains the place of purchase par excellence. The place where the product is seen, touched, desired also thanks to an expert enhancing of the exhibiting space. Furniture, materials, lights, colours and the soundtrack are chosen to exalt the perception of the product. In this respect, the visual merchandiser becomes director of a communication strategy that seduces and stimulates consumers to buy.

FAUSTO CALETTI - Visual merchandiser, art director and set designer, Fausto Caletti has been working as visual merchandiser for Trussardi, Tommy Hilfiger, and he's currently collaborating with Aprica. Visual for Genny Uomo, Samsonite, Stephen Faichild. He has created visual materials for Byblos, Dolce & Gabbana, La Perla, Mila Schon, Molteni, Nazareno Gabrielli, Redwall, Valentino. He is Art Director and set design for fairs and events, among which MIFUR, MIPEL, MILANOVENDEMODA.

JUNE - JULY 2009

# SUMMER SESSION

**FASHION**

## WORKING ON FASHION TRENDS

**DATES**

FROM 30 JUNE TO 10 JULY 2009

**PRICE**

1200 euro + VAT 20%

**COURSE CODE**

SF02

The ability to interpret trends, to analyse them and transform them into a visual project represents the strength and the needed tool to approach the fashion or design project as well as to plan the launch of a collection or a product on the market. The course offers a pathway to analyse trends and to transform them into a real project.

**SIMONA SEGRE REINACH**, cultural anthropologist, teaches Fashion Studies at IULM University (Milano) and IUAV (Venezia) She is on the Board of Advisors of the review "Fashion Theory: The Journal of Dress, Body & Culture," Berg, Oxford.

She has published several articles and three books: *Mode in Italy. Una lettura antropologica* (Guerini 1999), *"La Moda. Un' introduzione"* (Laterza 2005), *"Orientalismi. La moda nel mercato globale. Manuale di sociologia, comunicazione e cultura della moda"* (Meltemi 2006).

She is currently undertaking research in China, collaborating with Prof. Sylvia Yanagisako (Stanford University) and Prof. Lisa Rofel (University of California Santa Cruz) on the project "The New Silk Road".

JUNE - JULY 2009

# SUMMER SESSION

## CULTURAL TOURS

### DATES

FROM 30 JUNE TO 10 JULY 2009

### PRICE

1200 euro + VAT 20%

### COURSE CODE

SCT01

## CULTURAL TOUR OF THE BEST IN FASHION IN MILAN

Milan has been the cradle of Italian Fashion System, where the creativity of the fashion designers integrated with the production capacity, with the quality of fabrics and confection, with entrepreneurial abilities as well as with retail and communication innovations.

The leading Italian fashion firms are nowadays expressing a total lifestyle, by designing and setting the trends also to restaurants, entertainment and art and retail architecture. Due to the massive presence of the best haute couture and main prêt-à-porter designers, Milan is, so, the European epicentre of the brands expression lifestyles - from accessories to the home textile, from the sound design to hotels, from leisure and travel experiences to the body care systems. With lectures, interviews and visits, the course proposes also to discover the unique mood that characterizes Milan.

DIANA MARRONE is journalist and p.r.

On 2002 she initiated pressreleaseundercover, agency which sells strategic communication, media lobby, event design 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).

JUNE - JULY 2009

# SUMMER SESSION

## DESIGN

### INTERACTION DESIGN PORTRAIT

#### DATES

FROM 6 TO 10 JULY 2009

#### PRICE

850 euro + VAT 20%

#### COURSE CODE

SD05

Understanding the role of interaction design in the different design contexts, from digital media to the design of consumer electronics, to fashion, retail and architecture, in order to develop a personal portrait of interaction design

CLAUDIO MODERINI, interaction designer, is director of the Master Course in Interactive Design at Domus Academy. His main research interests range from the introduction of Information and Communication Technology (ICT) in the everyday environment, to its potentiality in supporting the qualities of the social relations, to the multisensorial aspects of new technologies, with a focus on interactive "mixed reality" environments. He lectured at the Politecnico of Milano, Royal College of Art, University of Siena and Shie Chien University, Taipei.

### INTRODUCTION TO FURNITURE DESIGN

#### DATES

FROM 30 JUNE TO 10 JULY 2009

#### PRICE

1200 euro + VAT 20%

#### COURSE CODE

SD01

Millions of pieces of furniture have been created around the world, some of them become pieces of cult, some of them create statements, some of them deliver innovation, some others disappear silently but all of them create all kind of emotions and is in those emotions, where Design makes the difference. That's the main reason why we want to introduce you to Furniture Design; we are devoted to those emotions.

CAMILO AYALA has worked for CD&I Associates Colombia, as designer managing clients including British American Tobacco, Exxon-Mobil, Shell, Progen s.a. and Salvarte among the others. Currently he is working as coordinator of the Master in Design at Domus Academy, developing & monitoring research-based projects together with the students for international companies including Swarovski, Veuve Clicquot, Sunstar, Veneta Cucine amongst others.

JUNE - JULY 2009

# SUMMER SESSION

## DESIGN

### DATES

FROM 6 TO 10 JULY 2009

### PRICE

1200 euro + VAT 20%

### COURSE CODE

SD02

## INTRODUCTION TO CAR DESIGN

Car Design is currently going through a moment of great interest. The perspective of creating sustainable urban vehicles for the future makes the involvement of designers particularly relevant as interpreters of consumers' needs and behaviours.

PHILIPPE CASENS throughout a professional collaboration with important Italian designers and architects (Andrea Branzi, Clino Trini Castelli, Isao Hosoe, Pierluigi Cerri) has experienced different approaches and methodologies within the field of industrial production. He has been working in Domus Academy since 1995, coordinating several Master Programmes, participating to several research seminar, collaborating with the Domus Academy Research Center (DARC).

## DESIGN FOR ALL

### DATES

FROM 30 JUNE TO 10 JULY 2009

### PRICE

1200 euro + VAT 20%

### COURSE CODE

SD04

The course will explore methodology and development of appropriate tools in order to design objects with the aim that everyone can participate in our society on an equal basis, regardless of age, gender, capabilities or cultural background. The workshop will be focused on managing and development of a DfA project from the concept to the realization.

AVRIL ACCOLLA (graduates in Industrial Design at 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.



JUNE - JULY 2009

# SUMMER SESSION

## DESIGN

### DATES

FROM 30 JUNE TO 10 JULY 2009

### PRICE

1500 euro + VAT 20%

### COURSE CODE

SD03

## LIGHTING DESIGN new lighting comfort

The course will look into the innovative themes in the world of design, offering the participants an analysis of the world of lighting with the objective to design a new generation of hybrid objects able to associate light and other performances.

**DANTE DONEGANI** - Since 1993 he has been the Director of the Design Master Course held at Domus Academy. He has designed interior design projects for private homes and stores, numerous trade fairs, showrooms and expositions.

In addition he has designed products for several companies among which Memphis, Stildomus, Isuzu, Luceplan. He realized several exhibitions design and commercial settings. His projects have been awarded on occasion of major architectural contests, such as "Manhattan Waterfront" New York 1988, "Berlin wall", Berlin 1987, both in collaboration with A.Branzi; "A square with a monument" Kejhanna Japan, 1991. Some of his works have display at the shows "Italian Fair", Seibu Art Forum, Tokyo (1986), "Twelve News", Memphis, Milano (1987); Biennale di Barcelona (1898); "Les Capitales Européennes du design" at Centre George Pompidou (1991), "Museo del Design" Triennale di Milano (1997).

## INTERIOR

### DATES

FROM 30 JUNE TO 10 JULY 2009

### PRICE

1200 euro + VAT 20%

### COURSE CODE

SA01

## INTRODUCTION TO INTERIOR DESIGN

Interior design uses forms and languages, strengthened by the history of art, architecture and living, which are subject to the evolution of style and to current trends in art, fashion, industrial design. This course is aimed at introducing students to this dual design framework, allowing them to come in touch with the main phases of evolution of the history of art and architecture. They will be then able to link them to contemporary aesthetic scenarios influencing languages, solutions, proposals in interior design.

**ANTONELLA DEDINI** is responsible of the Architecture Department and the Director of the Master Course in Interior and Living Design at Domus Academy.

She's former director of the Milan based IDI'AC Interior Design Institute e Ateneo Creativo - Scuola Superiore di Pubblicità e Comunicazione. Since 1995, she is partner, with Ivan DiAgostini, of the Dedini - DiAgostini architectural studio. Working on both architectural and interior design commissions, she currently has projects underway in Italy, Kenya, Morocco, Japan and Moscow.



JUNE - JULY 2009

# SUMMER SESSION

**BUSINESS**

## **FOOD DESIGN**

**DATES**

FROM 30 JUNE TO 10 JULY 2009

**PRICE**

1200 euro + VAT 20%

**COURSE CODE**

SB01

This course is aimed to train both creative and non-design people to carry out a food product/service design project according to the design process, to the trends of consumption, providing to the eating and buying experience a brand new meaning. Lecture and workshop will sustain the conception of a new business idea on food product, from its conception to the packaging, communication, distribution and sale.

ANDREA TOSI, coordinator of the master Course in Business Design at Domus Academy, is specialized in research based on intense and fact-based cross-investigation among the engineering, marketing and design fields, in innovation, strategic design - strategic planning, product strategy, design trends and brand management.