

SEPTEMBER - NOVEMBER 2009
FALL SESSION

Domus Academy offers in Milan a wide range of short courses aimed to explore and investigate the themes of Fashion, Design, Interior, Business and Urban Vision.

FALL SESSION

The Fall Session offers a wide range of short intensive courses, to explore, investigate and experiment new topics and areas of the world of Design, Fashion, Business and Urban Vision. The courses address professionals or people with a relevant educational background, willing to investigate new professional opportunities, combining creativity and strategy.

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COURSE CODE

FA01

DATES

SEPTEMBER 28TH – OCTOBER 9TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20 %VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE AND PROJECT LEADER

GIANANDREA BARRECA

LANDSCAPE DESIGN: DESIGN MILAN "GREEN RING CITY"

The urban green areas of Milan draw a sort of Green Ring, winding uninterruptedly alongside the traced routes of the ancient Spanish Walls of the city. These threads of nature have been ignored by public policy for a long time despite their strategic position, because they've been generally perceived as already existing and, therefore, not taken into consideration in the following town-planning schemes.

OBJECTIVE The course aims at analyzing the transformation of the Green System and the Public Spaces of the city of Milan within the Spanish walls, investigating territorial languages and strategies to restore a new vision of the urban landscape. The Green Ring City can be seen as a tool to promote the project of a new collective infrastructure for the city of Milan, a keystone placed on the top of the three main elements of innovation for the urban structure: A new parking and accessibility plan for the city center

The plan of a new and diversified urban territory: a recovered connective tissue that transforms the city ground and includes spaces for the leisure time, dehors for commercial activity, places dedicated to the needs and hygiene services of pets.

A wide project of nature as environmental machine. A device that qualifies the congested life of the city and of its surrounding zones, intensifying the green presence, that purifies the air, adjusts humidity, temperature and light.

WHO'S THE COURSE ADDRESSED TO? Young professionals, graduates and final-year students in Architecture or Territorial, Economic, Humanistic, Social and Communication Sciences.

CONTENTS Urban woods: a project for the urban reforestation – Project for the public space: new concepts for the project of the urban space in contemporary cities – Milan: a project for new green areas – Green Rays: a project for the future of Milan public space – Milan towards the future: the Expo 2015, the land route and the waterway – Energy Park: alternative energy and public space – Moving urban geographies: the temporary public space – Natural/artificial

METHODOLOGY lectures, visits, workshops.

COURSE CODE

FA02

DATES

OCTOBER 12TH – 23RD 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20 %VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE AND PROJECT LEADER

GIANANDREA BARRECA

URBAN OVERPASS

During the 70s, transport engineers developed the idea to separate vehicular traffic from any other flow, giving to it the priority over every other aspect of the city - urban landscape, environmental issues, visual impact. The segregation of traffic has created a large number of impressive infrastructures inside the cities - bridges, tunnels, junctions. Even though efficient in terms of pure flow management, the urban viaducts generally resulted in strong environmental impacts and several interstitial places. Today the great value of urban land, the growing awareness about environmental issues and the need to reduce traffic congestion have led to rethinking and reusing these areas in terms of urban requalification and integration through a sustainable approach.

How can these interstitial places be reused? How can these huge infrastructures be hidden? How can the impact of traffic noise and pollution be reduced?

OBJECTIVE The course aims at answering the above questions, focusing on a case study of the city of Milan, to provide an integrated solution that takes into account the urban context and the environmental and social needs of the surrounding communities as well as the real traffic needs.

WHO'S THE COURSE ADDRESSED TO? Young professionals, graduates and final-year students in Architecture or Territorial, Economic, Humanistic, Social and Communication Sciences.

CONTENTS Space of movement- Urban infrastructures: landscape projects for mobility – Engineering: great urban works “from Salle de machine to urban highways” – Genoa: superimposition and cohabitation – Sensitive sky barriers: remarks/considerations and projects on acoustic barriers – The evolution of urban mobility – Milan: the urban mobility plan and future strategies – Reuses and regenerations.

METHODOLOGY lectures, visits, workshops.

COURSE CODE

FB01

DATES

OCTOBER 5TH – 16TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

ANDREA TOSI

PROJECT LEADER

GIORGIO BERSANO

CONTRACT ON FURNITURE INDUSTRY

In the area of Made in Italy and, in particular, of Interior and Design, entire company sectors dedicated to the Contract are increasingly spreading. The competence required to work in the Contract field is the capability to manage contemporarily the design of spaces, the job orders and the sales activity. New market possibilities, production development and potentialities of company growth linked to the Contract have relight the expectations of the experts in the field, thrown into crisis by the complexity of the global market and the contraction of consumption. That's why the market is searching for new professionals able to combine aesthetics and design sensitivity with managerial and market competence, necessary to manage resources and complex projects.

OBJECTIVE The course aims at providing participants with tools and competence to manage the relationship between customer and provider, carefully monitoring different product types and services.

WHO IS THE COURSE ADDRESSED TO? Graduates and professionals who want to develop their knowledge in the Contract field, or to people interested in improving their career and position within a Design/Furnishings company or Design/Architecture studios.

CONTENTS Through lectures and workshops the course will go deep into the role of the General Contractor, analyzing its capability of combining the internal production and the external supplies to answer the requirements of the projects in all its complexity.

METHODOLOGY lectures, visits, workshops.

The workshop will be held in collaboration with De Padova Contract Division.

BUSINESS COURSES

COURSE CODE

FB02

DATES

OCTOBER 19TH – 30TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.200,00 EURO + 20% VAT

COURSE LEVEL

BEGINNER

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE AND PROJECT LEADER

ANDREA TOSI

FOOD DESIGN

In the actual scenario companies are more and more asking for creative and design competence in order to innovate the food business.

The focus dedicated to the quality in the conception, packaging, distribution, marketing and communication of the food is in fast growth and evolution.

OBJECTIVE 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.

WHO IS THE COURSE ADDRESSED TO? The course is addressed to graduates and people with a special interest in the field, who plan to enter in the business sector e.g. food companies Marketing offices, design studios, Communication and Marketing agency.

CONTENTS 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.

METHODOLOGY lectures, visits, workshops.

DESIGN COURSES

COURSE CODE

FD02

DATES

NOVEMBER 2ND – 13TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

INTERMEDIATE

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE AND PROJECT LEADER

SIMONE MUSCOLINO

VIDEOMAKING AS A DESIGN TOOL

The audio-visual representation of the project (consultancy, product or service) is a key factor in the dynamics of contemporary design. A project often exists more for its representation than for itself. The capability of weaving interesting, catchy and charming narrative framework to support a project is a key competence for contemporary designers that should deeply know the communication processes either to realize effective videos on their own or to interact with experts in the field for more specialized video production.

OBJECTIVE The course aims at providing participants with the necessary competence to produce short and effective videos to support design projects through simple and accessible tools and techniques.

WHO'S THE COURSE ADDRESSED TO? Students and young professionals in the field of design and communication, interested in the representation of the project, not only as an element of communication, but also as an integral part of the project itself and a tool able to determine the processes of development. Participants must have a minimum experience in Video Production or familiarity with the graphic representation tools.

CONTENTS Through lectures and workshops the course will identify and solve the issues linked to the production of an audiovisual product: the conception, the editing, the production and the finalization. In a few words, the audiovisual production as a tool for the Design making.

METHODOLOGY lectures, workshops.

COURSE CODE

FF01

DATES

OCTOBER 19TH – 30TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

ANNAGEMMA LASCARI

PROJECT LEADER

DIEGO DOLCINI

THE SHOE SCULPTURE

Shoes as unique, gorgeous and timeless creations, which surprise and enchant. Shoes as architectural project: sophisticated accessories not only to wear, but to collect. Objects coming from intense inspiration and strong feelings, suspended between art and design, combining innovative technology and craftsmanship.

OBJECTIVE Investigate and design a shoe sculpture.

WHO'S THE COURSE ADRESSED TO? Fashion and Industrial designers, Accessories Designers, Stylists, Editorial Assistants of Specialized Magazines.

CONTENTS History of the Jewel Shoe from Ferragamo to Roger Vivier - Jewel Design - Jewel Boot - Journalism - Trendsetter - Moodboard

METHODOLOGY lectures, visits, workshops.

COURSE CODE

FF02

DATES

NOVEMBER 2ND – 6TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

PROJECT LEADER

ALESSANDRO CARON

PROJECT LEADER ASSISTANT

ALBERTO SALESI (FASHION BUYER CHAMBER)

CREATIVE FASHION BUYER

To purchase successful products on the market, you should have a good perception of changes of current and future costume and trends, and be ready to catch on the innovations and the signals coming from the market itself. Therefore, the figure of the buyer must know how to combine passion for risk with a flair for business and great intuition. Scheduling purchases, analyzing the latest sales and foreseeing next ones, managing a budget, looking for new talents, knowing the channels of research, identifying the new must for future collections. These issues will be dealt during the two weeks of the course.

OBJECTIVE The course aims at training a Fashion Buyer assistant able to blend innovation and business mind set.

WHO IS THE COURSE ADDRESSED TO? Junior buyer, store manager, retail manager, stylist, visual employee, fashion designer, brand manager, interior designer, visual merchandiser, creatives.

CONTENTS Fashion Trend Analysis - Talent Scouting - Analysis of Fututre Fashion Collections - Company-Brand Relationship - Management of the Budget

METHODOLOGY lectures, visits, workshops.

COURSE CODE

FF04

DATES

NOVEMBER 2ND – 13TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

ANNAGEMMA LASCARI

PROJECT LEADER

MARIACRISTINA VIMERCATI

VISUAL DESIGN IN FASHION

The course investigates the art of seeing fashion, when read and analyzed by the photographer's lens, in order to learn how to communicate strategies and products.

OBJECTIVE The course offers different point of views on vision: from investigating the act of seeing to the composition of an image; from designing an image manually or digitally, to the display and the use of the point-of-view throughout the several steps of the product development.

CONTENTS The world of display - the fashion illustration as a tool to synthesize the visual message – designing a photography - visual shooting, window dresser

WHO IS THE COURSE ADDRESSED TO? Brand managers, visual managers, store managers, photographers, stylists, visual operators, editorial assistants, fashion designers, industrial designers, illustrators, creative professionals.

METHODOLOGY lectures, visits, workshops

COURSE CODE

FF03

DATES

NOVEMBER 16TH – 27TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

INTERMEDIATE

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

ANAGEMMA LASCARI

PROJECT LEADER

CARLOTTA DAL LAGO

FASHION MARKETING: HOW TO MANAGE THE CLIENT

The program offers an intensive exploration of a wide range of contemporary issues in marketing and communications: It is designed to connect theory with empirical research and practical applications. It will benefit by establishing links with marketing and communications experts, who will show best practises on how to manage effectively customer relationships. Participants are encouraged to engage critically with challenging ideas and to undertake independent point of views.

OBJECTIVE To offer an interdisciplinary perspective in the field of marketing and communications and its application.

CONTENTS Contemporary issues in marketing and communications. The course is built on the commitment to connecting theory with empirical research and practical applications and to sustain excellent links with marketing and communications experts or best practices. Students are encouraged to engage critically with challenging ideas and to undertake independent point of view.

WHO IS THE COURSE ADDRESSED TO? Students from a diverse range of academic backgrounds and professionals working in the marketing and communication fields and respective regions, store managers, retail specialists.

METHODOLOGY lectures, visits, workshops.

COURSE CODE

FF05

DATES

OCTOBER 19TH – 30TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

ANAGEMMA LASCARI

PROJECT LEADER

ANGELO GARINI

WEDDING PLANNER

The course offers a cognitive and experimental approach to the dynamics of the wedding event organization. The course will explore and reinterpret the excellence of the Italian wedding style, in an inter-cultural way. Participants will have the opportunity to develop design and creative skills in the field of wedding and respective regions. Students will be asked to develop a real project, focusing on the several aspects of the wedding planning: from the analysis of the space and light to the logistics and entertaining modalities, through the catering and the caterers, the photography, the music and flower design.

OBJECTIVE The course aims to train multi-purpose professionals that can deal with and coordinate several competences involved in planning a wedding event.

CONTENTS Analyzing the space and its potentials; traditional and web graphics as the event's leit motiv; music and photography; catering and flower design; personal knowledge and partners' competencies; the psychology for approaching the spouses; the press communication for strengthening the brand.

WHO'S THE COURSE ADDRESSED TO? Wedding planners, event designers, sound designers, flower designers, caterers, architects and professionals in the field of wedding planning.

METHODOLOGY lectures, workshops.

INTERIOR DESIGN COURSES

COURSE CODE

FA03

DATES

SEPTEMBER 28TH – OCTOBER 16TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

ANTONELLA DEDINI

PROJECT LEADER

PIER FEDERICO CALIARI

EXHIBIT THE EXPO: DESIGNING STATE PAVILLIONS

The theme dealt during the course is the “Made In”, or the representation of a Nation through Architecture, Design and Art. Participants will analyze and elaborate the theme of “Made In” starting from the history and cultural roots of their native countries. A significant example is the Barcelona Pavilion designed by Mies Van Der Rohe in 1929; other more recent case studies are the Swiss Pavilion by Peter Zumthor (Hannover Expo 2000) or the Portuguese Pavilion by Alvaro Siza (Lisbon Expo 1998), expressing the complexity of the relationship between what is ephemeral (the temporary nature of the exhibition) and the concept of long duration (the Institution as a permanent order). The “Institutional Performance” implies several aspects:

a classic theme on the role of the Architect of the Prince, that in modern times has increased its importance: the works realized by the most outstanding designers become the image that a Nation wants to give the world;

a Nation on show: a reflection not only on the relationship between form and content of an architectural piece, but also on all the contents that, taken as a whole, represent the culture of a nation;

a theme in which the designer of the project is called to articulate communicational codes and space-time elements that are the result of a new—brand scanning of the world where we live, our DNA.

OBJECTIVE Represent a Nation through Architecture, Design and Art.

CONTENTS A Nation on show: a reflection not only on the relationship between form and content of an architectural piece, but also on all the contents that, taken as a whole, represent the culture of a nation.

WHO’S THE COURSE ADDRESSED TO? Designer, Industrial Designer, Interior and Product Designer, Architects, Exhibition and Museum Curators, graduates in Literature with a specialization in Cultural Goods.

METHODOLOGY lectures, visits, workshops.

INTERIOR DESIGN COURSES

COURSE CODE

FA04

DATES

OCTOBER 19TH – 30TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

ADVANCED

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

FRANCESCA TARDITI

PROJECT LEADER

GIO' FORMA

SET AND STAGE DESIGN

The set designer is currently a very important professional figure in the field of interior design. He is responsible for designing environments/sets for temporary events. Through the combination of traditional craft tools and advanced digital technologies, set designers can conceive, design and realize spaces for music, TV, sport or communication events.

OBJECTIVE Participants will be engaged in designing environments/ set, which will comply with the constant movement need of the current market.

CONTENTS Graphics, architecture, crafts and new technologies for designing events' environments.

WHO'S THE COURSE ADDRESSED TO? Architects, interior designers, scenographers, graphic designers.

METHODOLOGY lectures, visits, workshops.

ROME COURSES

COURSE CODE

R04

DATES

OCTOBER 5TH – 16TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

INTERMEDIATE

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

CANDIDA MONTOTTI

PROJECT LEADER

MONICA SCANU

CULTURAL EXPERIENCE DESIGN

The course wants to carry out an in-depth analysis of the complex design and management system of the cultural experience through the use of brand new solutions to increase the value of cultural assets and to encourage the touristic flow towards places and events. The Designer-Manager will acquire the necessary skills to give industrial cities a new cultural meaning. The opening lecture will be held by Architect Renato Nicolini, creator of the “Estate Romana” event.

OBJECTIVE Participants will learn how to manage, coordinate and set up a cultural experience. The course will include lectures by professionals in the cultural field and visits to museums and private galleries.

CONTENTS Experience Design- Design of the cultural experience, Interaction design- Technology applications, Art, Economy and Management, Humanities and human and social sciences.

WHO’S THE COURSE ADDRESSED TO? Young graduates and students in Industrial Design, Architecture, Communication Sciences, Art History, Economics, and young professionals with a work experience in the cultural field.

METHODOLOGY lectures, visits, workshop.

ROME COURSES

COURSE CODE

R06

DATES

OCTOBER 19TH – 30TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

INTERMEDIATE

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

CANDIDA MONTOTTI

PROJECT LEADER

DANTE DONEGANI

DESIGNING THE CULTURAL EXPERIENCE FOR CHILDREN

The field of the cultural experience is paying more and more attention to the complex and delicate world of childhood, asking for new needs of an integrated design management of the cultural experience for children. This field is looking for new professionals capable to combine sensitivity with market and managerial competence to manage complex projects of cultural experience for this peculiar target.

OBJECTIVE Design artistic and cultural experience for children through a real experience in a museum environment in direct contact with the artworks.

CONTENTS Product Design- Design for children, Interaction design- technologies for children, Art - humanity and human sciences.

WHO'S THE COURSE ADDRESSED TO? Young graduates and students in Industrial Design, Architecture, Communication Sciences, Art History, Economics, young professionals with a work experience in the cultural field, and to all those who wants to investigate the themes of artistic and cultural experience linked to the world of childhood.

METHODOLOGY lectures, visits, workshops.

ROME COURSES

COURSE CODE

R05

DATES

OCTOBER 12TH – 23RD 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

INTERMEDIATE

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

COURSE LEADER

CANDIDA MONTOTTI

PROJECT LEADER

ANNALISA COCCO

REMEMBERING DESIGN

The field of the museum merchandising in Italy is growing and calling for a new qualifying business offer. The course wants to renew the product-souvenir offer, closely related to tourism and places, proposing alternatives after a careful analysis of existing products. The workshop will consist of an elaboration of the conceptual design of a product, including an in-depth marketing and communication analysis.

OBJECTIVE The course wants to offer participants tools and competence to design, manage and communicate product for tourism market.

CONTENTS Product design - design of souvenirs; Interaction design - technologies applications; Economy and strategy-business plan and model.

WHO'S THE COURSE ADDRESSED TO? Young graduates and students in Industrial Design, Architecture, Communication Sciences, Art History, Economics and young professionals with a work experience in the cultural field.

METHODOLOGY lectures, visits, workshops.

ROME COURSES

COURSE CODE

R03

DATES

OCTOBER 19TH – 30TH 2009

HOURS

10:00AM – 5:00PM

PRICE

1.500,00 EURO + 20% VAT

COURSE LEVEL

INTERMEDIATE

COURSE LANGUAGE

ENGLISH OR ITALIAN WITH SIMULTANEOUS
TRANSLATION INTO ENGLISH

PROJECT LEADER

CHIARA DIANA

WELCOMING DESIGN

The cultural service design field is calling for a greater attention to information and communication strategy, to a coordinate image reflecting the brand identity. This field is looking for new professionals capable to combine sensitivity with market and managerial competence to manage complex projects of cultural communication.

OBJECTIVE The course aims at training new professionals capable to face the market needs for an improvement in the communication service at the information points of the touristic circuits, currently deficient, taking example from the best cases in the cultural field. The course will include lectures by professionals in the communication and graphic field, corporate and museum communication and best practices.

CONTENTS Graphic and visual design - institutional identity and communication; Interaction design - technologies applications; Economy and management - institutional marketing.

WHO'S THE COURSE ADDRESSED TO? Graduates and professionals in the communication, graphic, visual design field, to all those who look for a specialization in one of these fields or who want to improve their position within a company in the communication field.

METHODOLOGY lectures, workshops.

LEADER PROFILES

GIANANDREA BARRECA

Gianandrea Barreca, Architect and Director of the Master in Urban Management and Architectural Design, is one of the founders of A12 Group, a team composed of architects and Interior designers that promotes seminars, researches, installations and stage settings focused on the relationship between the contemporary urban context and public art. Partner of the Boeri Studio, he deals with urban planning, in particular with the design of buildings and the improvement of public areas all over Europe (harbors of Genoa, Naples, Trieste, Cagliari, Saloniki, Mytilene). He has also planned the restoration of historical buildings in Genoa, Venice, Trieste, together with the transformation and improvement of abandoned industrial areas, as Breda and Falck factories, parks and sport centers.

GIORGIO BERSANO

Giorgio Bersano graduated in Architecture at Politecnico of Milan and got a specialization at Wayne University of Detroit, USA. He worked as territorial planner at TEKNE, CIMEP and for the technical department of the urban sector for the Municipality of Milan. He was responsible for the Cultural Policies of Regione Lombardia and a member of the European Council Committees "Cultural Manager" and "Culture and Suburbs". He lectured "Public Communication" at Università Statale Milan Bicocca Faculty of Sociology. He has collaborated with Domus Academy and currently lectures at NABA and IED. He also collaborates with several magazines, as Interni, Abitare, DDN and OFARCH. He's a member of ADI (Industrial Design Association) Permanent Observatory.

PIER FEDERICO CALIARI

Pier Federico Caliari has dealt with stage settings and museography since 1993, as professional and professor at Politecnico, Milan, and Domus Academy. Since 2000 he has intensified his activity as planner for several public and private museums. He designed the settings of the Aegyptian and Gregorian wings of the Vatican Museums. He's the Director of the International School of Museography in Rome. Since 2003 he has been the coordinator of Premio Piranesi Prix de Rome. On an International level, he has been the curator of workshops on

stage settings and museography in Alexandria (Egypt), Athens, Xi'an (China) and Rome. He's also fond of Archeology and historical studies on Imperial Rome and, more recently, on the Italian politic from the 70s up to date.

ALESSANDRO CARON

At the beginning of the 90s Alessandro Caron decided to manage the family business, the Caron boutique, passing from a more classical product to the international vanguardes, such as Balmain and Lanvin. Since 2003 he has extended his research to the Street Style, opening the Urban Rags store. This restless search for new trends makes him one of the youngest and most outstanding Creative Buyer. His approach is a mix of culture of the product, knowledge of the market and selling out.

ANNALISA COCCO

Free lance designer and artisan, she has developed significant experiences in the design and communication fields. She currently lives in Cagliari, where she created Imago Mundi, brand that for over 10 years has been an example of research, contamination and production of object on the edge between design and craftsmanship. She develops key project for Sardinia region and holds lectures on design, craftsmanship and interaction design topics.

CARLOTTA DAL LAGO

Carlotta Dal Lago boasts a diverse background. She is now Marketing Manager at Accenture and in charge of Italy, Greece and Emerging Markets after 4 years at Bain & Company as Marketing and Communication Manager for Italy. She worked in Enel SpA and McCann Erickson and she provided consultancy to Institutes and organisations of prominence relevance as The World Economic Forum, OIM (International Organisation for Migration), FAO, and in Italy Ferpi and ABIO. She participated to various conferences, she wrote several academic essays especially on CSR.

LEADER PROFILES

CHIARA DIANA

She graduated in Design from Politecnico di Milano, and she then specialized in communication and interaction design. She started her collaboration with DARC in 2003. Here, as a creative director, she focuses on communication, interaction design and service identity aspects. She leads projects across multiple disciplines, including visual design, interface design, and integrated communication systems. Since 2005 she has been a contract professor at the Design Faculty of Politecnico di Milano; she is lecturer and project leader in several design and visual communication schools, both in Italy and abroad. In 2007 the communication project for the FABBRICA DEL DESIGN exhibition wins the Red Dot Award.

DIEGO DOLCINI

Diego Dolcini was born in Naples. After studying architecture at the Milan Polytechnic and Fine Arts in Bologna he was awarded a scholarship to study fashion design at Domus Academy in Milan, where he got his degree with Gianfranco Ferré. He immediately started an intense and successful activity of collaboration and consultancy with important industries in the fashion sector: from 1993 to 1997 with the Neapolitan industrial group GAP Spa, from 1997 to 2001 with Bruno Magli. In 1999 he designed accessories for the catwalk shows of Emilio Pucci and Bulgari. He collaborated with Tom Ford as the Creative Director Men and Women's Shoes from 2001 to 2004. Since 2004 he has been collaborating with Dolce&Gabbana. He has received several awards throughout his career.

DANTE DONEGANI

Dante Donegani, architect and designer, has been collaborating with Domus Academy since 1990; He currently is the Director of the Master in Design. He has designed layouts for art exhibitions, corporate identity projects, and products for a number of companies that include Memphis, Stildomus, Isuz, Steel and Luceplan, Le Cose Nostre, Edra, Radice and Viceversa. Dante Donegani has won important competitions in architecture, and his work have been displayed in numerous exhibitions: Seibu Art Forum of Tokyo, Centre Pompidou in Paris, Triennale Milan.

LEADER PROFILES

GIO' FORMA

Giò Forma, based in Milan, comprises 15 among architects, designers, artists and graphic-designers developing projects at an international level. Florian Boje, Cristiana Picco and Claudio Santucci are the managing directors. Giò Forma like to describe themselves as a multi-disciplinary Bureau for design. The designers working at Giò Forma were raised with rock music and evolved to TV, stage design and fashion, crossing styles and mixing attitudes. It thus became natural to transform concepts, shapes and surfaces into environments, which are statements of a music culture. In the past 8 years Giò Forma designed many sets, environments and objects, and enjoyed investigating innovative design approaches. In the last decade Giò Forma has become known for the MTV set designs, the massive portable architectures in the rock music environment (for Vasco Rossi, Renato Zero), or the Medals Plaza Olympic Games for Torino 2006, such as the launch of new Fiat 500 and others. Clients include MTV – SKY – Paramount – Fiat – Cavalli – American Express – Cassina – Dada – Candy – Vodafone – Tim – Unicredit – Aljazeera – Endemol – LA7 – Corriere Della Sera – BMW – Exte' – Diesel – Miss Sixty – Nokia.

ANGELO GARINI

In 1991 Angelo Garini graduates in Architecture from Politecnico di Milano. Since then, his activity focuses on architecture and decoration for living and entertaining. In 2001 he introduces the ideas of design and decoration to wedding planning: he realizes, in Italy and abroad, highly spectacular creations. It's been 3 years since he started hosting the TV show "Wedding planner", on Discovery Real Time. In 2008 Mondadori published his book "Il matrimonio che vorrei" ("My dream wedding"). He is editor and director of "Immagina", magazine focusing on ideas for home decoration, entertaining and table setting.

ANNAGEMMA LASCARI

Designer with a vast experience in the development of creative and innovative projects in women's clothing: daytime, evening, bridal and special occasion; knitwear, de luxe accessories, fabrics, home furnishing. Master at Domus Academy, Annagemma debuted in

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Roman High Fashion in 1991. She worked as designer for Capucci, Ferré, Dior, Gabrielli. She projects and studies the look and style for Celebrities in her private Studio in Milano. She develops trends essays for Vogue Sposa Italy and web site 'losposa.it.

CANDIDA MONTOTTI

She graduated in Industrial Design at Università La Sapienza di Roma, and attended the Master in Lighting Design at Politecnico of Milan. From 2005 to 2007 she collaborated with the departments of Interior and Living Design and Product Design at Domus Academy as Project Leader for domestic and international companies such as Ib Rubinetterie and Hong Kong Design Center. Since 2007 she has been the Coordinator of the Master in Cultural Experience Design and Management of Domus Academy and IRFI in Rome, monitoring researches, projects and competitions developed together with students with the aim to strengthen the link between the world of cultural experience and the world of design.

SIMONE MUSCOLINO

Simone Muscolino is an architect and a videomaker. From 2003 to 2005 he worked for the Interaction Design, Ivrea, as teacher and consultant for audiovisual productions. In addition to this, he also was the Project Leader for "e1", Exhibition Unit. He has been curator for several audiovisual productions: from 1997 to 2000 for No. Mad Arquitectos studio, Madrid, and from 2001 to 2005 for Cliosstraat studio, Turin. His works and installations have been exhibited at the Venice Biennale, Milan Triennale, Victoria & Albert Museum in London, Beijing First Biennale of Architecture. His videos have been projected in Venice Biennale, Turin Film Festival, Florence Beyond Media and several more exhibitions and festivals. He lectured at Architectural Association, London (2005-2006), Interaction Design Institute Ivrea (2003-2005), University of Applied Science Dusseldorf (2006 and 2007), Naba and Domus Academy, Milan (2007-2008). He held lectures and seminars at several universities as IUAV Venice, Milan Politecnico Milano, Chulalongkorn University Bangkok and many more. Simone Muscolino is one of the founders of ID-Lab.

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MONICA SCANU

Architect, collaborates with the Institute of Italian Culture in Istanbul on a project of cultural exchange in the architecture field. Since 2006 she has been the Director of the Master in Cultural Experience Design and Management of Domus Academy and IRFI (Azienda Speciale della Camera di Commercio di Roma). She is the representative for the collaboration project between the Cultural Assessorship of the Municipality of Rome and Foreign academies and cultural institutes in the design, architecture and contemporary art areas. She collaborates with The Plan magazine and she's co-editor of 7th FLOOR magazine.

ANDREA TOSI

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.

MARIACRISTINA VIMERCATI

Mariacristina Vimercati was a student of the Masters in Fashion Design at Domus Academy, during the first edition of the master course which was directed by Gianfranco Ferré. Her career as a photographer started in Milan, where she was Giovanni Gastel's assistant. Since 1990 she is a freelance photographer, and her clients include Loro Piana, Lario 1898, G.F. FERRÈ, Nannini, Carlos Osman, Lavazza, Ferrero, Inter Abbonamenti, Max Mara, and Geox Respira. Her work has been published on magazines such as DOMUS Contemporary Architecture Magazine, Elle Italia, Casa Vogue, Uomo Vogue, UOMO Ed. Futura, DDN Design International, GB progetti (ed.Progetti), Io Donna (Rizzoli), MAX (Rizzoli), Capital (Rizzoli), and Sportweek (Rizzoli).



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