



**APRIL - MAY 2009**

# **SPRING SESSION**

Short Courses in Fashion, Design, Experience and Business.

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# SPRING SESSION

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

The courses are especially addressed to design professionals, or people with a relevant educational background, willing to experience new ways to design, to investigate new professional opportunities, or a new vision of their job, combining creativity and strategy.

## FASHION COURSES

THE WORLD OF FASHION MAGAZINE design, contents, advertising

FASHION EVENTS organization, p.r. and press communication

CUSTOMER RELATIONSHIP FASHION MANAGEMENT

ACCESSORIES DESIGN EXPERIENCE

PERSONAL SHOPPER the sale and public image consultant

WEDDING PLANNER

JEWELLERY WORLD EXPERIENCE

VISUAL DESIGN IN THE FASHION WORLD

## BUSINESS COURSES

COOL HUNTING for empowering professional design thinking

STORE MANAGER for the design and fashion industry

## DESIGN COURSES

DESIGNING SOFAS values+behaviours+technology

SET AND STAGE DESIGN

RETAIL DESIGN

## EXPERIENCE COURSES

ITALIAN HISTORY IN LANDSCAPE a cultural experience

LIFESTYLE SHOPPING EXPERIENCE ON MADE IN ITALY

AUTOMOTIVE EXPERIENCE automotive experience: the italian tradition in cars and motorcycles

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# SPRING SESSION

## FASHION COURSES

### THE WORLD OF FASHION MAGAZINE design, contents, advertising

#### DATES

FROM 5 TO 15 MAY 2009

#### PRICE

1500 euro + VAT 20%

#### COURSE CODE

PF03

Analyze the printed ad on-line fashion magazine: how is it conceived, created, read.

From the choice of contents to the communication strategies, facing differences, analogies and collaboration between the world of press and the on-line magazine.

MARISTELLA CAMPI is a freelance journalist for [www.style.it](http://www.style.it), [www.donnamoderna.com](http://www.donnamoderna.com), [www.panorama.it](http://www.panorama.it). She worked at Condè Nast as a senior editor for Vogue Gioiello, Vogue Pelle, Vogue Bambini, Vogue Sposa.

### FASHION EVENTS organization, p.r. and press communication

#### DATES

FROM 5 TO 15 MAY 2009

#### PRICE

1500 euro + VAT 20%

#### COURSE CODE

PF02

The course investigates the field of event organization: from designing to happening; from communication strategy to press communication; from PR and its strategic importance to the creation of opportunities that lead to designing a successful event.

FRANCESCA BALLINI RICHARDS has an 18 year experience in the field of communication. She worked as communication director at Sergio Rossi, Piazza Sempione and Etro. In 2004 she funded FBR, PR and consultancy communication agency, operating in the fashion and lifestyle sectors

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## FASHION COURSES

### DATES

FROM 5 TO 15 MAY 2009

### PRICE

1500 euro + VAT 20%

### COURSE CODE

PF01

## CUSTOMER RELATIONSHIP FASHION MANAGEMENT

The program offers an intensive exploration of a wide range of contemporary marketing and communication issues related to fashion retail: it is designed to combine theory with empirical research and practical applications.

The participants will benefit from the direct meeting with marketing and communication experts, who will present them the best practices related to the customer relationship management in order to develop and increase the customer's loyalty. The participants are encouraged to critically engage with challenging ideas and to develop a personal point of view on the strategies to increase the quality of the relationship between the sales manager and the final consumer.

CARLOTTA DAL LAGO has a diverse background. After 4 years as a marketing and communication manager for Italy at Bain & Company, she is currently marketing manager at Accenture, where she oversees Italian, Greek and Emerging Markets. She worked at Enel SpA and McCann Erickson and she provided consultancy to Institutes and organizations such as The World Economic Forum, OIM (International Organisation for Migration), FAO, and the Italian Ferpi and ABIO. She participated in various conferences, and wrote several academic essays – especially on CSR.

## ACCESSORIES DESIGN EXPERIENCE

### DATES

FROM 5 TO 15 MAY 2009

### PRICE

1500 euro + VAT 20%

### COURSE CODE

PF08

The so-called "classic" is a totality of elements, which have become part of our imagery and which, re-thought, re-designed and re-created, will be transformed into accessories. Shapes, colors and timeless materials for the daily bag, our metropolitan trip luggage.

CARLOS OSMAN is currently senior designer for men's accessories at Giorgio Armani. In 2007 he was chief designer at Lancel Paris.

During the Milan fashion week in September 2001 he presented his first personal accessories collection. In 2002 he became senior designer for men's and women's accessories at Gianfranco Ferrè.

In 2001, in Milan, he was consultant for companies such as Roberto Cavalli, malo, Gianfranco Ferrè, Marie Chantal Ilc.

From 1998 to 2000 he was senior designer for men's and ladies accessories at BALLY, Switzerland. From 1990 to 1998 he was designer at Daniela Puppa arch. Studio, contributing in the following projects: Gianfranco Ferrè/ bags & leather accessories; Christian Dior Boutique: bags & leather accessories; Nazareno Gabrielli: leather goods, sportswear & silks; Arte & Lavoro: evening bags collection; Croff department stores: home collection Furniture & design objects for exhibitions.

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## FASHION COURSES

### PERSONAL SHOPPER

the sale and public image consultant

#### DATES

FROM 18 TO 28 MAY 2009

#### PRICE

1500 euro + VAT 20%

#### COURSE CODE

PF06

The course focused on current and future trends analysis, the use of city fashion maps and notebooks, the investigation of model making and the study of materials and textiles.

It represents an opportunity for analyzing and gaining technical and relational skills, essential for engaging in this new profession - which interacts with the international fashion system - at very high levels.

CARLA GOZZI has always been interested in all the steps of the design process, from finding inspiration, to creating mood boards, developing outfits, and closely working with fashion designers.

After her graduation in Art and Design, she started working at Max Mara, where she soon became the first Product and Development Manager. She then joined Mariella Burani Fashion Group, as a Head of Product. She is currently based in Florence, working at the Ermanno Scervino's creative headquarters.

She collaborates with SKY TV: she is the host of the program "Ma come ti vesti? (How do you dress?)", on Discovery Real Time Channel.

### WEDDING PLANNER

#### DATES

FROM 18 TO 28 MAY 2009

#### PRICE

1500 euro + VAT 20%

#### COURSE CODE

PF07

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.

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.

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## FASHION COURSES

### DATES

FROM 18 TO 28 MAY 2009

### PRICE

1500 euro + VAT 20%

### COURSE CODE

PF04

## JEWELLERY WORLD EXPERIENCE

The course will offer a 360° exploration on the world of jewellery, its reality and potentials, its future. Creation, evolution, actuality and contemporary use of jewels as unique and complete fashion accessories, as well as a funding element for image and style peculiarity.

CLAUDIA GRANATI BUCCELLATI has a Bachelor degree in Ancient languages from the Università Statale di Milano, and has specialized in business marketing at C.A.P.A.C. Part of the Board of Directors of Mario Buccellati srl, She is their marketing and communication responsible, as well as their director of administration. In 1982 she funded Mario Buccellati Diffusion, of which she is the Managing Director, which focuses on the product distribution. In 2005 she created the "free time collection", an innovative collection in terms of materials and concept, which supports the traditional line. The company currently manages 75 licensed points of sale. Since 1989 she is the president of the Associazione di Montenapoleone which, based in Milan, reunites companies, professionals and residents of the internationally most famous fashion street. The association keeps in contact with the local institutions and has an active and decision making powers, and organizes and takes part in national events.

## VISUAL DESIGN IN THE FASHION WORLD

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. It will offer 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.

MARIACRISTINA VIMERCATI was a student of the Masters in Fashion Design at Domus Academy when the course was launched under the direction of 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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# SPRING SESSION

## BUSINESS COURSES

### COOL HUNTING

for empowering professional design thinking

#### DATES

FROM 15 TO 30 APRIL 2009

#### PRICE

2500 euro + VAT 20%

#### COURSE CODE

PB01

Designers, managers and companies should not remain detached from reality. A 360 degrees observation is a starting point for defining future strategies; for this reason, Cool Hunting becomes an alternative research technique, easy to be integrated with other disciplines.

To gain the skill of being a Cool Hunter with a design thinking approach means to define a hypothesis that can represent a shared vision for designers, managers and researchers. This vision should provide accurate and complete data from primary research as well as from a web-based research. It is important to provide an in-depth analysis of the socio-cultural phenomena connected to a given geographical area. Using a design thinking approach, it is thus necessary to gain the ability to interpret and give a meaning to the reality, occasions, behaviours, and objects moving around. The annual event of the Salone del Mobile di Milano will represent the context for the participants to develop their research and final project. They will be able to apply tools and techniques, which will be taught by Future Concept Lab.

At the end of the course Future Concept Lab and Domus Academy will assess the projects. The best results will be awarded with a period of internship at Future Concept Lab.

FUTURE CONCEPT LAB is a research center specializing in marketing issues and trends in consumption. Its innovative approach is worldwide known, and allowed Future Concept Lab to take part in important research projects in Europe, North and South America and Asia. Thanks to these international collaborations, Future Concept Lab gained wide knowledge of social processes in consumption and trend, from which many innovative products, communication and distribution concepts were developed. Future Concept Labs aims to help their clients competing with advanced and emergent markets, building a series of key concepts and strategies for future development.

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# SPRING SESSION

## BUSINESS COURSES

### STORE MANAGER

for the design and fashion industry

#### DATES

FROM 4 TO 19 MAY 2009

#### PRICE

2500 euro + VAT 20%

#### COURSE CODE

PB02

The store manager, as the person in charge for the development and management of the retail store, should have a wide set of competencies, coordinate the team throughout the store development, and manage the operational staff. The store manager is also responsible for the brand management. The course is aimed to train professionals capable of managing a design or fashion store, and of combining in-store decisions with corporate directions and brand values and philosophy.

**ANDREA TOSI**, coordinator of the Masters in Business Design at Domus Academy, is specialized in market research with a focus on intense and fact-based cross-investigation. He especially operates in the fields of design and engineering. His expertise includes: concept development; strategic design; project management; product management and strategic planning; product strategy; design trends and brand management.

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# SPRING SESSION

## DESIGN COURSES

### DESIGNING SOFAS

values+behaviours+technology

#### DATES

FROM 4 TO 15 MAY 2009

#### PRICE

1500 euro + VAT 20%

#### COURSE CODE

PD01

“Globalization” has now also reached the world of upholstered furniture. Its diffusion in the various cultures and countries has led to cross-fertilizations because of the different ways to either sit or to stay with others, and because of the use of technologies deriving from local needs. Consequently, the creation of new armchairs and sofas, and modular systems for home interiors, goes through a process that requires an anthropologic awareness. It is thus necessary to establish a scale of values, identify new behaviors that can also generate innovation, and choose the more suitable technologies. Participants are given the opportunity to understand new behaviors and design new typologies of sofas with consistent formal and technological definitions.

Between 1969 and 1976 FRANCESCO BINFARÉ directed the Cesare Cassina Centre, a design research lab sponsored by Cassina and C&BItalia. Working with a group of technical experts and craftsmen, he transferred artistic processes into design research. He involved various architects and designers in the creation of products, which have turned into Italian design icons – Maralunga by Vico Magistretti, Up 5 and Sit Down by Gaetano Pesce, Bambole by Mario Bellini, AeO by Archizoom. In 1980 he set up his own Design and Communication Centre for project research and promotion. Some projects were designed for Cassina, like Cab by Mario Bellini, Wink by Toshiyuki Kita, Tramonto a New York, Sansone, Feltri by Gaetano Pesce. In 1992 he was invited by Massimo Morozzi to create a model for Edra. The encounter with Edra marked the beginning of a peculiar and fascinating period, with the invention and design of big sofas like L’homme et la femme (1993), Flap (2000), On the rocks (2004), a synthesis of interactive movement, curiosity and interest for human behaviors. In 2004, after meeting with Eugenio Perazza and Magis, a new experience took shape, where quality and meaning have to tackle mass production problems. The Corbeille sofa designed for Edra (2006) and the Annett collection for Magis (2007) are the first results of a new expression period.

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# SPRING SESSION

## DESIGN COURSES

### DATES

FROM 18 TO 29 MAY 2009

### PRICE

1500 euro + VAT 20%

### COURSE CODE

PA01

## 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.

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

## RETAIL DESIGN

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.

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.

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# SPRING SESSION

## EXPERIENCE COURSES

### DATES

FROM 4 TO 8 MAY 2009

### PRICE

1200 euro + VAT 20%

### COURSE CODE

PE01

## ITALIAN HISTORY IN LANDSCAPE

a cultural experience

Throughout the Centuries, North Italy has been the cradle of Italian style landscaping. This is mainly due to the melting pot of cultures prior to Italian unification, i.e. Renaissance and Comuni age. Italian aristocratic families, with their villas and palaces, have established an international taste in landscape design. The finely landscaped parks and gardens of the villas, countryside castles, or palaces ultimately influenced the structure of local towns. A tour of the famous Italian Gardens, especially during blooming season, will allow to understand the structure and cultures of Italian landscaping and history from the XV to the XIX Century. On top of meetings with landscape designers and important Italian gardeners, lessons with historians and expert of gardening and journalisms will be organized. Both meetings and lectures will represent a unique opportunity to learn the arts of Italian landscaping, still so very vivid. History valorisation has become a useful marketing tool to increase real estate value or profitability of investments in historical estate managements, as well as a good storytelling tool to encourage new trends in tourism.

## LIFESTYLE SHOPPING EXPERIENCE

ON MADE IN ITALY

### DATES

FROM 11 TO 15 MAY 2009

### PRICE

980 euro + VAT 20%

### COURSE CODE

PE03

Made in Italy is the best synonymous for trendy lifestyle. Both the most famous luxury brands and the hand-made historical "maison" include the totality of values of the "Italian lifestyle". This exciting experience will represent an advanced guide to the most important and famous shops in Milan and Florence, and to the showrooms of the most renowned firms in Italy. Divided into vintage, accessories (bags, glasses, shoes, jewellery and perfumes), and luxury dresses, the shopping experience will map the future trends in fashion. It will also represent an opportunity to discover the showrooms of talented designers not to be missed. The course will include private sales dedicated to the course attendants.

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# SPRING SESSION

## EXPERIENCE COURSES

### AUTOMOTIVE EXPERIENCE

#### the italian tradition in cars and motorcycles

#### DATES

FROM 18 TO 22 MAY 2009

#### PRICE

1200 euro + VAT 20%

#### COURSE CODE

PE02

Italy is worldwide known for its historical car designers and producers. Besides the field of Luxury Cars, Italy is also a leader in motorbike production.

Tours of the most famous companies, company archives and showrooms will be organized. These, together with lectures and interviews with internationally re-known car designers, will represent an important step in the process of investigating the world of Italian car and motorbike design.

New trends in the automotive production and car retail will be addressed throughout the course, thanks to the experience of brand experts and testimonials.