

# SUMMER SCHOOL

POLITECNICO DI MILANO



POLO TERRITORIALE DI COMO



## THE ITALIAN DESIGN TOUCH WITH **ALESSI**

REALIZED BY



MASSIMO DURONI  
STUDIO DI BIOARCHITETTURA  
E DESIGN

### COURSE PROGRAMME

This course sets out to be a training process, the goal being to enhance participants' professional skills and attitudes and so enable them to meet the need for proactivity or rather take creative and proactive action. In this context, the course creates a highly dynamic fabric, capable of conceiving potential new worlds and new perspectives for thought and action. It seeks to increase the participants' awareness of their own resources and choices, as well as their ability to become a driving force and launch-pad for new realities.

### METADESIGN

The basic idea is the meta-project, understood as a vision, an imaginary context, the starting point for concrete action resulting from a creative process. A process whose dynamics will create new connections and unexpected cognitive and emotional processes while still referring to the needs of the professional realities in which they operate to reveal new, hidden needs. A journey of training and participation, regarding both the final product and the end result.

### WHEN

17-28 June 2013

### LANGUAGE

English

### COURSE STRUCTURE

The course starts with a conoscitive process, needed to understand the person, followed by the development of strategies for grasping the relational dynamics of the individual within a group. Creative sessions which then lead onto proactive exploration processes and conflict resolution. Then there will be an introduction to the thought and metadesign processes.

### OPERATIONAL PHASE:

1. Construction of a metaproject, as the development of a personal creative vision related to its mission and its vision, plus a visit to the production departments of famous design companies.
2. Design and implementation of the product with a strong stress on sustainability within an existing "Alessi" metadesign line or a metadesign created and defined in the workshop specifically for "Alessi".
3. Visits to the production departments of famous design companies
4. Definition and development of the project, up to the finalization of the product.
5. Feedback on the overall process, sharing and presentation of the product with a final exhibition of the work, open to the public and the media.

### VENUE

Politecnico di Milano  
Polo Territoriale di Como  
Como, "Villa del Grumello"  
Via per Cernobbio, 11

### ACADEMIC DIRECTOR

Arturo Dell'Acqua Bellavitis

### PROFESSORS

Arturo Dell'Acqua Bellavitis  
Massimo Duroni  
Laura Polinoro

### TARGET

The course is intended for designers, arts and design students and creative minds from others professional worlds such as artists, cartoonists, advertising graphics designers.

Anyone who wants to share a process that, through experience and the creation of a product, may increase the creativity and the realization of a personal metadesign vision.

### ADMISSION CRITERIA

- Registration form
- Motivational letter
- CV (max 3 pages)
- Portfolio

We will only accept a maximum of 18 candidates. The course will be held if a minimum of 15 participants is reached.

### INFORMATION AND ENROLMENTS

summerschool@polimi.it  
You must specify in the object of the e-mail: "The Italian Design Touch With Alessi" – Registration"

### REGISTRATION DEADLINE

12th May 2013

### COST

1700 euros. The cost includes enrollment for the course and accommodation (in the Lodging at "Villa Del Grumello")  
[www.villadelgrumello.it](http://www.villadelgrumello.it)



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