

# THE SUMMER SCHOOLS

The summer schools of Poli.design Consorzio of the Politecnico di Milano organized in partnership with the School of Design of the Politecnico di Milano give students a chance to experience a training offer - itself the result of a multidisciplinary understanding of design - and to deepen the polytechnic education and teaching devoted to the theoretical, scientific and professional preparation of designers

## SCIENTIFIC DIRECTION

Prof. Arturo Dell'Acqua Bellavitis,  
Prof. Alba Cappellieri,  
Prof. Francesco Scullica,  
Prof. Giovanni Conti  
Rosanna Gaddi, PhD.

## Who is it for?

The courses are aimed at students, graduates and professionals related to the world of design and industrial design

## Credits

The courses release 5 credits recognized by the Politecnico di Milano

## Language

The courses are delivered in English

## Selection Criteria

The courses are open to graduates and professionals with a graduate degree  
Selections are based on portfolio and interview

## Places available

Max 30 people, 15 min per session.  
Courses might be united to reach minimum numbers.

## Accommodation in Como or Milan

Average cost for accommodation could be about 1000€/2 weeks

## How to apply

download application form from  
**[www.polidesign.net](http://www.polidesign.net)**  
and send it with full cv and portfolio  
**[formazione@polidesign.net](mailto:formazione@polidesign.net)**

## INFO E CONTACTS

For further informations please contact:  
CONSORZIO POLI.DESIGN  
[formazione@polidesign.net](mailto:formazione@polidesign.net)  
**[www.polidesign.net](http://www.polidesign.net)**

POLITECNICO DI MILANO



SCUOLA DEL DESIGN  
CONSORZIO POLI.DESIGN

SCHOOL OF DESIGN  
POLI.DESIGN CONSORTIUM

# SUMMER SCHOOLS 2012

In MILANO Bovisa Campus  
**THE ITALIAN EXCELLENCES**

## DESIGN FOR LUXURY

2-13 JULY 2012 - 2 weeks - MILANO CAMPUS

The world of luxury goods is an extreme range of the design where phenomena are revealed with characters emphasized so as to show more clearly the rules that govern them. The course aims to analyze this field of application, trying to see what could be - if there will be - the future developments of luxury goods design.

### MAIN TOPICS:

- The worlds of luxury
- Customers of luxury
- The luxury brands: how to manage the dream
- Evolutionary scenarios

PRICE: € 1.500

## FASHION DESIGN EXPERIENCES

2-13 JULY 2012 - 2 weeks - MILANO CAMPUS

The course will analyze the system of expertise in product innovation aimed at Fashion products innovation: expertise in industrial design aimed at product innovation, not only from the formal-aesthetic side but also from the materials performances and qualities side, comfort, ergonomics, or process innovation aimed at simplification, optimization, increasing the quality of workmanship.

### MAIN TOPICS

- Italian fashion culture & "Made in Italy"
- Italian textile sector
- Scenarios and Trends
- Project work

PRICE: € 1.000

## NEW ITALIAN DESIGN

9-21 JULY 2012 - 2 weeks - MILANO CAMPUS

in partnership with Triennale Design Museum

The course offers a reflection on the past, present, Made in Italy, and ends with a workshop on the possible future development of a quality and excellence trademark that has represented and represents Italy in the world.

### MAIN TOPICS:

- Made in Italy yesterday and today
  - Fashion, Food, Furniture
  - The Italian style
  - The construction of the imaginary
  - The construction of tomorrow "Made in Italy" for imaginary
- PRICE: € 1.500

## KNITDESIGN

9-21 JULY 2012 - 2 weeks - MILANO CAMPUS

The course aims to analyze and give a first application of design methodologies in the knitwear sector, the traditional field of Made in Italy now booming on Italian and international markets.

### MAIN TOPICS:

- The Knitwear Industry
- The Techniques of handwork: knitting and crochet to knit
- Scenarios & Trends
- Project work

PRICE: € 1.000

IN COMO Campus

## INTERIOR DESIGN EXPERIENCES

## DESIGN FOR URBAN INNOVATION

18-29 JUNE 2012 - 2 weeks - COMO CAMPUS

The course aims to develop, after an analysis of contemporary cities, an innovative concepts that enhances the specificity of urban areas using the strategic approach of design as a lever for development.

### MAIN TOPICS:

- The contemporary city
- Tourism, culture, environment, industry: resources to enhance
- The urban identity
- Design for Urban Development
- Urban branding
- The construction of an imaginary

PRICE: € 1.000

## OUTDOOR DESIGN

2-13 JULY 2012 - 2 weeks - COMO CAMPUS

The teaching staff includes professors of the Politecnico di Milano and specialized professionals that will develop entrepreneurial, technical, technological and sociological themes.

### MAIN TOPICS:

- Educational activities that provide basic knowledge of aspects related to design, print design, design strategies, furnishing;
- Specialized training dedicated to business, technical, technological and sociological issues.
- A final Project Work in which will apply the acquired knowledge.

PRICE: € 1.000

## INTERIOR & RETAIL DESIGN

9-21 JULY 2012 - 2 weeks - COMO CAMPUS

The course aims to give a quick introduction on contemporary issues in furnishing project, and ends with the development of design concepts in the classroom. Interdisciplinary expertise will analyze the different aspects of home furnishings and interior design in general.

### MAIN TOPICS

- Interior design
- Lifestyle and total living
- Project work

PRICE: € 1.000