

ITALIAN DESIGN EXPERIENCE

A learning journey in contemporary design

12 students from

Czech Republic, Hungary, Poland, and Slovakia

One month blended course

Ancona / Marche / Italy

design



POLIARTE design
ACCADEMIA DI BELLE ARTI

Experience the
"Italian way of design"

- Interactive lessons
- A real design project work
- Companies visits
- Lectures on Italian design
- Career day



TECHNICAL
UNIVERSITY
OF LIBEREC



1871
HUNGARIAN
UNIVERSITY OF
FINE ARTS



Cracow School of Art
and Fashion Design



TECHNICAL UNIVERSITY
OF KOŠICE



iGuzzini



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- Visegrad Fund
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The Idea

A dynamic, contemporary, and intercultural one-month journey that explores the different aspects of Italian design and manufacturing, which takes place in the Marche, a region that comprises all the particular features of the Italian peninsula in terms of production, fine art, history, architecture and landscape.

12 students in design and fine art from the Czech Republic, Hungary, Poland and Slovakia will attend 2-week online courses plus 2 weeks in person in Ancona to discover how the scientific and specific methodology of the Italian design process can respond to the current regional and societal needs of V4 students.

An innovative teaching methodology that combines research, innovation, hands-on projects and techniques to create real-life solutions that meet the contemporary needs of companies and end-users. Creative and design activities will be accompanied by additional work designed to improve collaboration, communication and relationship-building.

Foreign students will learn to relate to each other and with teachers/speakers. The methodology and good practices used by Italian designers will be communicated initially through theoretical and then later through real-life examples, in order to be able to subsequently be used and adapted to the students' countries and local economies.

The Italian way of design can be integrated into the strategies and processes of local companies and artisans, translating this regional expression of the transformation of society and markets into contemporary and socially useful products and services.

History, tradition and age-old methods are combined and improved with a strong innovative drive and fresh, out-of-the-box thinking.

Once back in their home countries, these young students will act as ambassadors and promoters of good design practices, introducing and influencing their network and future companies and colleagues as to how the Italian way of design can have a positive impact on their businesses.

The Idea

The Aim

Young, talented V4 students who attend the Italian Design Experience one-month course will be future decision makers, choosing best practices to be implemented for the prosperity of existing economic sectors and the emergence of new ones in their home countries.

The V4 need to get away from their idea of their total independence from Western European economies and markets. V4 countries have countless examples of productive and artisanal excellence with their own identity as a result of their history, territory, and local traditions. But this local excellence needs to adapt in order to flourish, whether on an industrial or artisanal scale in order

to be recognised outside their local region.

V4 youth have the moral obligation to:

// promote their territory and ensure, through design as an integral part and in a systematic and organised way, that regional excellence is preserved, protected from contingencies and allows to grow on a local and international scale;

// identify niches that can create new economies and autonomous sectors.

Theoretical and practical tools provided to students, and a real insight into Italian/Marche Region case studies - who were those able to create, prosper and adapt to

continuous changes (financial crises, pandemics, work, etc..) - will offer a clear example of how it is possible to grow and prosper in the face of existing competition.

Design is seen as a strategic and integral discipline, at the service of public and private companies and society, regardless of the sector they belong to and the objectives in question. Young talent is capable of generating project innovation to improve production performance and fully achieve objectives.

The Aim

The Journey

A dynamic, contemporary, and intercultural journey that explores the different aspects of Italian design and manufacturing, taking place in the only region that comprises all the particular features of the Italian peninsula in terms of production, fine art, history, architecture, landscape, food and wine.

2 week interactive online lessons – milestones of a conscious contemporary design:

- // History of Italian Design
- // Contemporary Trends In Italian Design
- // Ergonomics and Design
- // Project Culture
- // Design Methodology:
The Italian Approach
- // Design Management
- // Project and Portfolio
Presentation Strategies

2 weeks at the Poliarte Academy – Getting to grips with a real glimpse of Italian design:

- // A real-life project assigned by an Italian company
- // International Italian company visits | cultural trips
- // Italian design methodology + Graphic and Multimedia design
- // Lectures on Italian design
- // Final project work presentation
- // Career day – portfolio and project presentation

Main goals of the course are:

- // to broaden theoretical knowledge relating to the roots of Italian design and its contemporary evolution;
- // to comprehend and learn how to apply Italian creative methods and experiment with new approaches to design;
- // to give an authentic and practical design experience and direct contact with companies;
- // to develop the ability to generate a project in line with the requests of the client and the market;
- // to acquire the ability to face challenges and deal with complex topics, aimed at improving professional, human, cultural, and social growth.

A stimulus to deepen understanding of new subjects and enhancement of current abilities, through direct experience with different visions, methodologies, and organizational processes.

The Journey

Poliarte – Accademia di Belle Arti e Design
Poliarte - Academy of Fine Art and Design
Ancona/Italy - www.poliarte.net

Poliarte - Academy of Fine Art and Design is a design academy based in Ancona, Italy.

Since 1972 it has created and organised post graduate design courses.

Its mission is to train professionals and innovative key personnel in the constantly evolving world of work.

For over 50 years Poliarte has been a point of reference for design and applied arts, recognised at both Italian and international level. Among the first establishments to deal with education in the design sector, it has immediately become a source of inspiration and a benchmark, thanks to its teaching

methodology combining research, techniques, and innovation.

From 2016 Bachelor Degree courses have been granted formal academic status - 1st level Academic Diplomas - thanks to accreditation from the Italian Ministry of Education, University and Research - MIUR.

The Educational Syllabus is divided across 5 departments:

Fashion Design
Industrial Design
Interior Design
Video-Film Design
Visual Design

Additionally, Poliarte offers short courses focusing on other design areas. It's a syllabus requiring compulsory attendance, with the perfect balance between theory and practice. Theoretical, creative,

design and workshop activities are undertaken with the aim of teaching students how to collaborate, how to communicate and build relationships, as well as inter-disciplinary studies across the different areas of design.

The founding element of Poliarte's philosophy is the following: to

create a connection and continuous exchange with the world of industry, commerce and business. A relationship of mutual interest that guarantees continuous updates and high-level training, offering places for talented individuals in companies through research projects, internships and job placements.

Design is seen as strategic and integral discipline, at the service of business and society, regardless of the field and the final purpose.

Thanks to their privileged contacts with the commercial world (more than 2.000 companies/studios), Poliarte has an employment rate of 98% within 2 years of completing Bachelor studies education areas and common European research areas. The Technical University of Liberec can boast excellent results in the field of science and research.

The Players



Technická univerzita v Liberci
Technical University of Liberec
Liberec – Czech Republic
www.tul.cz

The Technical University of Liberec – TUL - is a mid-sized progressive institution based in Liberec, which marries technical education with the wider university education system. Within six faculties and university institutes, it offers a large spectrum of qualifications in technical and scientific subjects, humanities, as well as artistic and interdisciplinary study areas. TUL has well-equipped laboratories and top-quality teams of research workers for humanities. TUL has actively participated in the creation of common European education areas and common European research areas. The Technical University of Liberec can boast excellent results in the field of science and research.

Magyar Képzőművészeti Egyetem
Hungarian University of Fine Arts
Budapest - Hungary
www.mke.hu

The Hungarian University of Fine Art – MKE - was the first and continues to be the most prestigious art academy in Hungary. Its traditions date back 150 years, and it represents and embodies a rich cultural heritage of which it is extremely proud, providing a home where future artists can nurture their talents and learn to navigate the art world of the 21st century. An essential element of MKE is their spirit of innovation in partnership with tradition, the diversity of which is captured in the programs ranging “from pigment to pixel”. The old and the new are not vying with each other for dominance. Rather, they form an organic collective of the experience and knowledge of successive generations who learn from and draw on one another. Education, artistic research and the sharing of knowledge are the triple pillars of MKE’s mission statement.

Krakowskie Szkoły Artystyczne
Cracow School of Art and Fashion Design
Krakow – Poland
www.ksa.edu.pl

Cracow School of Art and Fashion Design – KSA – was established 30 years ago in Krakow, the cultural capital of Poland. The School offers tuition in Polish in the following fields: Fashion Design, Interior Design, Photography, Visual Merchandising, Drama, Choreography and Pattern Making.

KSA also offers tuition in English in Fashion, Jewellery Design and Creative and Commercial Photography.

Nearly 1000 students study at our school each year, with groups of 15-20 students on each course. KSA represents a point of reference for the whole of Poland – and abroad - for young people that want to study and train in design in the country.

Technická univerzita v Košiciach,
Fakulta umení
Technical University of Košice,
Faculty of Art
Košice-Sever - Slovakia
www.tuke.sk

The Technical University of Košice, Slovakia - TUKE - is a public college. It plays a key role not just in the East Slovak region as the only science, research, and education centre in Slovakia, but also in Central Europe. The Faculty of Art provides higher education in architecture, design (Industrial, Innovation, Space, 2d and Visual Communication), fine art and media art, and is an active institution in the implementation of art, research and exhibition projects in Slovakia and internationally. The Department of Design is one of the three departments that make up the Faculty of Art at TUKE, and has been in operation since its establishment in 1998. TUKE students continue a long tradition of winning major awards at Slovak and international competitions, as well as taking part in renowned exhibitions both at home and abroad.



Elica, active in the market since the 70s, is the global leading company in the production of hoods and induction cooktop as well as the European leader in manufacturing of motors for domestic ventilation. Chaired by Francesco Casoli and led by Giulio Cocci, it has a production platform divided into seven sites in Italy, Poland, Mexico and China, with over 3,200 employees. Long experience in the field, great attention to design, refined materials and advanced technologies that guarantee maximum

efficiency and reduced consumption are the elements that distinguish the Elica Group on the market and that have enabled the company to revolutionize the traditional image of kitchen hoods: no longer simple accessories but uniquely designed objects able to improve the quality of life.

The Partners



iGuzzini illuminazione was founded in 1959 and is an international leading group in the architectural lighting industry, with 1,243 employees concentrated on researching, designing, and producing internal and external lighting systems. It is based in Recanati (Macerata) with operational activities in more than 20 countries spread over 5 continents. Using light, iGuzzini works to improve the relationship between humans and the environment through research, industry, technology, and awareness in places of culture, work, retail, cities, infrastructures and hospitality & living. iGuzzini has been part of the Fagerhult Group since 2019.

The culture of light as a social innovation aspect is iGuzzini's distinguishing feature. It has been working with the best architects, lighting designers and engineering firms for over seventy years to create innovative, high-performance lighting projects capable of enhancing architecture and spaces. For iGuzzini, light allows for the creation of safe, aggregate and comfortable places, and defines a person's mood, the colours and shapes of nature and works of art. This is why its vision is Social Innovation Through Lighting developed along four guidelines: light culture, design, connectivity and sustainability.

In 2021, iGuzzini's turnover was €203.4 million, selling 82% of its own production abroad and 18% in Italy, proof of its leading position on the domestic market and primary position in Europe and the most dynamic international markets.



The company was established in the year 1967 in the little town of Treia (Marche Region), in the heart of Italy, thanks to the experience and insight of its two founders, and soon became renowned for the quality of its products and the aggressive business strategies.

Gruppo LUBE includes the Cucine LUBE and CREO Kitchens brands and is currently the number one Italian kitchen company, both for the turnover (249 million Euro in the year 2021) and the quantity of the manufactured kitchens (350 daily, over 85.000/year), that are exported in over 85 countries worldwide.

The heart of the company growth strategy is the Store concept, with over 500 single-brand stores inaugurated just in Italy in the recent 3 years.

The Cucine Lube and Creo Kitchens brands offer wide collections, ranging from classic to modern models and including 480 different door finishes.

The Gruppo Lube strength is the flexibility, meaning as the capacity to satisfy every request of the client regarding style, materials and customization.



Poltrona Frau has been a leader in the world of Made in Italy furnishings since 1912. It values artistic aptitude and meticulous craftsmanship, using only the highest-quality raw materials, like Pelle Frau® leather which makes it the ideal go-to for high-end furniture for the home and office. The search for style has led Poltrona Frau to create classic pieces that express a unique and intimate elegance, from Chester and Vanity Fair, designed by the founder Renzo Frau, to Dezza by Gio Ponti and Titanio, a project by Pierluigi Cerri that won the brand its first Compasso d'Oro Award. Today collections include iconic pieces from Jean-Marie Massaud, Ludovica + Roberto

Palomba, Roberto Lazzeroni, GamFratesi and Neri&Hu. Poltrona Frau fosters an exquisite blend of tradition and innovation in its two other business units, Interiors in Motion and Custom Interiors. Interiors in Motion specializes in developing exclusive interiors for luxury cars, yachts, rail and aviation and has collaborated with many of the world's most respected luxury brands, including Ferrari, Porsche, Ducati, McLaren, Ferretti Yachts, Pershing, Riva and Singapore Airlines to name just a few. Custom Interiors develops seating and interiors solutions for auditoriums, theatres, airports, public spaces, office and store showrooms and hotels,

working closely with many of the most influential architects and designers globally. It has partnered with the likes of Renzo Piano, Foster + Partners, Frank O. Gehry, Jean Nouvel, Zaha Hadid Studio and David Chipperfield to support many of their most important international projects.

The heart of all operations is in Tolentino, in the heart of the Marche region in Italy where the brand's expertise that has passed from generation to generation, and has proudly earned numerous certifications for environmental sustainability and recognition of policies that protect the health and safety of employees.



The TOD'S Group is a symbol of Italian excellence. It is deeply rooted in Italy's artisan traditions, with a wealth of values that distinguish its vision: a passion for craftsmanship, superb quality and timeless style.

Quality and creativity, tradition and modernity. A harmonious blend of these factors runs through the DNA of the TOD'S Group and its brands, each with its own identity: Tod's, Roger Vivier, Hogan and Fay. This overall vision draws strength from the brands' synergy in high-end design; it has enabled the Group to emerge as a leader in the footwear, leather goods and clothing sectors with a significant presence in all the global markets.

At the turn of the 20th century, Filippo Della Valle, Diego's grandfather, set up a small shoemaking workshop, pursuing the ancient profession with care and dedication. Driven by his passion for the work, Filippo refined his shoemaking business over time, elevating it to a level of excellence and passing his skills down to his children. These authentic codes of style and quality have since become essential assets for the Group and still characterise its DNA today.

Over the years, the TOD'S Group has expanded its production by launching and acquiring prestigious brands. But it has always stayed true

to its original set of principles: unique, uncompromising quality. Under the guidance of Diego and Andrea Della Valle, this clear vision has enabled the Group to become a benchmark in the international luxury market.

By skilfully combining craftwork traditions with innovation, the TOD'S Group has become a key player in the production and distribution of luxury footwear, leather goods, clothing and accessories, a global ambassador for Italy's deeply rooted manufacturing traditions, a symbol of the Italian lifestyle and of unparalleled quality.

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