

/POLIARTE ITALIAN_DESIGN_EXPERIENCE

// PRODUCT + INTERIOR

// FASHION + ACCESSORIES

**/ACCADEMIA
DESIGN
E
BELLE ARTI**

/ANCONA/ITALY

A dynamic blended **month-long** contemporary and intercultural journey that explores the different aspects of **Italian design** and **manufacturing**, taking place in the **Marche**, a region that comprises all the notable features of the Italian peninsula in terms of **production, fine art, history, architecture** and **landscape**.

/THE IDEA

The **2-weeks online course** plus **2-weeks on site in Ancona** represents a unique opportunity to discover how the scientific and specific methodology of the **Italian design process** can respond to current global and societal needs. It's a condensed version of the course, featuring all the **essential elements of the Poliarte Academy of Design's experience and teaching methodology**, enriched with space to experiment with **project-work** and **site visits** under the direction of our fully-qualified teachers.

Professionals working in the design field will place you in **design companies** where you can explore the authenticity and history of **Italian craftsmanship**: the success of the **Italian Design System** based on the dialogue between **artisanal methods** and **advanced technology**.

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**. You will also learn how to collaborate and interact with colleagues and teachers, with speakers and company management.

Inquiry and experiential learning components are combined in an **atelier-like environment**. **Seminars** and **workshops** become the framework in which students, alongside the professors, become the protagonists in design discourse, challenging the project's boundaries as well as developing and applying a critical mindset.

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 subsequently used and adapted to the **students' countries** and **local economies**.

The **Italian approach to design** can be integrated into the strategies and processes of foreign **companies, studios** 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**.

Students, experienced professionals, critics and intellectuals, the world's most esteemed Italian design companies as well as artisans and emerging start-ups, gathered together to **discuss and investigate the world to come.**

/THE AIM

Together, how can you and these designers contribute and **predict change, examine systems**, challenging the status quo to construct and reflect on how the future may look?

Young, talented students who attend the Italian Design Experience one-month course will be the **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.

Youth have the moral obligation to:

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

// **identify niches** that can create new economic opportunities 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.

You will become **ambassador and promoter of good design practices**, introducing and influencing your network, future companies and colleagues as to how the Italian way of design can have a positive impact on your and their businesses.

Go beyond the immediate and think above the horizon, for returning, informing, or reformulating the particular issue at hand.

Inquiry and experiential learning components are combined in an **atelier-like environment**. **Seminars** and **workshops** become the framework in which students, alongside the professors, **became the protagonists in design discourse**, challenging the project's boundaries as well as developing and applying a **critical mindset**.

/THE JOURNEY

2-weeks course

JULY 2023

40 hours - interactive **online** lessons
Milestones of a conscious contemporary design

- // **History** of Italian design
- // **Contemporary trends** of Italian design
- // **Ergonomics** and design
- // **Project culture**
- // **Design Methodology**: the Italian approach
- // **Design Management**
- // Project and **Portfolio presentation**

2-weeks course

SEPTEMBER 2023

60 hours - at the **Poliarte Academy - Ancona**
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 **lessons**
- // **Lectures** on Italian design
- // **Final project presentation**
- // **Career day** - **portfolio exposition**

Main goals are to:

- // **broaden theoretical knowledge** relating to the roots of Italian design and its contemporary evolution
- // **comprehend** and **learn** how to apply **Italian creative methods** and experiment with **new approaches to design**
- // give an **authentic** and **practical design experience** and **direct contact with companies**
- // develop the **ability to generate a project** in line with the requests of the **client** and the **market**
- // 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.

/PRODUCT + INTERIOR SPECIALIZATION

Design process

Design culture

Business for design

Conceptualization

Ergonomy

Product strategy

Experience design

Interaction service design

Trend researcher

Green & sustainable design

Environmental psychology

Visual and video languages

Entrepreneurship through design

A product is an object or idea that is a **human-based combination** of diverse **cultures, technologies, needs** and **physical conditions**.

An original interpretation of these interactions generates an integrated design artefact, which stimulates users to further adapt, discover and analyze their everyday experiences.

A designer's scope is to investigate **social, cultural** and **contemporary scenarios, present** and **future customer behavior, habits** and **interests**, with an eye towards experimentation and clever manipulation to create a unique creative identity.

Combining **style, ergonomy, sustainability, branding, visual storytelling, communication, business intelligence** and **market requests**, to develop the ability to decipher what is 'contemporary' and translate it into **meaningful, genuine products, environments** and **services**.

The designer breaks boundaries with their inventive approaches: material and immaterial aspects must be conti-nuously analyzed throughout the process of **project development**, including innovative emerging technologies, new perspectives of communication and unique business strategy.

This specialization looks closely at the origins and **traditions of Italian design**.

/PRODUCT + INTERIOR SPECIALIZATION

Through the analysis of high-level design connected to the world **from craftsmanship to corporations** and the country's main sectors, students will be able to develop their own ideas and projects.

Students will be introduced and exposed to the **product and environment design process**, in order to understand what lies behind the creation of an item or service. They will have the opportunity to dive into intensive project work geared towards **creative thinking** and exploring both **form** and **functionality**.

It's a unique **multidisciplinary** and **cross-cultural approach** through hands-on experience in collaboration with companies that are at the forefront of **design, engineering** and **commerce**.

The program ensures students will gain the skills and attributes to:

// **develop concepts** employing techniques to **deliver innovation** for future product and space design, expanding opportunities

// conceive, design and implement creatively, design **concepts, collections, scenarios, and solutions** at different scales, using cross-disciplinary creative and business approaches

// combine **theoretical** and **practical** approaches for understanding the value of each, and define a **sustainable, healthy, ergonomic, comfortable, productive** and **people-oriented products and environments**

// **document, present, communicate, and justify** a **contemporary approach** to product and interior design development through critical thinking

// develop **critical thinking** and undertake inter-disciplinary research to interpret **market influences, trends, client needs** and **contexts** to deliver innovation for future design, marketing and business opportunities

// engage in **cross-cultural creative dialogue** and **collaborative experiences** to achieve cutting-edge creative business solutions responding to contemporary and future concerns

// become **inspired designer**. Create innovative designs with a **personal vision**, backed up by a through **understanding of history** and current scenarios to anticipate new trends

// empower your creative self. **Develop critical thinking** to **evolve your own style** and **innovative collection design** and development while adapting to changing multicultural environments, influences, technologies and consumers

// enjoy unique opportunities with **professionals** and **cutting-edge brands** to gain industry-relevant experience and transition their **brand-management knowledge** from theory to practice. Engage in **cross-cultural creative dialogue** and **collaborative experiences** to achieve **cutting-edge creative business solutions** responding to contemporary and future concerns

/ FASHION + ACCESSORIES SPECIALIZATION

Fashion culture

Fashion identity

Fashion collection

Fashion styling

Fashion marketing & management

Textiles and print styling

Fashion trend researcher

Slow fashion

Sustainable fashion

Shoes and accessories

Entrepreneurship through design

Fashion Design entails the ability to decipher what is "**contemporary**" and translate it into **meaningful, genuine products and services**.

Investigating social, cultural and contemporary scenarios, with an eye towards **experimentation** and **clever manipulation** to shape a **unique creative identity**, combining **style, ergonomics** and **market requests**.

An approach that mixes **fashion studies, design thinking** and **practice**, introducing you to the language and the codes of the fashion world.

You will be involved in the exploration of other design-related disciplines to produce outcomes that combine **conceptualization, textile manipulation, garment prototyping, ergonomics, sustainability, branding, visual storytelling** and **business intelligence**.

You will learn to understand the fashion system, gaining an awareness of the various professions in the value chain, understanding that the fashion's value is not only in the brand, but in its **function, wearability, inclusivity** and ability to adapt to our **contemporary needs**.

/FASHION + ACCESSORIES SPECIALIZATION

You will be guided to formulate and execute relevant research-based projects: to **analyze, evaluate** and **make informed decisions** to arrive at creative and commercially viable strategies coherent with the brand identity.

You will be taught to **question, refine** and **strengthen** your individual **creative vision** as well as the challenge of designing for existing fashion brands.

The program ensures you gain the skills and attributes to:

// become **inspired fashion designers**. Create innovative designs with a **personal vision**, backed by a thorough understanding of **fashion history** and **current scenarios** to anticipate new trends

// **empower your creative-self**. Develop **critical thinking** to evolve your **own style** and innovative collection design and development while adapting to changing multicultural environments, influences, technologies and consumers

// **conceive, design** and **implement creatively**, fashion design concepts, collections, scenarios, and solutions at different scales, using **cross-disciplinary creative** and **business approaches**

// document, present, communicate, and justify a contemporary approach to fashion design development through **critical thinking**

// undertake inter-disciplinary research to **interpret market influences, trends, client needs** and contexts to deliver innovation for **future design, marketing** and **business opportunities**

// engage in **cross-cultural creative dialogue** and **collaborative experiences** to achieve cutting-edge creative business solutions responding to contemporary and future concerns

// address present and future challenges. Learn the impact of the fashion industry on society and the **environment**, to develop **ethical** and **responsible** solutions and contribute to a more **sustainable fashion future**

// enjoy unique opportunities with professionals and cutting-edge brands to **gain industry-relevant experience** and transition their brand-management knowledge from theory to practice

/POLIARTE

/ABOUT US

Poliarte - Academy of Fine Art and Design is an international design and fine art Academy based in **Ancona, Italy**. It has created and organised post-graduate design courses since **1972**.

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, technical expertise** and **innovation**.

For Poliarte learning means **exploring, investigating** and **developing** ideas and cross-disciplinary projects.

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 - MUR**.

The Educational Syllabus is divided across **5 departments**:

// **Film industry design**

// **Fashion design**

// **Industrial design**

// **Interior design**

// **Visual design**

Additionally, Poliarte offers **short courses** for students and professionals in specific design areas.

The founding element of Poliarte's philosophy is to create connections and continuous exchange with the **world of industry, commerce** and **business**. Poliarte has established an **extensive network of connections with many of the most prestigious companies and studios**.

A relationship of mutual interest that guarantees continuous updates and **high-level training**, offering places for talented individuals in companies through **real-world assignments, internships** and **job placements**.

From this advantaged position, Poliarte is able to monitor employment opportunities and prepare students to take advantage of them.

Thanks to our privileged contacts with the commercial and professional world (more than 2.000 companies/studios), Poliarte has an **employment rate of 98% within 2 years of completing Bachelor studies**.

/PLUS

// History

With a history going back nearly **50 years** since its foundation in **1972**, enriched by a raft of successes and awards, Poliarte is a generator of valued design for the country, as well as an established center of educational excellence in Italy and abroad

// Accreditation

Poliarte courses have a statutory value - 1st level Academic Diplomas, thanks to the **accreditation** received from the **Italian Ministry of University and Research - MUR**

// Interdisciplinary Curriculum

Compulsory attendance, plus a strong balance between **theory** and **practice**. **Theoretical, creative, and design activities** are completed by those aiming at learning to **collaborate**, how to **communicate**, and how to **build relationships**.

Add to this interdepartmental assignments within the different areas of design, to develop a contemporary and global vision

// Professional Teachers

The faculty is composed of **national** and **international professionals**.

Experienced educators who are also **highly talented designers**.

Founders of design studios and company design managers, with a **long and in-depth work experience**, as well as **proven educational skills**

// Real Projects and Internships

There are two compulsory **internship activities** in the second and third year, as well as the inclusion in the educational program of **real projects** commissioned by **companies** and **studios**. Experiences aimed at **training young professionals** for the job market, facilitating the transition from the academic to the working world

// Job Placement

Poliarte Academy can boast an **employment rate of 98% within 2 years of completing studies**. Thanks to the educational method developed through constant contact with the working world, creativity and tutoring the necessary skills to respond to society's endless changes and challenges





/ANCONA AND MARCHE REGION

Ancona, the capital of the Marche region, has a thousand-year history, recently celebrating its **2.400-year anniversary**.

As the **ancient gateway to the East**, it still maintains its **international** and constantly **evolving vocation**, adapting to the contemporary economic, cultural, and social challenges that have transformed the city in recent years, making it more **open** and **world-oriented**.

In this process of rebirth, Ancona has not lost its spirit and attitude towards **design, art, innovation, and technology**, confirming itself as a point of reference for the region and the entire Adriatic coast.

Design and creativity represent the tools for responding to incessant change.

// Best in Travel - Lonely Planet

Lonely Planet placed the Marche region in **second position among its 30 places not to be missed in 2020**, and the only Italian destination listed in the most famous travel guide in the world.

A comprehensive museum nestled between the sea and the mountains.

// Italy in One Region

The Marche, the only region on the peninsula in the **plural form**, is also celebrated because it gathers all the magical qualities of the country in one place: from **beaches to mountains**, from **national parks to ancient villages and castles**, from places of **spirituality to theaters and music**, and on through **food and wine** excellence.

// Arts, Crafts, and Industrial Excellence

Luthiers, bobbin lace, accordions, hats and paper, **ancient handicrafts**, alongside more than **30 modern manufacturing zones** of household appliances, footwear, wooden construction, naval engineering, superyachts, pharmaceuticals, lighting, animation, leather goods and musical instruments. These **industries** represent the natural evolution of **traditional crafts**, connected across time by the **art of know-how**.

// Marchigiani in The World

From **Raffaello Sanzio, Bramante, Gioacchino Rossini, Giovanni Battista Pergolesi, Gaspare Spontini, Giacomo Leopardi, Beniamino Gigli, Renata Tebaldi, Maria Montessori, Enrico Mattei**, right up to the modern era of **Valentino Rossi and Roberto Mancini**.

// Ancona 2022

The capital of the Marche Region, where Poliarte is located, was chosen as the finalist, from amongst 28 competing locations, as the **Italian Capital of Culture 2022**, awarded the title by the Council of Ministers.

/DISTRICTS AND TRADITIONAL CRAFTS: AN ALL-MARCHE HISTORY

The Myth of the “Metalmezzadro” and the Modern Manufacturing Zones: an all-Marche History

In a self-made region, where non-existent industry was nurtured, a methodology, a production process, and a multitude of famous brands, **Poliarte** was able to immediately insert itself into the corporate mechanisms of the “**Marche model**”, making its **contribution** and **promoting** design as a fundamental tool for the growth and development of the local economy.

In over **30 industrial zones** and myriads of **artisan and artistic micro excellences** of the Marche region, Poliarte has contributed to the success by carving out an active involvement with its students and professional teachers, supporting companies, participating in the **creation of an economic role model**, **exporting products and services to Italy and all over the world**.

This is thanks to the adoption of the use of **design** as a tool to create more than simply aesthetic value, and to the promotion of the discipline of **ergonomics**, of which Poliarte has pioneered a center of excellences since **1980** at an international level through the **IPSE**, the **European Institute of Psychology and Ergonomics**, an integral part of the academic structure.

Some of Marche region’s stand-out brands:

Tod's, Hogan, Loriblu, Scavolini, Ernesto Meda, Lube, Cesare Paciotti, Clementoni, Elica, iGuzzini, Guzzini, Ariston, Nuova Simonelli, Faber, Poltrona Frau, Arena, Fiam, Eko, Riva, Pershing, CRN, Fincantieri, Nero Giardini, Santoni, Angelini Pharma, Church's, TVS, Alluflon, Rainbow, Paolo Soprani, Pigni and more

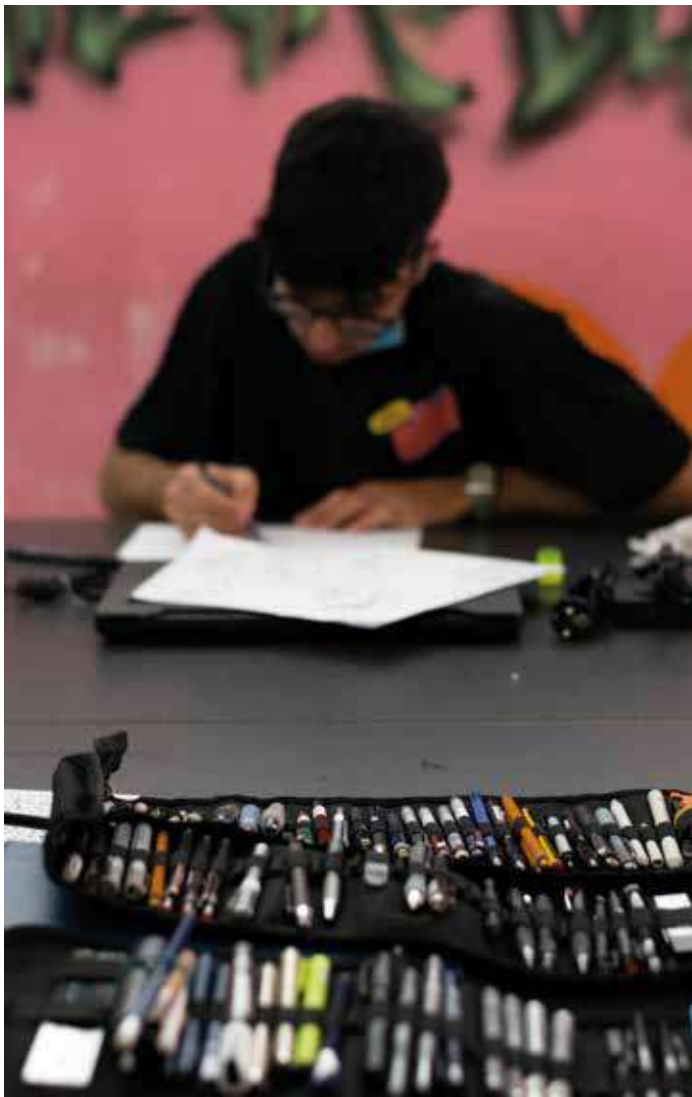
Marche region most prominent productive sectors are:

- // *Leather, footwear, and accessories*
- // *White goods and household appliances*
- // *Knitwear and accessories*
- // *Shipbuilding and superyachts*
- // *Precious metals and religious articles*
- // *Musical instruments*
- // *Pharmaceuticals, health and well-being*
- // *Cartoons, animation*
- // *Publishing*
- // *Kitchens, wooden furniture and accessories*
- // *Extractor hoods*
- // *Paper and paper conversion*
- // *Molding and plastic*
- // *Oil and agricultural equipment*
- // *Hats and straw processing*
- // *Denim articles*
- // *Refrigerated counters and shop furnishings*
- // *Stone*
- // *Tubing*



/ANCONA





/POLIARTE

HOW TO REACH US

By Plane

Ancona International Airport is located 18 kilometers from Ancona, and is connected with main Italian and European airports. It's reachable by car and with the local Aerobus Raffaello bus service from Ancona's main train station and city center.

By Train

The central train station is connected with other main Italian cities, and is located about 1,5 km from Poliarte, and about 2 kilometers from the center, reachable on foot or by bus.

By Ferry

Ancona is the main port on Adriatic Sea, connecting Croatia, Greek, Albania and Turkey. It forms the heart of the city center.

By Car

Ancona is located on the A14, the highway that connects the entire Adriatic Coast from Bologna to Taranto.



POLIARTE *design*
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