

DOMUS ACADEMY OVERVIEW

DOMUS ACADEMY

THE MASTER COURSES

MASTER IN INTERIOR AND LIVING DESIGN

MASTER IN URBAN MANAGEMENT AND ARCHITECTURAL DESIGN

MASTER IN BUSINESS DESIGN

MASTER IN CAR DESIGN AND MOBILITY

MASTER IN DESIGN

MASTER IN INTERACTION DESIGN

MASTER IN ACCESSORIES DESIGN

MASTER IN FASHION DESIGN

MASTER IN JEWELLERY DESIGN

MASTER IN CULTURAL EXPERIENCE DESIGN AND MANAGEMENT

SPECIAL PROJECTS

TAILOR MADE COURSES

LONDON-MILAN THE DUAL CITY SUMMER SESSIONS

ARTEXPERIENCE

DARC RESEARCH AND CONSULTING

DESIGN STRATEGY

BRAND IDENTITY

PRODUCT DESIGN AND MATERIAL IDENTITY

INTERIOR & ARCHITECTURE

FASHION & TEXTILES

INTERACTIVE MEDIA

SERVICE EXPERIENCE

Domus Academy was founded in 1982 as a project focusing on the experience of Italian Design and Fashion.



1982



2007

At the beginning of the 1980s, Domus Academy established itself as the first post-graduate school for design in the world. The institution is a place for advanced training and research into the processes utilized for industrial creativity, the scenarios of aesthetics, consumer tastes, architecture and the design of spaces, the design of public and private services, and the radical changes connected with the continuous development of new technologies.

All of the activities at Domus Academy have been conceived as a great laboratory for the research and exploration of future scenarios. The presence of multidisciplinary teams, the fact that students come from all over the world, and the institution's vocation for research (typical of Italian design) are its most important components, the ones that characterize its work and study environment.

Education at Domus Academy is based on Master courses, joined by brief courses for students and tailor-made courses created for companies, institutions and executives.

In addition to the institution's teaching activities, Domus Academy's research and consulting center (DARC) works together with experts in various design and management sectors for both public institutions and private clients.



EVERY YEAR
DOMUS ACADEMY
WELCOMES **200 STUDENTS**
COMING FROM MORE
THAN **40 DIFFERENT**
COUNTRIES:

Argentina, Australia,
Birmaniam, Brazil, Bulgaria,
Canada, China, Colombia,
Cyprus, France, Germany,
Greece, Hong-Kong,
Iceland, India, Indonesia,
Iran, Italy, Japan, Jordan,
Korea, Kuwait, Latvia,
Lebanon, Macedonia,
Mexico, Norway, Pakistan,
Peru, Portorico, Russia,
Singapore, Spain, Sudan,
Sweden, Switzerland,
Taiwan, Thailand,
The Netherlands, Turkey,
Ukraine, United Kingdom,
United States.



EDUCATION / THE MASTER COURSES

Traditionally and historically, the Master courses are the most prestigious training options available at Domus Academy. Lasting between 11 and 13 months, the Master courses are aimed at graduate students from diverse disciplines, and are recognized internationally by the University of Wales. The Master courses only allow a fixed number of enrollees, individually selected based on curriculum vitae and project portfolios. Teaching and training develop according to Domus Academy's typical formula, offering each student the opportunity to develop a research project in line with his or her specific interests, and in collaboration with a highly-qualified staff of teachers, designers, consultants and internationally-recognized visiting professors. Thanks to its special characteristics, this training helps students develop the knowledge and skills necessary to work at a high professional level, conferring upon them a prestigious diploma that is recognized the world over.

In Milan, Domus Academy offers nine Master courses grouped in four different departments.

ARCHITECTURE DEPARTMENT

Master in Interior and Living Design
Master in Urban Management and Architectural Design

BUSINESS DEPARTMENT

Master in Business Design

DESIGN DEPARTMENT

Master in Car Design and Mobility
Master in Design
Master in Interaction Design

FASHION DEPARTMENT

Master in Accessories Design
Master in Fashion Design
Master in Jewellery Design

In Rome, Domus Academy (together with IRFI, a special training company established by Rome's Chamber of Commerce) has created a Master in **Cultural Experience Design and Management**.

THE MASTER HAS WORKED WITH

Banca Albertini Syz

Camper

Domina Hotels group

Fondazione Valore Italia

Fnac

Incoss/Inglass

Ipe Cavalli

Natuzzi

DEPARTMENT

Architecture

LOCATION

Milan

ACADEMIC YEAR

from November to
December

DURATION

13 months

DEADLINE TO APPLY

beginning of October

INFO

infointerior@domusacademy.it

EDUCATION / MASTER IN INTERIOR AND LIVING DESIGN

This Master course provides students with the tools they need to adopt a problem-setting approach to design, as well as to develop their own personal poetic language, constantly probing the meaning of their own works.

THE COURSE

The program is organized on a theoretical level that includes lessons on the languages, strategy and research, as well as practical experience earned through specific workshops and technical visits.

This course makes it possible for students to become familiar with the tools they'll need to face both the problems connected with industrial production and craftsmanship, as well as the functional and aesthetic transformations today's consumer is sensitive to. The students' final months are dedicated to their individual Master's theses.

PROJECT SEMINARS

The project areas analyzed through the workshops make it possible for students to experiment with a wide range of themes relative to the world of interior design. The workshops, totaling five per year, are developed under the supervision of a project leader and relative tutor.

MASTER THESIS

The last three months of the course are dedicated to Masters' theses, structured like the major competitions for theme projects. Students develop original research in a defined area, supported by a theoretical, analytical and carefully considered approach to specific problems.

OBJECTIVES

The course offers cultural training that represents an important access point to the world of contemporary design. The Master explores all the aspects of interior design, from the most technical to the most intuitive, in order to help students fully understand the value of the Italian living model in all its cultural and design richness.

WHO IT'S FOR

MILD is aimed at young graduates or professionals who wish to amplify or improve their own skills utilizing new technical and cultural instruments, and who are interested in following an advanced specialization course.

THE FUTURE

MILD is an innovative Master course that aims to create a new kind of professional: a designer of spaces and services who knows how to combine technical competencies, design skills and solid cultural bases with the strategic capability to identify new scenarios for contemporary living.

MASTER DIPLOMA

The Master is recognized by the University of Wales, and awarded 180 credits according to the British system, corresponding to a two-year Master. Domus Academy chose to concentrate the course into 13 fulltime months, including 1800 hours of training that are usually distributed over two regular years.



PRIFYSGOL
CYMRU
UNIVERSITY
OF WALES

Masters degree
validated and awarded by
the University of Wales

THE MASTER HAS WORKED WITH

**AIM - Associazione per gli
Interessi Metropolitan**

Comune di Milano

Comune di Venezia

Milano Metropoli - Development Agency

Multiplicity

Pirelli & C. Real Estate

Torino Internazionale

DEPARTMENT

Architecture

LOCATION

Milan

ACADEMIC YEAR

from November to
December

DURATION

13 months

DEADLINE TO APPLY

beginning of October

INFO

infourban@domusacademy.it

EDUCATION / MASTER IN URBAN MANAGEMENT AND ARCHITECTURAL DESIGN

This Master proposes a vision that combines planning, architecture, design, social and anthropological analyses, communication and marketing instruments into one dense concentration in order to create a new professional identity; one capable of redefining the functions and aesthetics of the urban space.

THE COURSE

The program calls for a theoretical segment made up of lessons addressing three major areas: tools and languages; vision and strategies; networks and interconnections. These lessons are joined by five project workshops. Once the lessons and workshops are completed, students participate in a month-long orientation focus session during which they are given the possibility to further investigate specific aspects and interests correlated with the thesis themes they've already chosen through professional encounters and specific work experiences. The last three months of the course are dedicated to Master's theses.

PROJECT SEMINARS

The workshops give students the opportunity to interact directly with the design world around such themes as: politics, vision and strategies, architectural links, communications, urban management, architectural and landscape design.

MASTER THESIS

The last three months of the course focus on the Master thesis. Under the supervision of a project leader, students develop an original research project in a specific thematic area utilizing theoretical, analytical and reflective approaches.

OBJECTIVES

The Master's key aim is to research solutions for contemporary design that are oriented on future situations and which investigate everything connected with the urban experience. This course includes a solid didactic and cognitive structure that results in excellent training, drawing out the students' ability to reflect upon changes and transformations in building construction, promoting permanent research in order to achieve adequate and innovative design models and solutions.

WHO IT'S FOR

MUMAD is intended for young professionals and graduates from urban planning and architecture schools, as well as graduates in economics, human sciences, social sciences and communications.

THE FUTURE

The Master translates into a wide range of professional opportunities: in local, national and international public administrations; as project managers in territorial development agencies; in real estate companies; in non-governmental organizations; in non-profit institutions; in engineering or architectural studios; and as freelance professionals in the urban design and planning sectors.

MASTER DIPLOMA

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Masters degree
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THE MASTER HAS WORKED WITH

3M

Autogrill

E-Bay

Elica

Federlegno Arredo

FILAS

Fondazione Valore Italia

Logstoffs.com

Moreschi

Pininfarina Extra

Unilever

DEPARTMENT

Business

LOCATION

Milan

ACADEMIC YEAR

from November to
December

DURATION

13 months

DEADLINE TO APPLY

beginning of October

INFO

infobusiness@domusacademy.it

EDUCATION / MASTER IN BUSINESS DESIGN

IN COLLABORATION WITH THE SDA BOCCONI SCHOOL OF MANAGEMENT

MBD is an innovative Master in Business Administration and Innovation that aims to create new and intense relationships between the business world and the world of design.

MBD represents a laboratory, and a frontier area where designers and creative minds, organizational experts, researchers in information technology, communications and marketing, manager and entrepreneurs all contribute to the creation of a new strategic language, new operational codes for businesses and the market.

Business Design is born of the idea that the project is the center and leading element in a business, and that its aim is to bring quality into the product's territories, services and social undertakings.

Collaboration with SDA Bocconi is designed to integrate themes typical to design skills and creativity with the pragmatic patrimony of business management.

The didactic segment presented by professors from SDA is concentrated on the economic, marketing and managerial aspects, as they apply specifically to fashion and design companies.

THE COURSE

Didactic activity is divided into three parts.

From November through June, teaching is articulated into lessons and workshops focused on three principal themes: business management and innovative languages, creative languages, and the Made in Italy model. From July through September, the course offers an "orientation" period that brings students inside a given company, either a consultancy or design studio, so that he or she can be given deeper, more comprehensive understanding of one of the themes covered during the first part of the course.

During the last section of the course, from October through December, students concentrate on their final Master's theses.

OBJECTIVES

This Master was established in order to help create a new managerial class for design-oriented companies, professionals capable of combining creativity and experience, offering both organizational capabilities and an entrepreneurial spirit. The Master also provides its students with the tools necessary to understand the complex social and economical problems, globalization and the creation and growth of new business models.

WHO IT'S FOR

The Master is for anyone coming from economic, humanistic or design backgrounds who is interested in acquiring organizational and management skills, as well as an open, multidisciplinary approach.

THE FUTURE

MBD students will be able to fulfill different managerial roles in design-oriented businesses, as well as develop their own entrepreneurial reality.

COMPANIES/INSTITUTIONS

MBD exists thanks to a strong bond with a network of companies and businesses that participate actively and directly in students' training and education.

This contribution takes the form of study grants, lessons, case studies and presentations, as well as in the fact that it is these very businesses, together with the faculty, who identify the didactic themes to be addressed and developed within the workshops.

MASTER DIPLOMA

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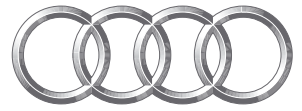
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PRIFYSGOL
CYMRU
UNIVERSITY
OF WALES

Masters degree
validated and awarded by
the University of Wales

IN COLLABORATION WITH



Audi

DEPARTMENT

Design

LOCATION

Milan

ACADEMIC YEAR

from January to December

DURATION

11 months

DEADLINE TO APPLY

end of November

INFO

infocar@domusacademy.it

EDUCATION / MASTER IN CAR DESIGN AND MOBILITY

This Master explores the broad and innovative scenario of car design. It focuses on a specific design project which aims at expressing an innovative concept: a realistic simulation of a design work programme which involves the different aspects and constraints, fixed by a car company, which are necessary to go towards an original project.

THE COURSE

The program consists of introductory lessons dedicated to design culture, with the aim of updating the skills students have acquired across their diverse backgrounds. Theoretical lessons are accompanied by a car design project given by a car company as Final Master Thesis and a series of workshops dealing with key themes of the car design and mobility sectors.

PROJECT SEMINARS

During the workshops that run from February through July, students work on different project areas in collaboration with car designers and international companies from the automotive sector. Each workshop includes lessons on theory (cultural, methodological and technical), as well as a design project developed under the guidance of a project leader.

MASTER THESIS

Students will be required to develop a car design project under the guidance of a project leader, a tutor and experts coming from the automotive production world.

OBJECTIVES

This Master course investigates the functional relationships between mobility and territory, dealing with the complex development of vehicles and keeping an eye on the way new means of transport are built with respect to ergonomics and safety, as well as their environmental impact and social needs.

WHO IT'S FOR

The Master course is for graduates of specialized schools, as well as young designers, creative minds and professionals.

THE FUTURE

Students who attend the Master course are well on their way to becoming professionals in the automotive sector thanks to a multidisciplinary approach that includes didactic teaching as well as diverse and multiple skills. Technical know-how and managerial capability are the foundation of this course, making it possible for students to have a global vision of the sector, and know how to interact with all the various professional figures involved in its production processes. In the last years the Master has worked with: Alfa Romeo, Fiat, Honda, Hyundai, Kia, Mitsubishi Motors, Pininfarina, Seat.

MASTER DIPLOMA

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THE MASTER HAS WORKED WITH

Artemide

Assopiastrelle

Bayer

Canon

Dainese

IKEA

JCDecaux

Mitsubishi Electronics

Nestlé

Oregon Scientific

Samsung

Sunstar

Teuco

Veneta Cucine

DEPARTMENT

Design

LOCATION

Milan

ACADEMIC YEAR

from January to December

DURATION

11 months

DEADLINE TO APPLY

end of November

INFO

infodesign@domusacademy.it

EDUCATION / MASTER IN DESIGN

This Master is a exploration of the world of research and design, supplying its students with “know-how” tools as well as “know-why” reasoning.

THE COURSE

The program is developed in lessons that are designed to increase and update skills students have already acquired through their diverse backgrounds, bringing them all to a point where they can share a common vision. Lessons are accompanied by intense workshop activities focusing on design themes that are defined thanks to collaboration with companies in the sector. The final months of the course are dedicated to Master theses.

PROJECT SEMINARS

Five to six workshops are organized in collaboration with internationally renowned designers and companies in the furniture, products, electronics and interior design sectors (among many others).

MASTER THESIS

The final Master thesis takes the form of an individual research project on a given design theme. This theme is developed by the students under the supervision of a project leader and a tutor, with consulting participation from relevant companies.

OBJECTIVES

This traditional Domus Academy course has helped to create more than one generation of designers. It has always aimed to train professionals capable of combining specific skills with a desire to actively explore new horizons, new aesthetic approaches and cultural values. Therefore students are encouraged to develop their own problem-solving approaches, as well as their personal research abilities and their own expressive language.

WHO IT'S FOR

This Master is intended for graduates of design and architecture programs, as well as young designers, creative minds and professionals.

THE FUTURE

The Master trains professionals capable of creating and designing products for all the different areas of the industrial system. Students develop skills appropriate for work in design companies, architectural studios, project and design studios, as well as in the research environment.

MASTER DIPLOMA

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THE MASTER HAS WORKED WITH

3M

Camper

Canon

Eurocontrol

Fujitsu

Mattel

Mediamarkt

Microsoft Network

Motorola

Nokia

Pioneer

Samsung

TDK

DEPARTMENT

Design

LOCATION

Milan

ACADEMIC YEAR

from January to December

DURATION

11 months

DEADLINE TO APPLY

end of November

INFO

info@design@domusacademy.it

EDUCATION / MASTER IN INTERACTION DESIGN

This Master offers the possibility of generating concepts and strategies for interaction design, interpreting the potential of information and communication technology (ICT), integrating design sensibilities with market-oriented technological and business skills.

THE COURSE

The academic year starts with a basic course dedicated to Interaction Design Culture, followed by a series of design workshops. The third and final part of the course is dedicated to the preparation of the Master Project. The first semester includes a combination of skill and vision based activities. It gives students a working familiarity with the interaction design fundamentals. In particular they learn to generate, assess and prototype their ideas effectively.

In the second semester students will have chosen a specific interaction design theme within the range of I-Design expertise. Thence, they intensely explore this, finding their position in the design process, strengthening their talent, elaborating a personal perspective, and assuming a multi-dimensional point of view based on the understanding of the complexity of design activity nowadays.

PROJECT SEMINARS/WORKSHOPS

The workshop activity combines tutored studio work with lectures, discussion and critique sessions. It includes projects developed in collaboration with companies, projects developed in collaboration with other Master courses, and projects aimed at developing specific interactive themes.

MASTER THESIS

The final project is structured as an individual research project concentrating on a theme from interaction design within the context of research proposed by the course's faculty.

OBJECTIVES

The aim is to supply students/designers with the practical and conceptual tools necessary to carry forward problem-setting activities using their own imagination, developing concepts, scenarios and strategies based on the introduction of Information and Communication Technology (ICT) into the daily environment, integrating design and creative sensibilities with more technical, market-oriented skills.

WHO IT'S FOR

The Master in I-Design is intended for candidates with a background and/or professional experience in specific areas: architecture, economy, fashion design, industrial design, engineering, management, media and web design, communication sciences, information sciences, visual and graphic design.

THE FUTURE

The course prepares its students to take on important positions in the world of interaction design. Participants develop skills and abilities that enable them to handle diverse roles in design and strategy areas, such as: interaction designer, user experience designer, creative director, strategist and design director.

MASTER DIPLOMA

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THE MASTER HAS WORKED WITH

Breil

Cartier

Coccinelle

Deborah

Diego Dolcini

Havaianas

Hogan

Lineapelle

Swarovski

Tod's

Unic

DEPARTMENT

Fashion

LOCATION

Milan

ACADEMIC YEAR

from January to December

DURATION

11 months

DEADLINE TO APPLY

end of November

INFO

infoaccessories@domusacademy.it

EDUCATION / MASTER IN ACCESSORIES DESIGN

This Master offers an in-depth experience in the world of accessories, focused on everything dealing with clothing and people, two elements that are diverse by nature but both equally part of the Fashion System.

THE COURSE

The first months of the course aim to create the conceptual foundations necessary to accurately investigate the world of fashion and accessories. The department's basic courses - psychology, anthropology, socio-economic forecasting, marketing and management, contemporary art - are taught in conjunction with the Master in Fashion Design, making it possible for students in both disciplines to become completely integrated and promoting cultural exchange. The second part of the course offers a specific concentration on the accessories sector, including thematic project seminars and direct participation from designers and companies. The third and final part of the course is dedicated to the Master theses.

PROJECT SEMINARS

For each workshop, students develop a project utilizing conceptual and research tools (leather goods, shoes,...). Students work on specific themes, analyzing through advanced lessons, meetings with professionals and visits to showrooms and businesses, under the individual supervision of a project director.

MASTER THESIS

Students' final theses are developed between September and December. Students work individually on a theme chosen in collaboration with companies, under the guidance of a project leader and the faculty.

OBJECTIVES

Students who complete this course have the possibility to experiment with innovative design methodologies, acquiring in-depth knowledge of the sector in all its aspects. The Master is a work laboratory within which students are able to express their own creative sensibilities in accordance with production and entrepreneurial realities.

WHO IT'S FOR

This Master is for young graduates of fashion schools, as well as graduates of fashion design, accessories design, industrial design and architecture. It is also open to anyone with appropriate background interests and professional experience in the fashion/ accessories sector.

THE FUTURE

The course culminates in a Master thesis that is in and of itself a useful instrument for establishing the students' first concrete contacts with the work world. Students can explore their potential professional future through accessory companies, or begin their own freelance designer activities.

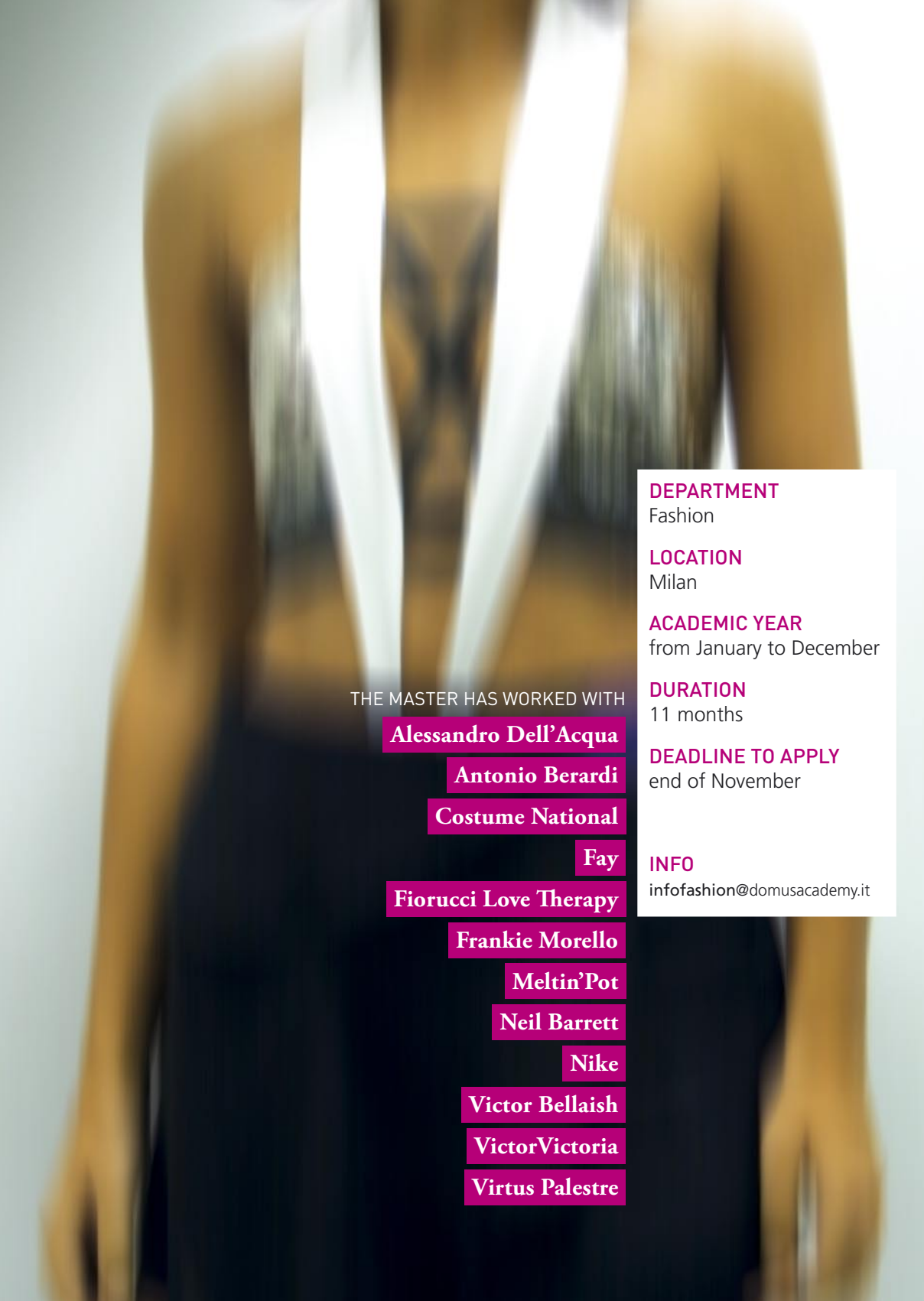
MASTER DIPLOMA

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PRIFYSGOL
CYMRU
UNIVERSITY
OF WALES

Masters degree
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THE MASTER HAS WORKED WITH

Alessandro Dell'Acqua

Antonio Berardi

Costume National

Fay

Fiorucci Love Therapy

Frankie Morello

Meltin'Pot

Neil Barrett

Nike

Victor Bellaish

VictorVictoria

Virtus Palestre

DEPARTMENT

Fashion

LOCATION

Milan

ACADEMIC YEAR

from January to December

DURATION

11 months

DEADLINE TO APPLY

end of November

INFO

infofashion@domusacademy.it

EDUCATION / MASTER IN FASHION DESIGN

This Master offers an integrated approach that combines design, creative and cultural aspects with marketing and communications, contributing to the creation and development of professionals capable of successfully expressing their individual creativity and dealing effectively with the challenges present within the world of fashion.

THE COURSE

The program is divided into three parts: the first (January-March) includes basic lessons, presentations on distribution systems, fairs and manufacturing processes, as well as three project seminars; the second (April-July) includes three additional project seminars conducted in collaboration with companies and fashion designers; the third (September-December) is dedicated to students' final Master theses. The themes addressed during the course are constantly being updated, taking into consideration the social, commercial and methodological evolutions of the Fashion System.

PROJECT SEMINARS

For each workshop, students develop a project through the use of conceptual instruments and research. They work on specific themes, analyzed during lessons, through meetings with established professionals, visits to showrooms and companies, and under the individual supervision of a project director.

MASTER THESIS

The final thesis is developed between September and December. Students work individually on a theme chosen in collaboration with companies, and under the guidance of a project leader and the faculty.

OBJECTIVES

The aim of this Master is to train professionals capable of combining both creative and theoretical skills that can be applied to the professional world and companies. Training for the Master in Fashion Design supports the development of a free creativity that intelligently balances artistic expression and managerial capabilities.

WHO IT'S FOR

The Master is intended for young people who have completed a fashion school, as well as graduates in fashion design, accessories design, industrial design and architecture. It is also open to people with adequate backgrounds and interests and professional experience in the fashion/accessories sector.

THE FUTURE

Students can face their professional future with work opportunities in fashion companies, including businesses active in both casualwear and prêt-à-porter, in style offices and textile companies, or initiate their own autonomous design activities.

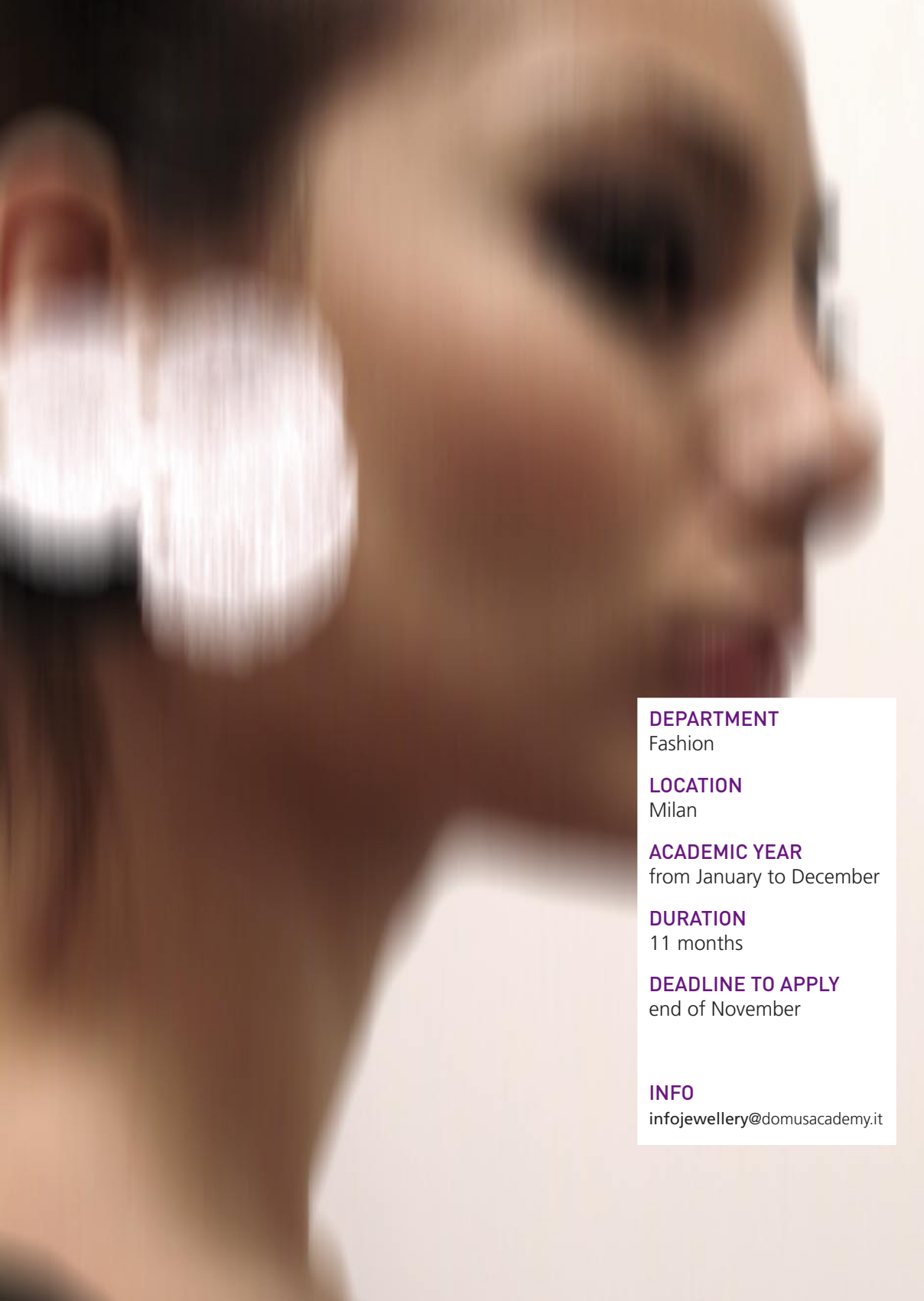
MASTER DIPLOMA

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**DEPARTMENT**

Fashion

LOCATION

Milan

ACADEMIC YEAR

from January to December

DURATION

11 months

DEADLINE TO APPLY

end of November

INFO

infojewellery@domusacademy.it

EDUCATION / MASTER IN JEWELLERY DESIGN

The Master offers both a conceptual and practical investigation of the jewellery design world: from the history to the contemporary culture, from the rendering to the building techniques, from the trends to the production district.

THE COURSE

The first months of the course are focused on building the conceptual roots to fully investigate the world of Fashion, Accessories and Jewellery. The basic courses of the department - psychology, anthropology, socio-economic forecasting, marketing and management, contemporary art - are shared with the Master in Fashion Design in order to allow students a thorough integration in terms of cultural exchange.

The second step offers a specific path in the jewellery field with thematic workshops, and the third step is devoted to the Final Master thesis.

PROJECT SEMINARS

During the workshops, the students are invited to explore the different areas of the jewel and bijou design, through individual projects realized in collaboration with designers and companies.

Lectures and technical visits at companies, shops and museums complete the program.

MASTER THESIS

The final thesis is developed from September to December. The students will work individually with companies under the guidance of a project leader and the faculty on a chosen theme.

OBJECTIVES

The participants will deal with innovative design approaches, receiving a deep and advanced knowledge of the sector in all its peculiarities. The Master may be interpreted as a laboratory where students can express their individual talents and skills in harmony with the world of production and entrepreneurship.

WHO IT'S FOR

The Master is open to young people coming from Fashion, Accessories or Jewellery Schools; to graduates in Fashion, Accessories, Jewellery or Industrial Design. It is also suitable for people with an appropriate background of interests and professional knowledge related to the Jewellery sector.

THE FUTURE

The course finishes with the Master Thesis, a tool providing a first-hand contact with the professional world. The students will be able to face their professional future with opportunities to join jewellery companies, or even to start their own business as designers.

MASTER DIPLOMA

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Masters degree
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ORGANIZED BY



Camera di Commercio
Roma



IRFI
Azienda Speciale

DA Domus Academy

LOCATION

Rome

ACADEMIC YEAR

from November to
December

DURATION

13 months

DEADLINE TO APPLY

end of October

INFO

infomed@domusacademy.it

EDUCATION / MASTER IN CULTURAL EXPERIENCE DESIGN AND MANAGEMENT

TOGETHER WITH IRFI - A SPECIAL TRAINING COMPANY ESTABLISHED BY
ROME'S CHAMBER OF COMMERCE

This new Master, based in Rome, creates managers for cultural experiences and professionals capable of reestablishing the appropriate values of an artistic and/or cultural patrimony by blending communications, design and management skills into a single professional figure.

THE COURSE

Thanks to Rome's historical and artistic richness, its contemporary architectural sites, its network of cultural institutions, its thriving film industry and its constant and consistent tourist presence, the city is a natural environment for MED. The Master program develops cultural projects that generally boast a strong link with the city. The first portion of the course's didactic activities are organized into thematic workshops integrated with specific lessons. The second is dedicated to students' final Master's theses.

PROJECT SEMINARS

The workshops are structured over four thematic areas: humanities, economics, destination management and technology. Design, both in the traditional sense and in a more innovative sense, can be considered the common thread running throughout the entire program.

MASTER THESIS

The last months of the Master are dedicated to the Final Master Thesis: an advanced project realized under the guidance of a project leader.

OBJECTIVES

The main aim of this Master is to create and train an innovative kind of professional: a manager of cultural experiences capable of developing, organizing and overseeing relevant activities utilizing both traditional and multimedia communication tools.

WHO IT'S FOR

The Master is intended for graduates in architecture, art history, art and cultural objects conservation, communications sciences, design and economics, as well as young professionals and people with significant work experience in the cultural environment.

THE FUTURE

MED students will develop the skills and abilities that will allow them to fulfill positions of primary importance in cultural contexts like museums, companies that organize cultural events, art galleries and foundations, cultural tourism agencies, etc.

MASTER DIPLOMA

Students earn a special Domus Academy Master. Domus Academy chose to concentrate the course into 13 fulltime months, including 1800 hours of training that are usually distributed over two regular years.

EDUCATION / SPECIAL PROJECTS

APRIL 2006

WORKSHOP / Hybrid Upholstery
Special Furniture Course
Gyeonggi Small and Medium Business Center
Korea

NOVEMBER 2006

WORKSHOP
Samsung Art and Design Center
Seoul, Korea

DECEMBER 2006

WORKSHOP / Design + Business
Vantan Design Institute
Tokyo, Japan

FEBRUARY 2007

WORKSHOP / The Italian fashion textile
Winter Seminar
Keimyung University
Korea

FEBRUARY 2007

WORKSHOP / How to design new trends
in fashion: building a project brief
/ Special Bespoke Course Project
in Milan for Bunka Woman's University
Japan

JUNE 2007

MASTER CLASS / Advanced Training Programme
for professionals in Accessories Design
Hong Kong Design Centre
Hong Kong

TAILOR MADE COURSES

Domus Academy organizes customized courses based on the specific requests and needs expressed by individual clients or partners. These courses can be developed within two principal collaborative formats: courses organized together with other university institutions (primarily in other countries) and intended for young professionals; or courses for companies or institutions, designed as actual, specific company consulting.

The teaching methods usually offer a general panorama of the chosen theme, followed by several case studies, and conclude with a question and answer session between professors and the participants.

The teaching group, composed of professors, designers, managers and consultants with a solid background and experience in the sector, offer participants a "learning by doing" approach.

Seminars, workshops, conferences and direct consulting account for the most frequently requested proposals: these are all developed and/or integrated according to the client's needs, in line with the project's contents and principal objectives.



MILAN SUMMER SESSIONS 2008

A Cultural Tour of the Best in Design in Milan

Cool Hunting

Creating a Fashion Collection

Design for Consumer Electronics

Experience and Event Design

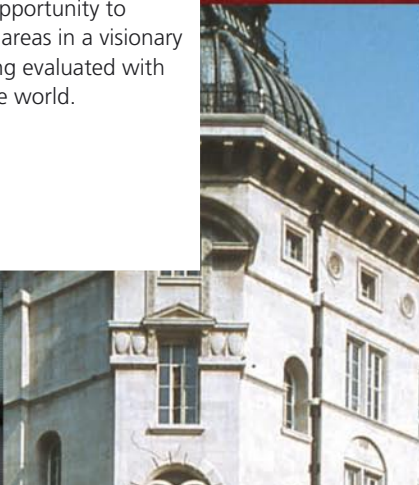
Interior Design For Hotel

LONDON-MILAN THE DUAL CITIES SUMMER SESSIONS

London-Milan the dual city Summer Session is the title of a program that includes a series of summer courses held in collaboration with London's Central Saint Martins College of Art and Design. It offers students, young graduates and professionals a wide selection of thematic seminars in the various project and fashion design sectors, held in two major European capitals: two weeks in London and an additional two weeks in Milan. These four weeks are dedicated to exploring wide-reaching themes, from interior design applied to commercial spaces for tourism to current fashion issues; from technological product design that investigates the tangible interaction of man and technology to the requalification of urban areas as an opportunity to design and redesign a city's historical areas in a visionary key. Similar projects are currently being evaluated with a number of other schools around the world.

University of the Arts London
Central Saint Martins

TOGETHER WITH



ARTEXPERIENCE

First launched by Domus Academy in 2004, ArtExperience is a project that develops around the figure of a major artist from the contemporary art scene through workshops reserved for a restricted number of participants and a number of special events dedicated to the public at large. The first three editions were held in Venice, and were sponsored by Telecom Progetto Italia. Other editions boasted the collaboration of a number of diverse partners, including: the Milan Triennale, Santralistanbul, the Istanbul Biennial and others. Right from its very beginning, ArtExperience's cycle of events and workshops was characterized by the aim of identifying and rendering visible several of the most interesting focal centers of contemporary creativity through unusual and innovative pairing of concrete practices with diverse languages.

Thanks to the participation of internationally-renowned artists like Rirkrit Tiravanija, Christian Marclay, Tobias Rehberger, Olafur Eliasson, Carsten Nicolai, Ryoji Ikeda, Map Office and Ömer Alí Kazma, as well as architects and designers like Andrea Branzi, Yona Friedman, Yung-Ho Chang and Mirko Zardini, curators like Hans-Ulrich Obrist, Hou Hanru, Daniel Birnbaum, Marcella Lista, and experts from various different disciplines (philosophy, anthropology and musicology) like Richard Shusterman, Peter Szendy, Gernot Böhme, Yehuda Safran and David Howes, a number of important contemporary themes and issues were addressed through public conferences, video presentations, performances and concerts. The Domus Academy curators of the ArtExperience workshops have been Maurizio Bortolotti, Cloe Piccoli and Antonio Somaini.

INVOLVED ARTISTS

Rirkrit Tiravanija

Christian Marclay

Tobias Rehberger

Olafur Eliasson

Carsten Nicolai

Ryoji Ikeda

Ömer Alí Kazma

Map Office

ARCHITECTS AND DESIGNERS

Andrea Branzi

Yona Friedman

Yung-Ho Chang

Mirko Zardini

Pelin Tan

CURATORS

Hans-Ulrich Obrist

Hou Hanru

Daniel Birnbaum

Marcella Lista

Vasif Kortun



ArtExperience 2007, Dilovasi, Istanbul



ArtExperience 2004, San Salvador, Venice

DARC

DOMUS ACADEMY RESEARCH AND CONSULTING

First established in 1985, DARC is a professional research and consulting center that works alongside companies, associations and international research institutions to explore themes of design innovation.

DARC was born as an interface for Domus Academy with the business world: an internal structure for professionals capable of developing research and projects, as well as expanding the confines of the design discipline through the investigation of project areas connected with materials, interactive media, communications and the relationship between design and business.

Design is considered an integrated activity, capable of picking up on the signs of transformation within society and markets, and translate them into new products and new strategies for company innovation.

DARC explores and develops skills and talents in new project territories through its own basic investigation and applied research (including numerous research projects that have earned long-term financing from the European Union), and provides consulting services for company management, internal design centers and research and development groups.

Projects that have been realized by DARC have earned international recognition and awards like the *IF Hannover Interaction Design Award*, *ID magazine Interaction Design Award*, *Moebius Multimedia design Award*, *Honda ICTV Design Award*, *Smau Product Design*, *Red Dot Design Award - Communication Design*.

DARC boasts an internal staff that is international and multidisciplinary, capable of working and networking with a vast web of external professional partners. The internal staff includes professionals with diverse design backgrounds, including: architecture and interior design, product design, services design, interaction, visual and graphic design, trend research and human sciences.

The multidisciplinary nature of DARC's internal staff, as well as its continuous exchange with the institution's Master research projects, and through focus groups with ex-students from foreign countries, all combine to guarantee an up-to-date, contemporary vision of design themes and emerging phenomena in diverse sectors.

The activities DARC makes available to companies are developed through the following specific areas: design strategy, brand identity, product design and material identity, interior & architecture, fashion & textiles, interactive media and service experience.

INTERNAL COMPETENCES

Art Direction

Project Management

Product Design

Interaction Design

Service Design

Visual & Graphic Design

Architecture

Interior Design

Trend Research

Human Sciences

Soft Qualities

DESIGN FIELDS

DESIGN STRATEGY

BRAND IDENTITY

PRODUCT DESIGN AND MATERIAL IDENTITY

INTERIOR & ARCHITECTURE

FASHION & TEXTILES

INTERACTIVE MEDIA

SERVICE EXPERIENCE

Guzzini, Material Identity

waiting area

AMONG DARC CLIENTS

3M

Alias

BTicino

Casio

Cosmit

Comune Shiodome

Daelim

Editoriale Domus

Fiat Auto

Honda, Japan

IKEA

La Perla

Logitech Inc.

Merck

Mitsubishi

NCC

Nissan

Philips Design

Provincia di Milano

RCS MediaGroup

Regione Lombardia

Sagit

Seleco

Telecom Italia

Tokio Gas

YKK

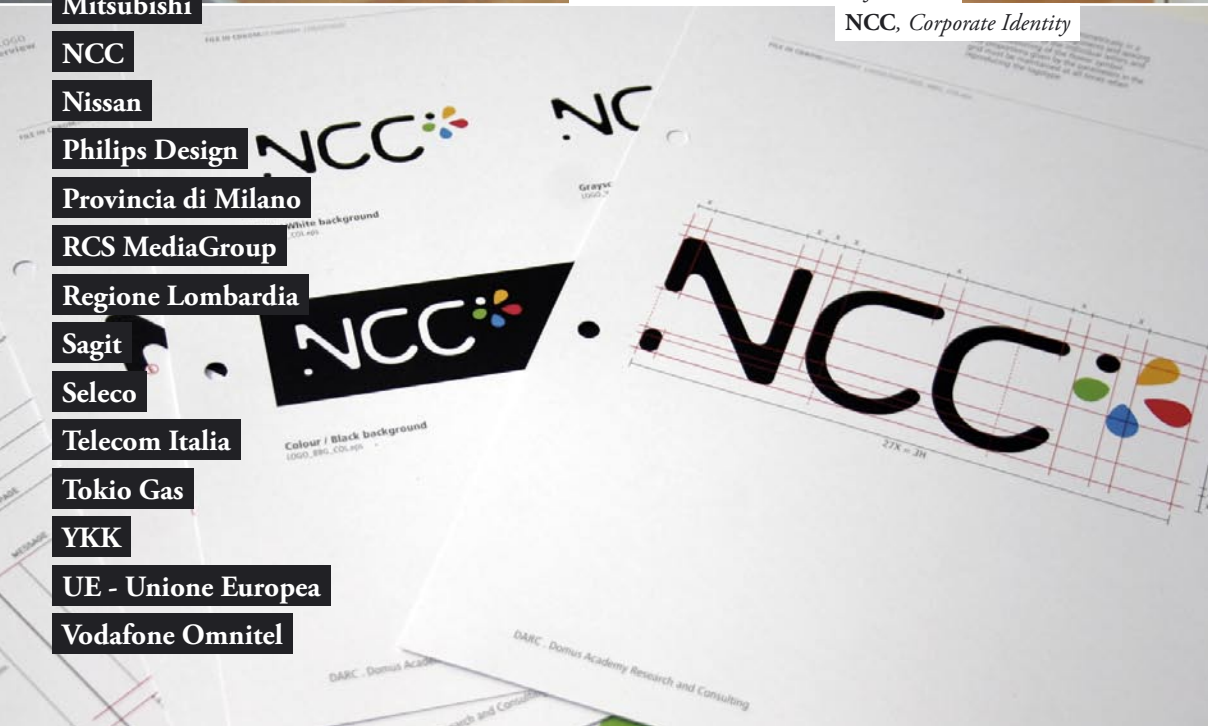
UE - Unione Europea

Vodafone Omnitel



Vodafone Omnitel, Interior Refreshment

NCC, Corporate Identity



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