

### WHAT IS IED?

IED was born in Italy in 1966 to provide the local industry of creativity with young professionals.

The model was a huge success and since then IED has opened 7 seats in Italy, 2 in Spain and 2 in Brazil with desks in India and China (and more to follow...) to enrich and reinforce the brand's global reach.

IED is an international network of education with a 100% Italian DNA.
IED has been operating in the fields of training and research, in the disciplines of Design, Fashion, Visual Arts,
Communication and Management of the creative industries for over 50 years.
IED mission is to offer young talents a thorough training – both theoretical and practical – and hand them the 'Design Knowledge and Mindset' that will be the key success factor in their careers.

According to IED philosophy interaction between cultures generates creativity, which turns into innovation. In an increasingly globalized world, IED aims at contributing to the "wealth" generated by cultural exchanges among different nations, an international perspective always keeping in mind Italian design knowledge and mindset.

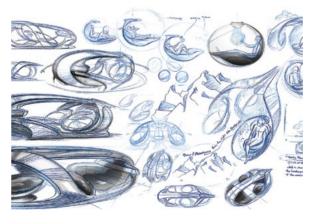
IED is far more than a school: thanks to its unwavering commitment to innovation, it is the melting pot where new generations of professionalism are constantly unfolded. IED forms a truly unique network of encounters, experiences, people and cultures. Our students develop a deep sense of belonging and their drive to innovate and share resources, ideas and contacts forges a tight-knit Alumni community.

The enormous heritage of international creative ideas, words and deeds is a worldwide acknowledged IED value, demonstrating that respect for cultural diversity, multidisciplinarity and the resulting 'culture of jointness' approach to education are an unquestionable key to success.

IED is strongly connected to the future.

This expertise doesn't consist in eye-catching gestures but in a careful observation of present times through a constantly updated academic offer, paying attention to the continuous changes happening in the ways we think, communicate, build. This is why IED education represents an opportunity to approach a more conscious future.







### IED METHODOLOGY

### Learning to learn

IED network boasts more than 1900 lecturers: not only academic professors but also successful professionals carrying out theory classes and practical project work based on their perspective and work experience.

The goal is to convey knowledge through the enhancement of curiosity and self-learning skills.

### Learning by doing

The "Learning by doing" philosophy is an absolute must. Participation to numerous laboratory activities and special projects with companies interpose with regular lessons attendance.

### Learning to interact with the production system

Curricular and extra-curricular activities involving real projects commissioned by public institutions, private companies, agencies and manufacturers are organized every year. By putting in practice what they learnt, and receiving feedback from their clients, IED students build compelling portfolios and are ready for the job market.

### Learning to participate and compete

Learning to work in a team is essential to creative professionals whether they design objects, garments, campaigns, strategies or complex services. IED methodology includes numerous group projects and competitions to develop these soft skills.

### Learning to communicate and build connections

A good designer is able to listen to and understand different perspectives. Through workshops and special projects with external companies and institutions IED students – from different areas – work together to gain professional experience.

Rather than just keeping in step with the times, IED training courses are thriving trend forecasters.

A number of professionals from a variety of backgrounds come together to provide the input for a cross-fertilisation between areas and disciplines. The outcome is excellence.

IED represents a conceptual innovation hub.

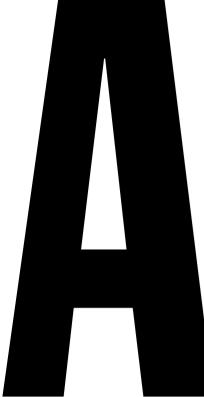
### Learning to start and manage a career

IED trains graduates who are always up-to-date with the shifting market trends. Moreover IED is in constant contact with companies and institutions to guarantee advanced research and technology. Students are definitely encouraged to take up the challenge and are given the necessary tools to manage their own enterprise.









# ACCREDITATION AND ACADEMIC PARTNERSHIPS

Thanks to the innovative methodology and the professional success of IED students, Ministries of Education and Research of the countries where IED operates directly -Italy, Spain and Brazil - officially accredited the majority of IED Undergraduate and Master courses.

IED belongs to Cumulus, the International Association of Universities and Colleges of Art, Erasmus+, Socrates, ELIA, and many more international organizations. Numerous bilateral agreements with prestigious foreign universities provide the chance to take part in the Exchange Study Program and spend a semester abroad at one of our partner universities or another IED location.

### PARTNER UNIVERSITIES

Emily Carr University of Art and Design, Canada

The Central Academy of Fine Arts (CAFA), China

Business Academy Aarhus (BAA), Denmark

KEA, Copenhagen School of Design and Technology, Denmark

Helsinki Metropolia University of Applied Sciences, Finland

École Nationale Supérieure des Arts Appliqués et des Métiers d'Art (ENSAAMA), France

École Supérieure des Arts Appliqués et du Textile de Roubaix (ESAAT), France

ESMOD International, France

Paris College of Art (PCA), France

Fashion Design Institute (FDI), Germany

The National Institute of Design (NID), India

Indian Institute of Technology (IIT), India

Bezalel Academy of Arts & Design, Israel

Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESO), Mexico

Hongik University, South Korea

Kookmin University, South Korea

Korean National University of Culture & Heritage (KNUCH), South Korea

Design Academy Eindhoven, The Netherlands

Yildiz Technical University, Turkey

University of Art and Design Lausanne (ECAL), Switzerland

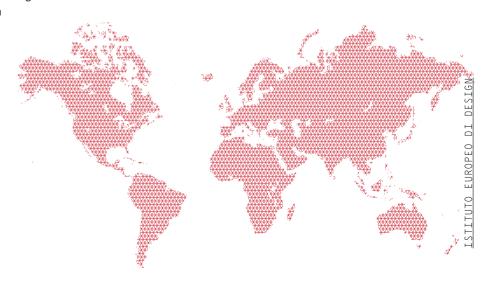
Zurich University of the Arts, Switzerland

University of the Arts London (UAL), United Kingdom

University for the Creative Arts (UCA), United Kingdom

University of Westminster, United Kingdom

The list is constantly updated



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# IED SCHOOLS

IED academic activity is run by IED Schools, independent yet interacting departments. IED Design, IED Moda, IED Arti Visive, IED Comunicazione and IED Management are united by the common denominator of design culture and teaching methodology. All the schools, forge strong bonds with the local industry in their regions; interface with their benchmark sectors; evolve depending on the growth standards of their underlying employment possibilities.

Courses contents are constantly updated to provide IED students with the latest trends in their field of study.



The IED designer is by definition an innovator of forms and functions, an interpreter of the time and a pioneer.





### **IED DESIGN**

Design is a crucial constituent in every area of production, contributing with contents, lexicons, codes of expression, forms, technical and functional aspects to the world we live in. IED designer is by definition an innovator of forms and functions, an interpreter of the time and an anticipator of future trends. IED Design is the real and comprehensive answer to the countless and diversified requirements of the professional design community: designing as a commitment not just for people but also with people. IED is definitely a protagonist speaking of the evolution of the designer role, boasting 50 years of history and always keeping an eye to the future and to new trends. Our graduates develop a "culture" related to design thinking and project methodology, knowledge of the industry and technical skills as well as expressive capabilities and managerial abilities. IED designers are definitely pioneers able to operate in the most different settings, from interior to urban contests, from transportation to lighting, from toys to services and strategies.



DESIGN

**PROFESSORS** 

### FLÁVIA ALVES DE SOUZA

Graduated in industrial design in Brazil. In 1994, she finished a master's degree at the Scuola Politecnica di Design in Milan, after which she collaborated with various studios in Milan. From 1995 to 2001 she collaborated with Sottsass Associati, Milan, developing projects including: objects, exhibitions, showrooms, yachts and private residences. Currently she is working as an independent designer, designing for Pampaloni, Egizia, Abert and Brognoli, Muraoka Japan, Rosenthal, Edra, San Lorenzo, Tecnodelta and yacht interiors for Lurssen.



### **HORGE PÉREZ**

He started his professional career in Fabrica, Benetton's Communication Centre headed by Oliviero Toscani. Since 2005 he works at IED Barcelona where he is Director of I+ED Lab (Innovation & Education) to develop projects between Companies, Public and private organizations & IED network, among them: the Solar Bus Stop (PSI), Volta motorbike shown at Universal Expo in Shanghai.



### PABLO Jarauta

He is Phd. In Philosophy (Universidad de Murcia, 2010). His work moves through different ideas such as history of the utopian thought, history of cartography, ontology of the objects, cultural history of design. Since 2005 he is professor at IED Madrid, of which he is Director of Teaching and Learning since 2014.



### GAETANO DI GREGORIO

He is a Venice based architect and designer involved in interior design interventions and in urban, landscape planning in the lagoon area. In 2003 he founded Spiazzi, an independent visual arts and design center in Arsenale, cooperating with la Biennale di Venezia. From 2006 Spiazzi also promotes self-producer designers at Manos, a temporary show, taking place in Venice, Milan, Helsinki and other cities.



### LUCA BORGOGNO

Luca is a transportation designer, graduated in IED, in 1998. During his 20-year career he was lead designer in Lamborghini and Design Studio Chief in Pininfarina.

He actively participated in designing

He actively participated in designing concept cars e one off ones. Lately he has been appointed Manager of the newest IED Torino Mobility Lab.



### FEDERICO "CHICCO" FERRETTI

Over 20 years of experience in global design innovation consultancies, directing the European studio of Continuum and leading the ID team in Frog Milan. He had excelled in the creation of innovative and meaningful concepts, products and services solutions for different international clients such as Allsteel, Bic, GM, NEC, Haier, Illy, I-Robot, Medela, 3M, Pirelli, Sennheiser and Samsung. He is the Founder and Head of Design Innovation Center of Midea, a Fortune 500 Company with one of the most comprehensive ranges in the home appliance industry. He is an experienced lecturer on product design and design innovation matters, with participations to various prestigious business and design educational venues.



...and many more

<u>JESIGN</u> IED Schools



IED Moda points the way for its students to live and feel this sense of fashion, in an embracing whole and in its individual parts.

### **IED MODA**

Fashion goes across its own contest: dealing with fashion means interpreting contemporary cultural, social, economics and taste trends, going beyond the present and suggesting future cornerstones. Fashion is spread over the world we live in, not just style and aesthetics, but also technique, experimentation, research. Fashion is one of the most representative manifestations of the "Made in Italy" system: people working in this industry have achieved success and international renown as a result of the fashion system ability to blend an entrepreneurial spirit with creativity and innovation.



IED Moda is a complete, exhaustive response to the increasingly diversified and specialized training requirements expressed by the fashion system. Fundamental to this approach is the school's relationship with the entrepreneurs and professionals working in the Italian fashion, textile and jewelry businesses. IED Moda points the way for its students to live and feel this sense of fashion, in an embracing whole and in its individual parts, as an interaction between different perspectives and a combination of diverse professional skills. IED Moda trains creative professionals who can manage the different steps of manufacturing process: from strategy to creation, from production to logistic, from sales to marketing and brand communication.

IED

MODA

**PROFESSORS** 

IED Schools

# RICCARDO Bresciani

He is a consultant for business development, strategic planning and marketing innovation. He works with some of the top companies worldwide, from fashion to luxury, from food to lifestyle, dealing with research insights and strategic branding topics. From repositioning to innovation, he helps companies dealing with brand challenges delivering trend analysis, market research and marketing intelligence. He's also keynote speaker for companies' conventions and innovation decks around the world.



### YAMÊ REIS

She boasts a successful career in the leadership of fashion projects with a major impact in the Brazilian market, empowering creativity and generating new business in companies such as Cantão and Le Lis Blanc. She dealt with organization and redesign of creative processes in medium-sized and large fashion companies.

Moreover she was curator of Fashion Rio from 2000 to 2005.



# OLIVIA Spinelli

Head Designer for BIKKEMBERGS kidswear collection. She expresses her own creativity by designing a fashion product that forecasts trends. Her ability to create synergies and understand different languages has proven instrumental in order to optimize time and resources, minimizing errors at the same time.



# PAOLA PATTACINI

Textile and Printing Specialist. She began her professional career at Max Mara Fashion Group. She has worked as textile developer and as collection and fashion shows coordinator for Gianfranco Ferrè. She ran important companies as Fashion Coordinator (Marina Rinaldi, Max Mara, DiLiborio luxury brands). Lately, she has been entitled Accessories Director at Ermanno Scervino.



### **SARA SOZZANI MAINO**

She is the deputy editor-in-chief of Vogue Italia and head of Vogue Talents, a network meant to support the ever-growing scene of emerging designers. Far from being a simple publishing project, Vogue Talents showcases the work of the best rising talents in womenswear, menswear, accessories and fashion photography.



# GIOVANNI OTTONELLO

He has been a consultant for companies in innovative projects (Salvatore Ferragamo, Bottega Veneta, Hugo Boss, Mandarina Duck, Combipel, Carrefour, Lancia, Ethos...) He travels the world for lectures. seminars, workshops or conferences ranging from graphics, to fashion, design, film, photography, contemporary art in various bodies and international institutions.



### **PILAR PASAMONTES**

IED Barcelona Fashion Scientific Director, consultant and analyst. She is Professor of Fashion History and ex-vice president of ModaFAD. She contributes on regular basis to communication media.



...and many more



IED Arti Visive is a research
laboratory where students
can develop their own language
and experiment to gain
new creative skills.

SOUNDS SOUNDS ENTITE AANACIACIA







### **IED ARTI VISIVE**

"A picture is worth a thousand words".

We live in a world where images and sounds pervade our daily existence and are the primary vehicles we use to transmit values and significance of our ideas and products. The way a concept or project is 'presented', is no longer considered just an accessory. It determines and strongly contributes to the success of a communication message whether in fashion, design, advertising, culture, politics or social field. Their strong evocative power works as "leverage effect" upon communication; at the same way expressive languages generate new connections among aesthetics, ethics, contents and other disciplinary areas.

IED Arti Visive bets on a diversified training joining humanistic approach to research and experimentation labs. IED Arti Visive, in fact, is a research laboratory where students can experiment in order to develop higher creative skills as well as their own language, and thereby get started for the job market. IED Arti Visive trains professionals able to handle with cinema, art, music, communication, motion graphic, animation 3D, interaction design, digital art projects, public art, performing arts and interactive installations.

# IED **ARTI VISIVE**

**PROFESSORS** 

### ARTUR GRISANTI **MAUSBACH**

Architect and urban planner committed to design, education and research. Doctor in Vehicle Design at the Royal College of Art (UK), his thesis Paradigm Shift-The Aesthetic of the Automobile in the Age of Sustainability presented a breakthrough to its area of knowledge. Mausbach Design studio provides consulting services for the automotive and mobility industries, from Brazil to Asia, focused on sustainability and aesthetics, aiming to improve designs or develop new products for daily use and a sustainable future.



### **PAOLO RUI**

Illustrator, painter and creative soul. Since 1989 he has been working in both advertising and editorial fields in Italy and Taiwan. In the Board of AI - Associazione Illustratori since 1992, he was President from 2001 to 2005. In the Board of EIF-European Illustrator Forum since 2004, he was President from 2011 to 2013 (currently Vice-president).



# LUCA Barcellona

Freelance graphic designer and calligrapher based in Milan. He teaches calligraphy with the Associazione Calligrafica Italiana, and IED Firenze. His work blends tranditional penmanship skills and the digital era tools. Among the brands that requested his lettering Carhartt, Nike, Mondadori, Zoo York, Dolce&Gabbana, Sony BMG, Seat, Volvo, Universal, Eni.



# MAX GIOVAGNOLI

Transmedia storyteller and researcher. He has given presentations and lectures at TedxTransmedia, Scuola Holden, Transmedia Storytelling Workshop, Ventana Sur Festival (Buenos Aires), VIA Transmedia & Fashion (Aarhus, Denmark). In the last years he managed transmedia projects for movies and TV series in cooperation with Universal, Warner Bros., Walt Disney, Fox, M2Pictures and Lucky Red. He is Movie Area Responsible for Romics International Festival of Comics, Movies and Games, Cartoons on the bay, Cross-media and Animation Festival.



# MASSIMO GIACON

He was a leading figure - in the early 80's - in the renewal of Italian comics triggered by magazines like Frigidaire, Alter, Linus, Dolce Vita, Cyborg, Nova Express. He currently works as a designer, with prestigious studios and brands (Sottsass, Mendini, Alessi, Artemide, Swatch, Memphis, Olivetti).



# MARCO NERO FORMISANO

He works as advertising/fashion photographer and as director of photography. Based in Milan, he is specialized in people, lifestyle and fashion shooting for campaigns and editorials, short films and commercials.



# STRATEGY, CREATIVITY, OVERVIEW AND INTUITION

TOOO WOLENCE

TOOO O WOLENCE

TOO OLIVERS

THE TOO OLIVERS

OLIVER

An innovative and dynamic approach to operate with creativity in the contemporary multimedial world.



IED COMUNICAZIONE IED MANAGEMENT

IED offers an alternative model to the traditional schools of communication and management, mainly focusing on the needs of contemporary companies.

**IED Comunicazione** trains professionals who can critically read social and cultural phenomena, consciously build ideas and thoughts, develop innovative and avant-garde projects, emphasize multidisciplinarity and creativity. A proper communication strategy is the key for achieving project success. From small start-ups, to SMEs, to multinational brands, from industry to politics, from non-profit to tourism or art. Because of the globalization, the science of communication is a constantly changing discipline.

To operate in this field, it is demanded a whole comprehension of cultural, social, aesthetic and linguistic contemporary codes.

**IED Management** integrates innovation processes, multidisciplinary decision-making, a human-centered mindset and business strategies, to create effective products and services addressing the current landscape of the challenges the world faces today (such inclusion, sustainability and diversity) toward successful and meaningful companies. IED Management is based on the Design Management philosophy which blends designers' way of thinking, sensibility and methodologies with business viability, management strategies and market value creation. Design Management tackles from core design disciplines to business design, considering technology feasibility, through empathizing with current and future customers, optimizing experiences and imagining and facilitating change, by means of agile, innovative and human driven processes and methods.

# COMUNICAZIONE IED MANAGEMENT

**PROFESSORS** 

### **ELENA SACCO**

She is called "The Queen of Branding" putting her signature on international branding projects for companies such as P&G, Marazzi Group, Azimut Yachts, Jacuzzi, Barilla, Giorgio Armani, Natuzzi, Atkinsons, Well amongst others. She founded the MarComm consultancy department of Studio Sacco in Milan in 2009 and is currently the Director of IED Milano Communication School.



# SASHA VIDAKOVIC

Through his internationally acclaimed SVIDesign studio in London he collaborates with Victoria Beckham, Ferragamo, Harrods, Moroso, Zegna, WWF, Transparency International, Taschen, Alfa Romeo, Azimut Benetti etc. The remarkably experience in the field of visual communications covers strategic programs, visual identities, packaging, environmental graphics.



### **ANNA SABATER** CASAS

Founder of It's about product, strategic consultancy company specializedin branding and fashion product.Currently Anna advises textileand clothing companies in Europe and Latin America in developing their product strategy, methodologies, tools and processes through collection structure, the construction definition through product development.



# MASSIMO VERRONE

In 1999 Massimo joined his first Advertising Agency, Publicis. In 2001 he moved to Lowe Pirella, managing some agency's clients such as Gruppo L'Espresso, Muller and Maserati. In September 2008 he joined 1861 united as Senior Art Director. In 2011, he became Deputy Creative Director, coordinating Vodafone brand. From 2016, he's been working as Creative Director of Leo Burnett in Milan and Rome offices.



# PATRICIA WEISS

Patrícia is the Chairwoman of **Branded Content Marketing** Association South America (thebcma. info), Executive Producer & Strategic Branded Content Consultant at ASAS. br.com (international collective of storydoers), Director of Abril Branded Content Studio - the largest publisher in Brazil. With 29 years of experience in the marketing and communication fields, Patrícia is focused in to create authentic and meaningful brand narratives at the powerful Intersection of Marketing. Entertainment and Culture, having worked in major ad agencies such as Ogilvy, DM9DDB, McCann, Africa, the british M&CSaatchi as co-founder in Brazil and Leo Burnett as SVP Head of Planning Latin America.



...and many more

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IED has over 120.000 former students from 90 countries across the five continents, an international network of young professionals who started their careers with different perspectives, embracing a global and contemporary vision. Leaders of the creative community worldwide.





—Piccione. Piccione Al 2017/18 Ph. Marco Giuliano



"The years spent in IED are a strong memory to me, as I met so many people I'm still in touch with. Everything was perfect, from professors to colleagues, I would do the same choice today. I wish many other students could experience and deepen what this school can offer"

### **Salvatore Piccione**

Piccione. Piccione – Creative Director Fashion Design

"Illustration is an imaginary world using the same criteria of our world. If you are talented you can find a job and pay your rent by designing a house shaped like a cloud or a woman with three pitchers."

### Olimpia Zagnoli

Freelance Illustrator, among her clients: The New Yorker, Taschen, TIME, Google, Marie Claire, Rolling Stone, Monocle, Vanity Fair, Air France.

Illustration and Animation







"We weren't considered students, but partners. All teachers are professionals and work alongside you, to follow your crazy ideas and help you understand how to make them useful for companies."

### **Bodin Hon**

Entrepreneur First Prize James Dyson Award 2014 Targa Giovani ADI 2015 — Product Design



"I realized that design is not merely an activity concerned with aesthetics, but it is all a logical process that leads to the more strategic development of the company and the brand."

### Serena Bonomi

Napapijri – Designer – Product Design

"A unique experience that brings you straight to the action. We had the opportunity to experience the actual job of a car designer, with a great team made of special people, and show the project in the best car show in the world. I really enjoyed it, great times, great friends, and the job i always dreamed about. Recommended!"

### Giovanni Bulgarelli

Ferrari – Technical Advisor — Car Interior Design





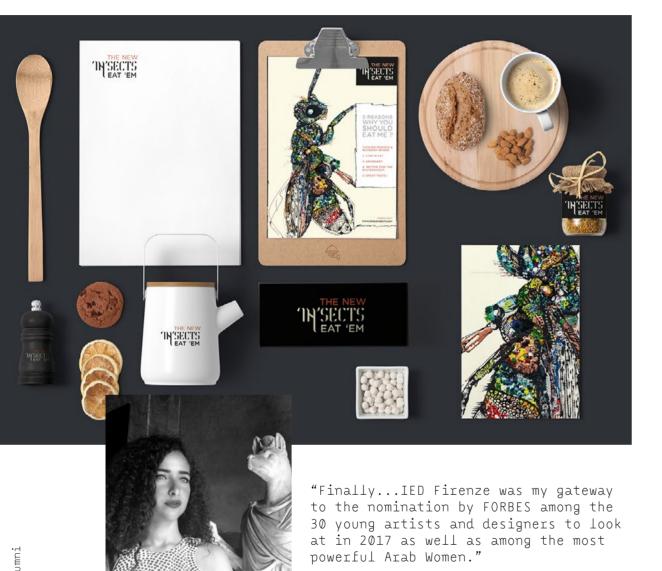
"An intense and thorough educational path. A path of life, creativity and growth. If you want better, go get better. Starting from IED."

### Sophia Margot Jarvis

Adidas – Retail Concept Developer Interior Design

IED Alumni

ISTITUTO EUROPEO DI DESIGN



**Ghada Wali**— Graphic Designer



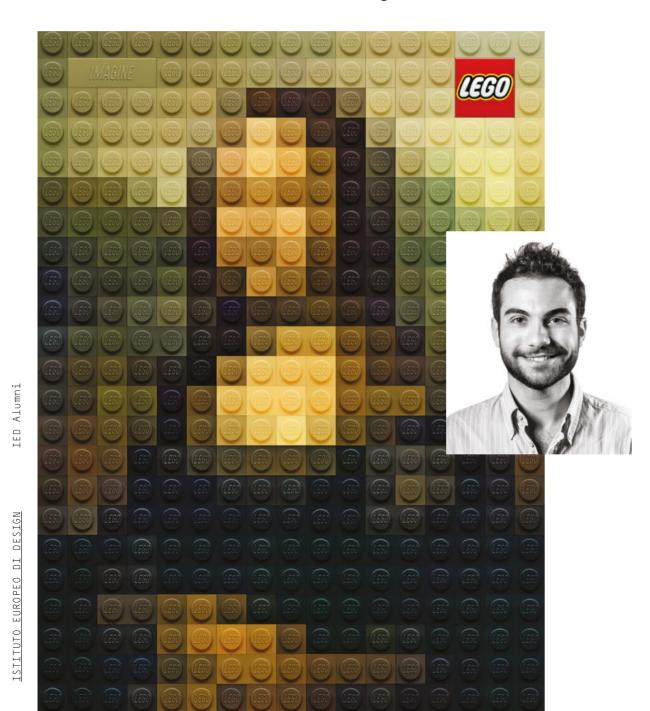
"Diderot said: 'The imagination imitates. The critical spirit creates.'
Thanks to IED I learnt to question myself and use the most appropriate language to tell my creative universe."

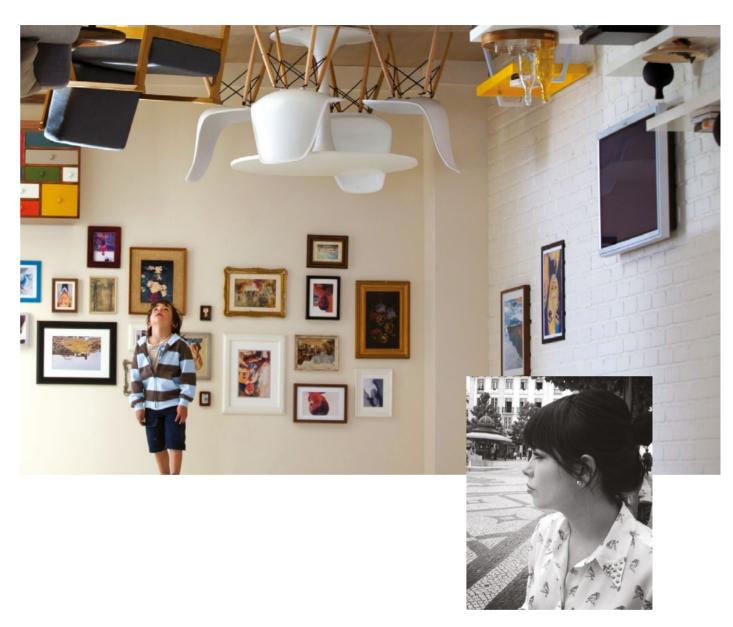
### Claudio Cutugno

Giambattista Valli, Paris – Designer — Fashion Design "I am the ultimate demonstration that you can reach your dreams following your passions, desires, strengths: an eminent foreign agency demanded me a work I had developed as IED student. You have to follow your path and do not just pick the faculty you think is the 'safest' thinking about your future job."

### Marco Sodano

Ogilvy & Mather Group – Art Director — Advertising Communication - Art Direction





"I had the opportunity to meet great people along the way, to feed myself with new experiences and put into action, mature, change, and exchange my professional and personal perspectives of the world."

### Catalina Cadena

McCann Lisbon – Strategic Planner

— Brand Management and Advertising Communication

# STUDIED WITH US

Gabriele Aimone Cat Press Office Responsible at Bosch Group Italy • Ettore Bilotta Designer, founder of Maison Ettore Bilotta • Benedetta Bruzziches Designer - Bags Storyteller - founder of Benedetta Bruzziches brand • Angela Capolupo Illustrator and colorist at Walt Disney Co • Geo Ceccarelli General Manager and Creative Director at TBWA Italy • Gabriele Chiave Designer, Art Director at Marcel Wanders Studio • Marco De Vincenzo Designer, Ufficio Stile Fendi and founder of Marco De Vincenzo brand • Jennifer El Hage Art Director and Photographer • Aureliano Fontana Associate Creative Director Publicis • Ferruccio Forcella Creative at Filmmaster Events • Elena Ghisellini Accessory Designer, founder of Elena Ghisellini brand • Ronen Jehezkel Designer Founder of Park e Ronen brand – New York Alessandro Malaspina Senior Designer at MV Agusta Valeria Mangani Fashion Designer, VM Company and Vice President of AltaRoma • Gianni Mascolo Art Director at Il Venerdì di Repubblica • Enzo Miccio Stylist, Wedding and Event Planner, TV conductor on Real Time • Andrea Militello Senior Designer at Ferrari Design Center • Daniele Minestrini Designer, Director of Architecture and Store Design for the Americas at Lacoste • Pedro Montenegro Bergamo Brand Connections Coordinator at Nike • Marco Ontano Art Director, Creative Director at Leo Burnett, founder of Marcontano brand • Roberto Ortu Art Director and Video Director - Social Media Manager at You • Salvatore Piccione Fashion Designer founder of Piccione. Piccione • Danilo Ragona Product Designer and founder of Able to Enjoy Antonio Facco Interior Designer at Cappellini and founder

of Antonio Facco Design Studio • Attila Veress Designer at iGuzzini and TVS • Matthieu Aquino Designer, Senior Director, Brand Experience & International Design at PepsiCo Davide Angeli Designer at Michele De Lucchi Studio **Alessandro Bulgarini** Senior Industrial Designer at Ferrero Marco Maggioni Designer at GiòStyle, founder of Marco Maggioni Studio • Sigurdur Thorsteinsson Designer. Partner Design Group Italia • Mauro Perini Illustrator. Art Director and Senior Concept Artist at Ubisoft • Luca Borgogno Lead Designer at Pininfarina • Andrea Loi Senior Exterior Car Designer at Alfa Romeo • Fabrizio Vacca Interior Car Designer at Maserati • Andrea Berardi Exterior Car Designer at Fiat Chrysler Automobiles • Vincenzo Lattanzio Fashion Designer at Prada • Alessia Melioli Fashion Accessories Designer at Giorgio Armani • Luca Bruni Bossio Senior Jewelry Designer at Versace • Gaia Fraschini Stylist at L'Uomo Vogue • Erika Soffia Shoes Designer and Male Leather goods at Gianni Versace • Saba Tedla Project Manager at Luisaviaroma.com • Ivan Telesca Senior Interior Designer at Ford Motor Company • Emiliano Ponzi Illustrator www.emilianoponzi.com • Alessandro Gottardo Illustrator www.alessandrogottardo.com. Alberto Salván and Nicolás Reyners - Founders of Tres Tipos Gráficos • Mike Madrid - Founder of Cup of Couple Jaime Hayon - Founder of Hayon Studio. • Pepa Salazar - Pepa Salazar Founder. • Leyre Valiente - Leyre Valiente Founder. Moisés Nieto - Moisés Nieto Founder. • Xim Ramonell & Brais Vilaso - Assistant Magazine Founders. María Lemus - Maria Ke Fisherman Founder. • Maria Rosenfeldt - HERIDADEGATO Co-Founder. • María Clé Leal - María Clé Leal Founder. • Lina Amat - Senior Accessories Designer at Jimmy Choo. London. • Andrea de la Rosa - Menswear Accessories Assistant Designer at Kenzo -Paris. Ana Balboa - Women's Outerwear Designer at Pull&Bear - Spain. • Fernando Soriano Iglesias - Senior Accessories Designer at Calvin Klein - London. • Ana Nsue -Technical Designer at Adidas. • Tiago Valente - Creative Consultant at Value Retail - China. • Luis Alberto **Berrendero** - Design Director at Pedro del Hierro - Spain. **Keko Ponte** – Design and User Experience Director in The Cocktail • Ritxi Ostáriz – Visual Designer in Fjord - Madrid Estefanía Silva – Brand Identity and Experience in Barrabés Meaning • Amaya de Corral - working at INDITEX in ZARA HOME • Lera Moiseeva - works with Luca Nichetto • Mayla Tanferri & Vitor Inoue - Editora Abril • Mayra Santos - Editora Globo • Fernando Jurado - Estudio Mol Helena Sbeghen & Gabriela Luchetta - PS2 Arquitetura Larissa Matsumoto - Escritório Gucci • Beatriz De Souza Medeiros - Carina Duek • Felipe Crepalde Alves -Reserva • Paulo Edison Martins Fialho - Ellus Second Floor • Camilla Padilha - L'OFFICIEL Isadora Holanda **Binotti -** Elle Magazine And many more

# STUDENT AWARDS

**Art Directors Club New York Autostyle Design Contest** 

**Azimut Yachts Design Award** 

BASE - Biennale d'Arte degli Studenti Europei

**BMW Creative Lab** 

**Bogota Fashion Week** 

**Braun Prize** 

**Cannes Lions International Festival of Creativity** 

Clio Awards New York

Compasso d'Oro ADI - Targa Giovani

**Contest Red Bull** 

Contest Suspended Formabilio

**European Fashion Design Competition** 

Expo Zaragoza y Adidas Original

Fashion Film Festival Milano

Ferrari World Design Contest

Festival di Cannes

Festival International du film d'Animation Annecy

Forbes

Gold Spikes Asia at Singapore Festival of Creativity

**Graphis Awards** 

IF Concept Award

**Image Impact Design Contest - GE Plastics** 

**Interior Motives Design Awards** 

ISPO Award

ITS - International Talent Support

**James Dyson Award** 

Koizumi Internationale Lighting Design Competition

**LG HIMACS European Competition** 

**London International Advertising Awards** 

M.Y.D.A. - Millennium Yacht Design Award

Merit Award FEP Emerging Talent Award (FETA) Moda FAD

**Movistar Award** 

New Talents Contest -The Brandery

**Next Generation** 

**Plastic Technologies Award** 

**Première Vision** 

Red Dot Design Award

Rometti Award

São Paulo Pret-à-Porter

Shiseido "Make up the Wall"

Social Design Award to Cel Obert Project

Society of Illustrators New York

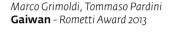
Taiwan International Design Contest

Targa Rodolfo Bonetto

**TED Triumph Inspiration Award** 

Videobrasil em Contexto

Who is on Next?





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# IED PLACES

## GENIUS LOCI SPIRIT OF THE PLACE

Every place has its own history, a soul, a strong identity featuring its own language, habits, traditions. IED has always been searching and interpreting this kind of spirit that is the starting and arrival point of each creative and educational thought. This strong bond connecting every IED seat with the relevant cultural, economics and managerial environment generates a virtuous circle of influences.

Thanks to the participation to events, projects, meetings, catwalks and workshops, each student meets the real protagonists of a specific territory and strengthens the city experience. Studying and living in one of the many IED cities is a strategic choice, a first move to become, at the same time, excellent professionals and citizens of the world.

# IED MILANO: THE CRADLE **OF DESIGN** AND INDUSTRY

IED Milano has always been based on know how, designing for companies, design culture and methodology, and especially on training young creatives to follow their dreams and turn them into reality. It was in Milan, in 1966 and every years welcomes more than 2500 young talents. An open city campus spread over the city centre making the city itself a part of the educational experience.

Studying in IED Milano means enter in contact with a network of Italian and foreign professionals, active in fashion, design, management and visual. A network of consultants and companies that represents Italian excellence and guarantees a very high level in terms of didactics.



### **MILANO GENIUS LOCI**

At the heart of a metropolitan area that bears comparison with London and New York, Milan is for the whole world a synonym for art, industry, finance, design and fashion. Artists such as Leonardo and Bramante worked in Milan and, four centuries later, Marinetti and Boccioni, founders of the Futurist Movement. More recently, celebrated architects and designers, such as the Castiglioni brothers, Magistretti and Zanuso, and fashion designers like Armani and Versace, to name just a few, made Milan the world centre of fashion and design. Art, science, industry and finance are the cultures at the root of this city pragmatism and of its creative and entrepreneurial spirit. It is no coincidence that IED was born in Milan. drawing the inspiration for its teaching methods from the know-how, the thinking and the innovation so typical of Milan hinterland and its history. Designing both goods and services for industry and with industry is the vocation of IED Milano, where design in all its forms is taught and practised.

### Salone Internazionale del Mobile

The most important event of design is Salone Internazionale del Mobile taking place every year in April. The related Fuorisalone is not a fair event, it doesn't have a central organisation and it's not managed by any Institution. It started spontaneously early in the 8o's through companies working in the furnishing and industrial design sectors. Currently, it is expanding into many related sectors including automotive, technology, telecommunications, art, fashion and food

### Milan Fashion Week

From 1958 it is one of the 4 biggest worldwide fashion boosting the global capitals of fashion: besides Milan also London, New York and Paris.

### The Week of Communication

Discussions about new trands in publishing and business communication, technologies, art and design.

### Social Media Week

Dedicated to Social Media and their effects on daily life, this platform takes place in 5 continents simultaneously.

The famous contemporary art kermesse, MiArt puts together ideas, languages, experiences combining the features of Milan with the international realities.

### Milan Film Festival

Born in 1966 as a small independent cinema event it is nowadays a real talent scout for that portion of cinema production unbound from market rules.

### InVideo

This international exhibition dedicated to video and cinema is a reference for the whole audio-visual production connected to electronic and new technologies.



IED Places

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# IED FIRENZE: DESIGNING THE NEW ITALIAN RENAISSANCE

IED Firenze finds home in a contemporary building placed at the very centre of the Renaissance architecture, just behind Brunelleschi Dome. In such incomparable place for those who wish to learn from the past and be protagonist of the future, the mix of tradition and innovation is the key element of the educational experience. IED Firenze pays a lot of attention to the enhancement of Tuscany and to the merger of different cultures to generate a virtuous relationship between fine craftsmanship and industry, mixing classical and contemporary art; old and contemporary knowledge. A relation boosted by the strong connections between IED and Tuscany industrial districts: in particular with the leather and Design district in Prato and the one of marble in Carrara. Along with that many international collaborations with companies like Adidas, Pepsi China and Tiger.





### FIRENZE GENIUS LOCI

Florence boasts one of the world most important artistic and cultural heritage, but it is also a city with a long history in Italian design and fashion from Vespa to Gucci. It is located in the heart of a region home to major manufacturing excellence that has given Florence an enviable international reputation in fields ranging from fashion and artistic craftsmanship to design and technological innovation The virtuous relationship between high quality artistic craftsmanship and industry is a traditional feature of the quality of production in Florence and its surrounding. IED Firenze represents this special relationship that, when applied to training, translates into blending all these skills – both old and contemporary – which are at the basis of new professions.

### Pitti

Pitti Immagine organizes some of the most famous events speaking of fashion, lifestyle but also wine&food and fragrances: Pitti Man, Baby, Yarns, Fragrances, Taste. Besides the runway show there are many cultural events comparing fashion to other creative contemporary languages.

### **Taste**

The exhibition dedicated to the excellences speaking of taste and food lifestyle, the Italian parlor of eating healthy.

They meet here the best international agents of the sector but also the foodies public.

### Middle East Now

Cinema, short films, artistic projects, musical performances, culinary events, books press conferences, with the protagonists of contemporary culture coming from Middle East.

### F.LIGHT

Firenze Light Festival is organised by Florence municipality, in occasion of December Christmas typical illumination. Every year IED participates in with Dimora Luminosa project, video-projections enlighting the front of Santo Spirito Church.

### Wired Next Fest Festival

It is organised by Wired Italia (Milan and Florence), on innovation and learning innovation. Two weekends dedicated to experience innovation on economics, science, politics, entertainment, culture. IED is one of the partners.

# IED ROMA: A CROSS-MEDIA CAPITAL

Opened in 1973, IED Roma is a benchmark in the cultural and educational landscape of the capital. Nowadays, the school hosts its students - 30% are foreign coming from over 30 countries - in three prestigious seats located in Testaccio and San Giovanni districts. Thanks to the participation to big events, projects with companies, meetings with opinion leaders and workshops, each student meets the local protagonists of creative activities and strenghten the cultural background.



### **ROMA GENIUS LOCI**

The leading city of the world due to the sheer scale of its cultural heritage, in its 30 centuries of history it's been the first and the largest metropolis of the world. Its culture has influenced the society, literature, art, architecture, religion, philosophy and law of the entire Western world.

The very idea of network derives from the efficient organization adopted by Rome in its use and circulation of excellence in the world as it was then known. Modern and contemporary Rome is also an essential venue for haute couture, communication design, and all the other aspects of design, whose purpose is to generate non-material goods and services. Graphic design, visual arts, filmmaking, television, multimedia, web contents, and video art together with teaching contents related to cultural heritage and the design of services for tourism constitute the truly unique core of studies of this seat. Studying in Rome is an incomparable living/learning experience.

### Festa del Cinema

From 2006 in the prestigious Auditorium Parco della Musica setting designed by Renzo Piano, Hosts every year in fall season the prestigious international event that is definitely a landmark for all cinema professionals and red carpet lovers.

### AltaRomAltaModa

Two events per year - in January and June. During Rome Fashion Week Italian memorable maisons get along with the newest international contemporary ones.

### Romaeuropa Festival

A show dedicated to the best worldwide contemporary artistic production. From over 30 years the 5 continents have been joining up in a magnificent event made of dance, theatre, music, cinema, visual arts and technologies.

### Maker Faire

It is the biggest event about innovation, merging science, science-fiction, technology, leisure and business. Involving more than 600 inventions and 90 thousands of visitors, the Maker Faire Rome affirmed in 2014 as the biggest after "Area Bay" and "New York".

### Outdoor Festival

It is an expression of contemporary culture. Outdoor Festival aims at promoting the city change through art, music, video and talks.







# IED TORINO: ENTERPRISE, RESEARCH AND CULTURE IN NEW URBAN SCENARIOS

At the heart of the city since 1989 IED Torino is recognized with some authority as one of the world most important centers for the training in transportation design. Aligned with the knowledge and research typical of its context, this campus develops and focuses its design work towards concepts of future mobility and the most advanced and innovative manufacturing clusters.

However, transportation and mobility are not the only features of IED Torino including also interior and product design, fashion and jewelry design, visual arts and communication design. Particular attention is given to the theme of sustainability through dedicated courses or curricular modules.



### **TORINO GENIUS LOCI**

More than just an industrial hub, since the end of the nineteenth century Turin has been a home to research and innovation in fields ranging from filmmaking and fashion to communications, visual arts and humanities. Its vocation for eclecticism and experimentation has made it one of the world most important car industry capitals and, in recent decades, a world-class benchmark for a new culture of food and for research into environmental sustainability. Since 2014, Torino is part of the international network of UNESCO Creative Cities for the Design category.



### **Artissima**

International contemporary art event. A stage of the best research in the visual arts: over 180 galleries with works by over a thousand artists. Museums, foundations, magazines, conversations, meetings and the off event: Paratissima, dedicated to emerging talents.

### Club2Club

Amongst the most appreciated music, art and electronic culture festivals in Europe, Club To Club organizes many concerts, performances and DJ sets every year in November, during the Contemporary Art Week.

### Salone dell'Auto Parco Valentino

The Motor Show is back in Turin, an event that brings the car back to the crowd, registering the participation of 650,000 visitors from all over Italy. An appointment that consolidates the synergy between Turin and cars with an eye to the future.

### Salone Internazionale del Gusto and Terra Madre

The biggest international market/exhibition entirely dedicated to food and its producers: hundreds of exhibitors, big names from wine&food, renowned chefs, farmers, fishermen, shepherds, sommeliers, professors and artisans.

### Operae

Not only a great design fair, but also the opportunity to discover new products, take note of emerging phenomena, get in touch with professionals and stop to reflect on those aspects that the design industry touches. Thanks to a program of meetings with personalities from the world of design, economics and culture and a rich calendar of workshops, Operæ involves professionals, enthusiasts and the curious.

### **Torino Fashion Week**

Un appuntamento importante per l'industria della moda. Si rivolge agli stilisti emergenti che trovano ispirazione dalle nuove tendenze e innovazioni provenienti dal territorio e dalla tradizione che il Piemonte offre, con i suoi famosi marchi di fama internazionale e le aziende di produzione tessile.



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# **IED VENEZIA:** AN INCUBATOR OF KNOWLEDGE AND RESEARCH **IN ARTS** AND CRAFTS

Located in the Lagoon since 2007, IED Venezia has settled inside the fifteenth century Palazzo Franchetti, a prestigious palace overlooking the Canal Grande and the famous Ponte dell'Accademia. School of creativity but also cultural center able to join knowledge and know-how, IED Venezia promotes courses dedicated to managerial and manufacturing aspects of design, in close relation with the local companies and institutions, and with the international contemporary art scene. Over the years, IED Venezia has been acknowledged as a reference place for cultural production, education and experimentation act as catalyst for projects, people and energies at local, national, and international level.



### **VENEZIA GENIUS LOCI**

A symbol of culture, art and commerce, Venice is a city suspended between land and water, where the exchanges between local and international talents represent an opportunity of innovation. Venice has always been a crossroads of different cultures, languages and ideas coming together and meeting local craftmanship thus generating original design. At the same time, the city represents a world art center critically engaged into debates related to culture and arts both classical and contemporary.



### Carnival

Water parade, masks, atmosphere players: the emotional party fascinating and enchanting people from all around the world every year is in Venice, where the art of camouflage was born, where every excess is permitted.

### Biennale

Every year in spring and summer come in quick succession events of Biennial Theatre, Music, Dance and Cinema gathering actors, musicians, performers and dancers from all around the world, while Biennial Art and Architecture move on in alternance. Both the International Biennale of Art and Film Festival are the first and oldest events organized in their kind still in existence. Thanks to the Venice Biennale, the Italian word "Biennale" has acquired a wider significance and has become par excellence synonymous of great international event recurring, regardless the cadence.

### Mostra Internazionale d'Arte Cinematografica

Every year in September this event is a great manifestation about the "7th art". High-quality cinema in the presence of the most famous actors, directors and producers.



# IED CAGLIARI: AN OPEN SOURCE CITY LAB

IED Cagliari is a hub for advanced training in a territory marrying uncontaminated quality of nature and stirring up new ideas.

IED Cagliari educational offer is featured by the development of Service Design concept, broadened from person to the territory: a new approach to the concept of wellness that takes in everything from the individual to the city and its surroundings.

IED Cagliari focuses its training curricula on developing service design courses oriented towards new topics such as sustainability, hospitality, environment, addressing the quality of life in large contemporary cities, and new technologies applied to the media.





### **CAGLIARI GENIUS LOCI**

Cagliari seems tailored on a human scale, small by size and big by culture, arts and history. A truly ancient city that has played a leading role in the history of the Mediterranean, Cagliari is now one of the areas that hosts the world's greatest concentrations of Information Technology companies. Cagliari is on the edge of a new transformation addressing Sustainability, Environment and Hospitality as the new keywords of development.

Excellence is present both in traditional and innovative enterprises melting together old values of mediterranean hospitality and new technologies. Creativity in Cagliari is borderless.

### Isole che Parlano

International festival of music, theatre and visual arts, designed and directed since 1966 by Paolo and Nanni Angeli together with Sarditudine Association. It takes place at the beginning of September among Palau, Golfo Aranci and La Maddalena.

### Cagliari European City for Sport 2017

Cagliari was nominated European City for Sport 2017 thanks to its fostering of free sport activities, meant as an integration tool.

### Saint Efisio

Every year from 1657 on May 1st an event merging faith, folklore and traditions: the statue of Saint Efisio Martyr, patron of Sardinia, is brought through a parade made of wagons, horsemen, devotees, from Cagliari to Nora, the city of his torture. It is a 65km walks made in 4 days.

### Sinnova Sardegna

A community entirely focused on innovation in Sardinia. From 2013 is an exhibition on innovation supporting the enterprise. A meeting place for companies, institutions and young startuppers.

### Open Campus

The innovation ecosystem. It is a co-working place opened by Tiscali for innovation and creativity lovers speeding up the launch of new start-up related to digital, new media and communication.

### Monumenti Aperti

From 1997 between April and May more than 50 Sardinian districts open their monuments, historical sites and museums that are usually closed or not easy to enter.

### Literary Festival of Sardinia -Isola delle Storie

Gavoi: every first week of July distances between writers and readers disappear. This fairy-tale village hosts Island of Stories Festival. A celebration of the written word with national and international authors.

### Time in Jazz of Berchidda

The Jazz Festival takes place in the birthplace of Paolo Fresu, famous jazz trumpet.



A cultural institution that is the pride of this city and one of Italy's finest schools of restoration, Accademia Galli joined IED Group in 2010 taking on a process of innovation that has few parallels in the leading country of the world for restoration. Capitalizing on its primacy in this field, courses have been implemented to encompass restoration of new materials so to enlarge student interventions to Contemporary Art Restoration and to let them be competitive in Contemporary Art Professions such as Curatorship, Marketing & Communication and Contemporary Arts production. The courses in Furniture Design and Fashion & Textile Design, aligned with the production system in Como area, best represent the excellence that thrives in this district.



### **COMO GENIUS LOCI**

Universally acknowledged for its great quality in manufacturing textiles – especially silk — this lakefront city was the core of last century artistic and architectural avant-gardes. Just one hour from Milan and well-connected by trains and motorway, the city overlooks Como Lake and is surrounded by mountains. Furthermore, it takes advantage of a marvellous location rich of history and records. Tourists get a kick out of visiting Como also for its magic natural environment.



### Teatro Sociale di Como

It is one of the most active cultural institutions. Boasting 2 centuries of history, the Teatro Sociale di Como represents an eminent partnership for Accademia di Belle Arti Aldo Galli IED, in Como. A typical example is definitely the collaboration for Graduate Fashion Night 2015, where the theatre was a distinguished location hosting the runway show for Fashion & Textile Design graduation ceremony.

### 8208 Lighting Design Festival

An event dedicated to contemporary art that involves artists and professional designers in the creation of light-artworks, workshops and special events. Our students every year are involved in the creation of a light installation.

### Orticolario

An undeniable meeting for people having green fingers. It takes place in Villa Erba (Cernobbio) where students are demanded to realize photo workshops entirely dedicated to flowers and plant nursery.

### **Marker Events**

It is a group of cultural events organisation related to Como municipality, a "box" collecting ideas and shared spaces where local excellences are put in

relation with international ones. Together with Accademia di Belle Arti Aldo Galli IED Como there is a strong creative synergy through initiatives such as Smart Digital Party, Woltage.

### wow music festival

It is a one week long festival hosting an accurate selection of live music: indie, it-pop, hip hop and electronica. IED is a partner of this festival.



# IED MADRID: MERGING DESIGN, CULTURES AND VISIONS

Centuries of shared influences have marked the historical and cultural relations between Italy and Spain. In this city, a crossroads of European and Latin American cultures, IED develops design in its traditional areas while also implementing innovative ones.

IED Madrid is a cultural institution for the dissemination of design and its connections to other disciplines boasting a program of cultural activities and a publishing house of its best exponents: the designers and future professionals.

IED Madrid develops important projects such as the International Platform SUYT, Show Us Your Talent by Inditex, Design Fest as an annual event and the Design

Net Network in Mexico, Peru and Madrid itself to promote innovation and development actions to improve the quality of life.



### **MADRID GENIUS LOCI**

Madrid is a dynamic, accessible and sustainable city, based on a cutting-edge cultural model. As a capital located in the heart of the Iberian peninsula and with more than three million inhabitants, Madrid has built its image as an interchange of ideas and cultures, fostering a welcoming environment that combines education, culture and fun. Living in Madrid means to participate an intense and diversified environment: the quality and quantity of its museums, cultural centres, theaters and auditoriums make it an active city, Madrid boasts about having the largest public and private institutions of culture, arts and education: the National Library. La Casa Encendida, Reina Sofia Art Center Museum. Prado Museum, CaixaForum Madrid, MediaLab-Prado, La Fábrica, Matadero Madrid, CA2M, Thyssen-Bornemisza Museum among many others.

### **ARCO**

International Contemporary Art Fair organized by IFEMA which this year celebrates its 35th anniversary. ARCO brings together a wide artistic range that goes from the historical vanguards, to the pop and contemporary art, from modern to contemporary art. Furthermore ARCO supported the development of an art market in Spain and nowadays still fosters both institutional and private collectors and corporate.

### PHoto España

International Exhibition of Photography and Visual Arts featuring exhibitions in major museums, theaters and art galleries. This festival was launched in 1998 and has gradually grown and strengthened into a reference event for the whole visual arts.

In addition to the headquarters in the Spanish capital, in the various editions it had several subsites as Toledo, Aranjuez, Paris, Lisbon and Cuenca.

### MBFWM

Mercedes Benz Fashion Week Madrid, the main showcase of Spanish fashion, showcases the work of national and international designers both established and emergent. The gateway, organized by IFEMA, is confirmed as the best example of Spanish design in the world, gathering in each issue the best designers of the moment.

### Madrid Book Fair

The first Madrid Book Fair was firstly organized in 1933 as part of Cervantes Week from 23 to 29 April. Those first houses, painted in different colors, were installed in the Paseo de Recoletos. Since 1967, the Fair enjoys its current location, Parque del Retiro, now deeply connected to this annual event.

### SIMO Education

The Hall of Technology for Teaching, organized by IFEMA, is the technological reference platform in the education sector. With the participation of 187 companies and the presentation of the most innovative interactive classroom tools for individualized, adaptive and collaborative learning, management and communication platforms, printing solutions, 3D printing, robotics, and other programming... many technological innovations designed to optimize the teaching

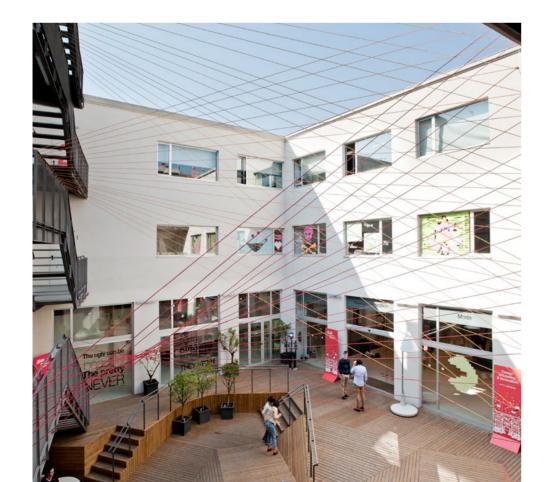
### Madrid Fusion

After thirteen editions, it has become the greatest global stage of gastronomy. Its goals: showing the culinary vanguard, promoting a "resolution" of the cuisines of the world, encouraging discussion and reflection about food and the many areas related to it (oenology, food industry, technological innovation, scientific research and new business models) and realizing cooking demonstrations carried out by the most important chefs on the international scene - and stunning presentations of the most revolutionary techniques.



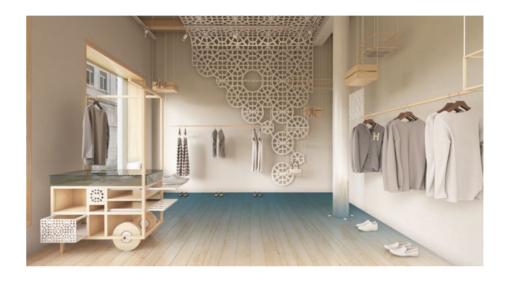
# **IED BARCELONA:** VISIONARY DESIGNERS AND MANAGERS TO INNOVATE THE SOCIETY

IED Barcelona makes design thinking and management tool meet at its campus, where designers are trained to understand, experiment and develop new tools for managing the great transformations taking place in society. Here they learn to work in the various fields of design, as well as to recognise and manage the macrotrends of change as and before they come about. Understanding complexity, the disciplinary interactions at work in design and how to manage processes of transformation is the focus of design management. In this sense, IED Barcelona is a workshop for conducting analysis and research applied to material culture, a focus it is destined to develop increasingly in future.



### **BARCELONA GENIUS LOCI**

Barcelona is a city open to innovation and all cultures, warm, plural, diverse, cutting edge and passionate. A city for living and sharing with a clear vision of the future, that has undergone a major process of change: industrial powerhouse in the 19th century, Olympic city in the 20th century and smart city of knowledge in the 21st century. It is worldwide recognized for its cultural and artistic energy that combines the architectonic tradition of Gaudi and great contemporary museums. Barcelona is also a modern city, it won the 2014 European Capital of Innovation (iCapital) Award and Jumper research names Barcelona Global Smart City of 2015.



### 080 Barcelona Fashion Week

The platform from which Catalan designers can launch themselves to international success, following the footsteps of Custo Barcelona. This event always takes place in emblematic locations of the city.

### **Mobile World Congress**

Is the world's largest gathering for the mobile industry, organized by the GSMA and held in the Mobile World Capital Barcelona

### Barcelona Design Week

Is the annual meeting of design, innovation and business that from 2006 attracts professionals & creative businesses who are eager to learn new trends, to network and to share knowledge and projects about a wide range of topics.

### Sónar

Music, Creativity and Technology. It is an important electronic and advanced music festival founded in Barcelona in 1994. It also integrates Sónar+D, the international conference organized by Sónar that covers the digital transformation of the creative industry to develop and strengthen talent, exchange knowledge and set business opportunities.

### **Barcelona Bridal Fashion Week**

Is the only bridal fashion trade fair in the world that combines the media impact of the Fashion Show with the business generated at the Professional Trade Fair. Two events in one that together make up the world's most comprehensive event for bridal fashion sector.



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# IED SÃO PAULO: **FOR TROPICAL CREATIVITY**



Awarded as the best Design Educational Institution in Brazil in 2014 IED São Paulo is currently one of the main hubs of DW! São Paulo Design Weekend, the most important design festival in Latin America. Besides its undergraduate, masters and short courses in all main design fields, the institution develops innovation projects in several Brazilian States alongside companies, organizations and government. IED São Paulo partnerships with institutions and with various different local economic interest groups have developed rapidly, building synergies that facilitate students in the process of their education and in making a start in a labour market with an international scope.



### **SÃO PAULO GENIUS LOCI**

São Paulo was home for the first IED campus in Brazil in 2005, at a time when this great country had just started its climb up the world economic hit parade. Brazil great reserves of natural resources combined with its determination to build on its own cultural values have projected this nation onto the planetary scale of the countries of the future. Appreciation for Italian creativity in both fashion and design has prepared a fertile terrain for IED to train professionals who are in great demand among Brazil leading businesses in these fields. IED in São Paulo contributes to positioning this metropolis as Latin America fashion capital and to Brazilian design's emancipation from foreign cultural influences.

### DW! Design Weekend

Brazil is definitively inserted on the top international Design Festivals' circuit, with the success of the largest Latin American event: DW! São Paulo Design Weekend. DW! is a creation of Lauro Andrade - CEO of SUMMIT PROMO - and joins annually, at São Paulo's city, more than 120 independent and simultaneous events, organized by companies, professionals, educational institutions and NGOs. DW!'s first edition was held in 2012, and since then has been growing and maturating year after year, reaching international quality levels.

### **Campus Party**

São Paulo is home of one of the most important innovation meetings in the world. Campus Party gathers technology and creativity professionals during a week opening the events calendar in the city every in January/February. São Paulo is reputed to host one event every six minutes on average.

### São Paulo Fashion Week

The biggest fashion event in Latin America and one of the five main in the world, SPFW takes place twice a year, features many top designer names and has a decisive role in Brazilian fashion industry.

### São Paulo Biennial

Founded in 1951 and inspired by the Venice Biennial Art Festival, São Paulo Bienal has become one of the most important artistic events in the world. It takes place every two years between October and December. Participants are professional Brazilian and international artists who display their innovative, contemporary works in the Oscar Niemeyer building in the Parque Ibirapuera.



## IED RIO: THE FUTURE AT SEASHORE

Designed to host the Latin American Center for Innovation in Design and Creative Economy, IED Rio is a place to experiment all the possibilities that design can provide to the future, integrating research, project culture, sustainability and society as a whole. Located by the beach, beneath the famous Pão de Acúcar (Sugarloaf), IED Rio connects students and partners, providing facilities for research, project development, exhibitions and cultural activities. IED Rio revitalized the historical building that housed Cassino da Urca and received celebrities such as Walt Disney and Carmen Miranda, and intends to turn it into the first heritage listed building in Brazil managed under totally sustainable criteria.



#### **RIO DE JANEIRO GENIUS LOCI**

The most recent host for the Olympic Games has always been a melting pot for Brazil's cultural diversities, a theatre where all the country leading cultural movements stage their débuts. Rio is a unique site for IED to have a seat, under the rhythm of samba and bossa nova, sided by masterpieces of brazilian modern architecture, and center of contemporary art in South America.

Built between the sea and the mountain, the city rich plastic creativity and fascinating colours resemble its landscapes, that seem to have been designed in a spontaneous, non-academic way. A reality in which the evolution of forms joins the individual experience, in constant pursuit of the future.



The city's creative scene provides a valuable field for partnerships, approaching art, craft and design through the sign of innovation. Among others, IED Rio cooperates with players such as Brazilian's Craft Center (CRAB), IDA Design Fair, and Rio's Design Week and Art Rio, the most important art fair in Latin America.

#### Fashion

The city of international brands such as Osklen and Farm - another IED Rio partner - is a true feast for coolhunters in search for tendencies, hosting important events such as Rio Moda Rio and Fashion Rocks. Looking forward to the future of this business, IED Rio organizes its own annual fashion show.



During four days, Rio is capital of the biggest show on earth. Carnival turns the city upside down, crowding it with colours, costumes and much glitter. Besides the famous parade at Marquês de Sapucaí, the streets are filled with musical parades called 'blocos', offering so much entertainment as you can get.IED Rio contributes to the show by training a whole new generation of carnival professionals, through its dedicated courses and the partnership with some of the most famous samba schools.



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## IED COURSES

In each of the countries where IED is located the academic offerings include fully accredited Undergraduate and Masters programs as well as private diploma courses, a Summer School, Study Abroad programs and short specializing courses.

The brand new courses offer includes
Double Degrees, Joint Master courses
and Worldwide Master programs
boosting the power of IED Network.
Learn, design, participate, make, build
relations. At school, in class for
theoretical lessons, in specialized labs,
consultation rooms. IED built a network
of effective structures and services
to translate knowledge into know-how.

### IED UNDERGRADUATE COURSES



#### **BA Bachelor of Arts**

3-year courses in Italy (180 CFU) at the end of which students earn an Academic Diploma 1<sup>st</sup> Level.
4-year courses in Spain (240 CFU) at the end of which students earn an Official Undergraduate Degree in Design.

3-year courses in Brazil (180 CFU) at the end of which students earn a Technological Faculty Degree. They are all legally recognized either nationally and internationally and train both culturally and technically students for the job market.

#### **IED Diploma**

3-year courses (180 CF), at the end of which students get a private IED Diploma. They prepare students culturally and technically for entering the job market.

#### Bachelor of Arts with Honors

Specific subjects only
3-year courses (360 British CF) in English,
at the end of which students earn both
a IED Diploma and a BA (Hons), accredited
by the University of Westminster.

#### **Professional Training Programs**

In local language only
2-year courses (120 CF), at the end of which
students earn a private degree from IED.
They technically prepare students for
entering the job market in a very specific field.

IED Undergraduate courses boast:

#### Official accreditation

Ministries of Education and Research in Italy, Spain and Brazil officially accredited the majority of IED Undergraduate courses.

#### Professionals in the classroom and school as laboratory

Professors/Professionals train students to promote a practical approach, IED students learn to use technical equipment and softwares to enter the job market with ready-to-use skills.

#### Cross-disciplinary approach

The interaction among IED departments make students learn and improve their skills from each other. Regardless to the course of choice students must follow Communication, Marketing, Management courses and participate in cross-disciplinary projects.

Seminars, masterclasses, visits, workshops and special exhibitions by professionals

from renowned institutions and companies complete the learning-by-doing experience.

#### Genius Loci and international experience

IED students experience the genius loci (local spirit) of the city hosting every IED seat, as well as an international atmosphere thanks to the variety of students nationalities (10,000 students from more than 100 countries every year!) and to the Exchange/Study Abroad programs at one of IED partner universities.

#### Thesis as development of a real project from the concept to the market

The final project is conceived as an official presentation made by the student in front of a committee including the client/company. The briefing, the research, the development of the project are supervised by IED professors and by representatives of the company. The best projects are often produced for the market and the best students are hired.





## MASTER

#### **IED Master**

Professional training courses on specific topics analysed from design, communication and management perspectives. They provide knowledge, tools and skills to find solutions in an increasingly globalized, ever-changing market. They are offered in Italy and Spain, both in English and local language.

#### 1st Level Master's Degree

Same structure as IED Master, with the added value of the accreditation by Italian Ministry for Education (MIUR). They award 60 CFU. They are offered in Italy, either in English or Italian.

#### Master RSP - Research Study Program

In addition to professional tools, they provide the required knowledge to carry out an innovation management process focused on the user. They are offered in Barcelona in English.



#### Masters of Design and Innovation

Based on an experimental teaching method, they are specialised in the design of processes, products, communication and business strategies. They are offered in Madrid, in English.

#### MASTER

#### Pos-graduação Latu Sensu

Same structure as IED Master, with the added value of the accreditation by Brazilian Ministry for Education (MEC).

#### INTENSIVE

#### Postgrados, Continuing Education, **Blended Masters**

Specialization courses offering participants the opportunity to update, deepen and complement their training in design and creative methodologies - without slowing down their current lifestyle. They feature a short duration or a mixed training formula (online and on site) to provide a quality training in a shorter and more intensive time (between 3 and 9 months).

IED Master courses enhance participants' profiles by specialized and technical training combined with transversal knowledge and managerial skills.

The development of real projects carried out in collaboration with specialized partner companies is the way to put such abilities into practice.

**Workshops** based on the combination of conceptual and practical exercises in a short time allow students to discover new methodologies, strengthen their **teamwork** dynamics and nurture a **multidisciplinary** approach to apply the acquired knowledge.

Student's ideas and personalities are nurtured not only in the 'core area' of the Master but also in the **personal** language and self-management fields.

Participants develop a deep sense of belonging and are led to **innovate** and **share** resources, ideas and contacts building a tight-knit Alumni community.



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## SEMESTER & YEAR ABROAD

## SCHOOL



#### **IED Semester and Academic Year programs**

are designed to offer participants a challenging and immersive educational experience, melting together students from all over the world, with different profiles and artistic skills.

Lasting form 15 weeks to one year, these programs are a necessary foundation to students who lack a fashion, design or visual communication background, as well as a perfect option for graduates and professionals from other fields seeking to define or acquire new skills and perspectives in the creative disciplines. They can also be a way for students in the creative fields to enjoy a study abroad experience, having credits recognized by their home university.

Programs draw inspiration from the resources and opportunities of each school's unique location and they include a strategic combination of theoretical lessons, cultural field trips, and challenging workshops.

Semester and Academic year programs are offered in popular cities in Italy, such as Milan, glamorous and industrial Italian capital, or Florence, the cradle of the Italian Renaissance and home of an incredible cultural, artistic and architectural patrimony. Different subjects are offered in autumn and spring, such as fashion, jewelry, interior design, fashion communication and marketing, and each combines academic study with an insight into the professional design world, taking full advantage of the rich cultural resources of the hosting cities.

In Spain instead, IED, with its locations in Madrid and Barcelona, offers participants the possibility to choose from an array of subjects in fields like Fashion Communication, Interior Design, Global Design and Visual Arts. From Madrid to Barcelona the timeless beauty and incredible diversity of Spain landscapes, architecture, culture, and gastronomy are guaranteed to lead students academically and personally.

IED Summer School is in Milan, Rome, Turin, Venice, Florence, Barcelona, Madrid, Cagliari and Rio de Janeiro. It offers talented students and young professionals a unique learning opportunity to combine the IED design methodology with a deep immersion in the vibrant culture and lifestyle of Italy, Spain and Brazil.

Held in English or Spanish, IED Summer courses last from one to four weeks and give you the opportunity to learn from the best industry professionals in a hands-on education experience, to enrich your CV, gain new professional skills and earn academic credits.

#### Junior

An excellent introduction to the design world for the youngest (15-18) students.

Preparatory courses specifically designed for students with no prior knowledge or experience in a discipline. A good way to transit to a IED Bachelor or Semester Course.

#### Advanced

Designed for students with basic skills or professional expertise in the area of study, interested in developing their professional portfolios through real creative projects.

#### **Professional**

Short modular courses in highly specific topics designed for young professionals who want to grow.

#### SITE VISITS AND FIELDTRIPS

Students will complete a great deal of research and group project work outside of the classroom. Each course integrates relevant and rewarding visits to showrooms, studios, galleries and time to meet and speak with industry leaders. Due to the experiential nature of the teaching philosophy class meeting times may change due to company visits, availability of outside speakers or participation in special events.

#### **CREDIT TRANSFER**

Students may earn university credits for the Semester, Year Abroad or Summer courses of their choice by previously contacting the international education office at the home institution, in order to find out the transfer credit procedure and have the course work pre-approved.

## BECOMING A IED STUDENT **IS SIMPLE**

#### **HOW TO APPLY**



#### **BEFORE APPLYING**

01

#### Choose a course

The educational offer of IED group includes many programs at Undergraduate level (First Level Academic Diplomas, BAH, IED Diplomas), and Master level, but also Continuing Education Courses (Summer, Semester, Academic Year programs) or Specialization Courses.

02

#### Verify the Admission requirements and fee structure

Every category of course has a different admission process, for this reason, we invite you to check carefully the specific requirements on IED website. You can read the specific admission procedures, deadlines, and required documents for your course of choice. 03

#### Get in touch with us

If you need further information on a course click "Request Information" at the top of the course webpage. You will be assigned a dedicated IED Advisor. If you want to book a personal interview on Skype or in our offices click "Book Interview" at the top of the course webpage and your IED Advisor will get in touch with you. Follow the section NEWS, EVENTS and WORKSHOPS that you find on the pages of the different IED cities, and be always updated about the opportunities for your career orientation

04

#### Start the Online **Admission Process**

Click "Apply Online" in the webpage of the course of your choice or get in touch with your Advisor. You will be given access to a personal area on admission.ied.it - where you can follow your Admission Process.

05

#### Collect and send required documents

Complete the Personal Information section, fill in the Pre-Admission Form and send it to your advisor together with the requested documents, listed in the admission procedure. IED will inform you about the result of the evaluation process, and will let you go on with the admission process.

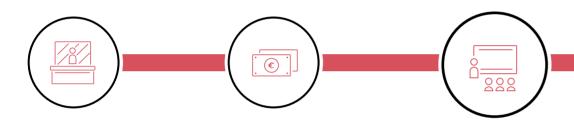
06

#### Complete the Admission Process

After receiving all the required documents, IED will evaluate them and, if necessary, schedule an admission interview on Skype considering your availability. After Admission, you will be able to complete the enrollment process by signing documents and Regulations and by paying the required fees.

IED Courses

#### **AFTER ENROLMENT**



#### **07**

#### **Apply for Visa**

If you are a non-EU student, please contact the Italian Embassy of your country for the proper Visa.

Should you have any more question, please contact the Italian authorities in your country.

#### 08

#### Complete the payment of the tuition fees

After the enrolment, you have to complete the payment of the required fees.

#### 09

#### Attend the course orientation meeting

There will be an orientation meeting and a course presentation before the beginning of each course.

If you need any additional assistance IED Advisors and Student Offices are at your disposal.



Study in Italy ied.edu/study-in-italy

Study in Spain ied.edu/study-in-spain

Study in Brazil ied.edu/study-in-brazil







IED supports young creatives through a dedicated set of scholarships, promotions and financial aid. Scholarships are awarded on the merits to particularly deserving and motivated students, usually evaluated through the submission of a project work.



#### **SERVICES**



#### **Admission Center**

It is the first service for getting information about IED. Thanks to a customized interview with an Admission Advisor and according to personal willingness and specific requests, it will be provided information about educational organization, course contents, objectives, selection and admission process, as well as professional profile and job opportunities.

#### **Student Desk**

The office helps students offering a series of services and activities to get them familiar with the city of study, especially during the first adjustment period. In particular the office supports foreign students through the procedures concerning the Residence Permit.

#### Accommodation

Finding a place to live while planning to study abroad can be both exciting and challenging. IED provides a wide range of different housing options for all budgets and tastes. IED has agreements with residences near the schools offering different kind of rooms. Furthermore a dedicated office in each IED location will be happy to assist students with the choice and the booking.

#### Agreements

IED agrees upon many annual agreements with trading companies and authorities of any kind, from those providing professional tools to those dealing with goods, leisure time, culture and wellness.

#### **Faculty Office**

Enrolled students, in their specific course areas, can relate with a dedicated structure supporting the educational goals, communicating obtained progresses, comparing and testing. The Faculty Office, moreover, manages content, method and structure of the courses.

#### Internship and Placement Office

IED matches students' portfolios and profiles with the many requests coming from interested companies. Interviews are arranged to start internships for freshly graduated students and support is provided to place Alumni at higher positions. Within 1 year from graduation placement rate is 86%.



92

#### **SERVICES**



#### IED E-Mail

Upon enrolment each student is provided with a IED electronic mailbox. IED e-mail represents the official communication channel between the school and the student.

#### **IED Labs**

This is a didactic/academic management system that provides each enrolled student with the access to a dedicated online platform displaying service communications, lesson hours, course documents, study plan and all information linked to the personal and class academic pathway.

#### Adobe, Autodesk, Microsoft

IED in collaboration with these three software houses offers its students a special package to provide the most advanced tools. Together with Adobe, IED offers a Design & Web Collection package, that can be used also from personal pc. At the end of the study path students can sign up for a yearly Creative Cloud Membership subscription for a professional use of the same package, at a special price. The package includes Photoshop, Illustrator, InDesign, Dreamweaver,

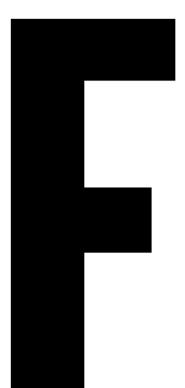
Flash Professional, Fireworks, Acrobat. All students are also allowed to download for free Autodesk (3D Max 2015, AutoCAD 2015, Maya 2015) and Microsoft (Word, Excel, PowerPoint, Outlook, OneNote, Access, Publisher).

#### Internet and Wi-Fi Access

All students are provided with a personal and nominal account for Internet access, through the computer labs or IED Wi-Fi.







#### **FACILITIES**

IED classrooms are equipped with tools required for training and research activities. All labs, with high-technological equipment, support the didactic activity and individual training. Students are encouraged to use the common areas to study or socialize.



#### **LABS**

Labs are the core of IED training, the places where theoretical skills can be translated into practice

#### Modeling Lab Design Workshop

It allows students to check the project hypothesis and use the technical tools required for experimentation, representation and communication of projects. In this lab there are different areas: tradition (band saw, lathe, sander, boring machine for wood), fast modeling (with machines for manufacturing polyurethane and styrofoam), prototyping area (with a CNC - numerical control machine, laser cut and a vacuum machine). 3D prototyping area, mechatronics (Arduino platform) and painting area. Machines and equipment are used under the supervision of lab technicians and assistants.



#### **MAC and PC Computer Labs**

IT labs carry OSX and windows operating system, projector, printer, scanner and graphic chart. Furthermore there are set up - and constantly updated - the most advanced softwares. There are four types of Computer labs: classroom for lecturer; computer labs; students labs that can be reserved; common areas.

#### Video Lab

The studio includes equipment for lighting, shooting, editing and postproduction. This lab provides a greenscreen and cold/warms lights allowing to realize different photo styles, according to different projects. Thanks to exterior screens located in the lab it is possible to check shots live, and consequently transfer them on Mac workstations for editing and post-production.

#### Sound Lab

The studio includes equipment for shooting, listening and production as well as has a special acoustics system and a box for sound mixing.

#### **Interactive Lab**

Focuses on interactive techniques and equipment for the creation of video installations. The objective is to put high-quality labs at the students' disposal, that allow the future video makers to gain experiences linked to the realization of video installations as project tool.

#### **Photo Studio**

The studio provides professional tools both for digital and analog recordings (shootings), as well as several light effects necessary really simulate what happens in a professional photo studio. The photo studio can accommodate several sets at the same time.

#### Darkroom

It is a high-quality lab allowing the future photographers to gain experiences linked to the development and printing as project tool. Here, it is possible to develop and print black and white films in Fine-Art quality.

#### **Jewelry Lab**

Here students work on the prototypes and the models previously conceived. It is an area equipped with portable power tools and fixed machines (presses, drills, milling cutters, etc.).

#### **Textile Lab**

It is the necessary "training area" for practice and consultation so that students can complete and develop

the learnt disciplines by working with traditional as well as innovative materials. Here different textile and color archives as well as sector-specific magazines are available for consultation. Furthermore students can carry out technical print tests.

#### Tailor Lab

These area is equipped with machineries for the technical realization of paper models and clothes, essential to give a shape to students' ideas.

They are equipped with linear sewing machines, zigzag sewing machines (eyelets, embroideries), cut and sew, ironing position, worktables and mannequins.

#### **Leather Lab**

Here students realize leather fashion accessories and clothes details thanks to sewing machines with horn and post-bed sewing machine equipment, a fleshing machine and a manual cutter.

#### **Consultation Rooms**

Books, newspapers, magazines and audiovisual material are available, for consulting and loaning.

## IED FOR COMPANIES

IED interacts with companies at multiple levels. Staff and and students come together through curricular workshops, extra-curricular sponsored projects, tailor made courses, strategic partnerships, exhibitions and competitions.

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### SPECIAL PROJECTS

Project work experiences developed in partnership with public institutions, private companies, agencies and any kind of client. These cross-disciplinary workshops aim at developing real projects for the market: supported by professors and tutors students from different disciplines compete in groups with each other to get the job. Students portfolios and CVs are boosted through the experience while clients benefit from a fresh perspective ensured by the multi-disciplinarity.



#### **PULL & BEAR**

IED developed a contest in partnership with Pull & Bear, a brand from Inditex group. The contest was dedicated to all students enrolled to 2<sup>nd</sup> and 3<sup>rd</sup> year of Fashion Design BA course. Each student could choose between menswear or womenswear for developing a summer capsule collection: 20 projects were selected and relevant designers received a gift card for shopping in stores. Pull & Bear's style and communication management chose respectively a menswear and a womenswear project. This initiative - developed together with IED Fashion school and students - was presented during the special opening of Pull & Bear Milan flagship store in Corso Vittorio Emanuele. Guest star for the event was the Italian rapper Fedez Those limited collections were sold in Pull & Bear stores and students were invited to the Spanish headquarter of the brand, located in the city of Naròn.



#### **CALVIN KLEIN WATCHES AND JEWELRY**

At Baselworld - The Watch and Jewelry Show, during a special dinner gala at Fine Art Kunstmuseum, Laura Burdese, President of CK Watches + Jewelry presented to the press a special project including IED to represent Europe. This initiative was conceived as a worldwide contest, involving ten students enrolled in the following BA: Jewelry Design, Fashion Design and Accessory Major of IED Fashion course in Milan. Each student was demanded to design a capsule collection involving a watch as masterpiece. Ulrich Grimm, Creative Director of Calvin Klein's Men's & Women's Shoes & Accessories and an international panel of experts, ranging from Calvin Klein's Management up to the 3 most famous fashion bloggers Chiara Ferragni, Nicole Warne and Hanneli Mustaparta. Each of the 3 awarded prizes was granted a scholarship and the first prize winner enjoyed the realization and presentation of her work during The Watch and Jewelry Show, 2015 edition. She currently works in the style office of CK. located in Biel. Switzerland



#### **ADIDAS**

For their final project in collaboration with Adidas, IED Firenze students designed a new idea of concept store, telling about the retail of the future. Reference values: sportsmanship, "hand-made" manufacturing, urban mood, speed as typical feature of society, innovation and experience. Through this concept store Adidas highlights its brand identity forecasting sport trends for its costumers.

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#### **IED AND LINDSEY KEMP**

The event involved 40 IED students who - under the overall guidance of Kemp and the supervision of Giovanni Ottonello, IED Art Director – created the costumes for the event, using fabrics and products coming from companies located in Como and Tuscany. The performance at the end of the workshop featured Kemp himself as main character. accompanied by two of his dancers, Daniela Maccari and Alessandro Pucci. It took place in the amazing cloister of Florence's Museo Novecento. The students involved in costumes' creation were also performers during the event. Kemp and his dancers recalled the figure of Okuni, the founder of Kabuki. The dances were accompanied by Joji Hirota, the famous Japanese musician who worked with Kemp for many years and who performed percussion, flute and voice, creating a fusion between ancient tradition and contemporary avant-garde.



#### LAS MANUELAS

Las Manuelas is an international

cooperation and development project driven by collaboration between the organizations **Economists without Borders** of Madrid, IED Madrid, and Peru's Manuela Ramos Movement. This project seeks the empowerment of women, alpaca farmers, in the high areas of the southern region of Puno in Peru. A team of designers from IED Madrid, after learning and studying the women's local context, their resources, future trends and the fashion industry's demands, conceptualized a new co-working system, eliminating the hierarchies that exist between designers and artisans. A digital CoDesign platform was created, facilitating horizontal collaboration and efficient coordination between key actors who are separated by geographical distance. The result generates pieces in baby alpaca, created by the artisan women who also intervene in the area of design, introducing a little of their unique identity to the final product.



#### **MAPPING IN VIVA! FESTIVAL AT LOCOROTONDO**

IED Barcelona Design University presented a video mapping show at VIVA! Valle d'Itra International Music Festival at Locorotondo, Puglia. A team composed of IED Barcelona alumni and students from the Undergraduate Degree in Graphic Design - Motion Graphics and Fashion Design created an experimental video mapping show that will be projected during the closing day of the avant-garde music festival at the old city center. A creative and innovative proposal that brought tradition and mysticism to Locorotondo from a contemporary and visual perspective. (picture in cartella barcellona)



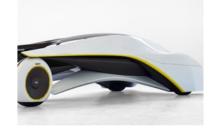
#### **AIRBNB**

IED Firenze Master students in occasion of the special week - a multidisciplinary lab working as a professional team - worked with the famous brand dedicated to hospitality - Airbnb - to come up with some experiences to rehabilitate "Isolotto" district in Florence. The brief aimed to create an unforgettable experience, to encourage tourists visiting the historic centre as well as small blocks. Main ideas: find your passion - meet local people sharing your interests - surprise yourself trying something new - connect with local experts - learn from local legends.



#### PIMP MY **TEMPO 2.0**

Second edition of the contest by IED and Tempo. 14 students at the 2<sup>nd</sup> year of the BA in Interior Design, Product Design, Graphic Design, Illustration and Animation worked on the design of a limited edition of Tempo Classic packaging. Jury and Audience votes declared the winner, whose design has been printed and distributed on 21 millions tissue packs.



#### **HYUNDAI**

Scilla, the concept car that embodies the tradition of three icons of the made in Italy - Istituto Europeo di Design, Quattroruote and Pininfarina - was presented at the 87th Geneva International Motor Show as the result of the thesis project of the Master in Transportation Design. Rediscovering the value of lightness both in our lives and driving experiences was the challenge set for the students, who identified themselves as young professional car designers during the elaboration of the project under the supervision of the Master's coordinator Alessandro Cipolli.

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#### **HAPPYTUDE**

Anniversaries are the right occasions to draw conclusions and set new projects: what's going on in the future? Coca Cola celebrated its 100-year-old glass bottle in 2015 and on this occasion Coca Cola HBC Italia wondered: "What's going on in the next 100 years?". IED students got inspired by the contour bottle shapes for the set up of a brand celebrating exhibition. During a workshop hold with a weekend formula, 32 students, worked on a project aimed at expressing their own innovative vision of the future. They were asked to imagine the contour bottle of next Millennium and how this could be perceived in the fields of design, fashion, visual arts, communication and cinema.

Students restyled Coca Cola bottle in a creative and artistic way, playing with reality and with the different uses of an iconic object, well-known, easily recognizable and which can be considered, for some aspects, a piece of art as well. The projects were shown at "HAPPYTUDE" exhibition open to the public and located in IED Headquarter in Milan.



#### **MONDADORI**

To celebrate 50 years of "Oscar Mondadori" series, the essential classical pieces of literature in every bookshop, IED students realized the special project "Young people and evergreen books", a special contest to refresh 10 covers of some classic books: "The Old Man and the Sea", "Murder on the Orient Express", "Fahrenheit 451", "On the road" and "Narziß und Goldmund". Selected projects became the real covers for a special release – a limited edition of 2000 book copies per title.



#### **NICKELODEON**

In partnership with Nickelodeon, the international broadcaster for kids, IED students of Management, Communication and Visual Arts made scripts and three videos for launching Sanjay & Craig. Students took also an internship in the French branch of Nickelodeon. Among other programs Nickelodeon launched some original productions: SpongeBob, Odd Parents, The Ren & Stimpy Show, The Rugrats, Hey Arnold!, Aaahh!!! Real Monsters, CatDog, Angry Beavers, The Modern Life of Rocko, Invader Zim, Avatar: The Last Airbender, Catscratch and The Adventures of Jimmy Neutron: Boy Genius.

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#### For Companies

Since 1966, year of foundation, IED has developed joint projects with Italian and foreign companies. Flexibility and adaptability are the key words of the educational offer. A dedicated team leads this co-design training process, while the most renowned professionals in creative and managerial fields provide the most updated know-how.

#### For Universities

IED boasts a long experience in the comprehension of the different educational systems. The academic accreditation in Italy, Spain and Brazil - the countries where IED is located in - but also the several courses developed in collaboration with universities in the UK, China, Korea and Turkey, are a proof of that. IED can build targeted paths, respectful of foreign partners' academic needs. All the criteria are set in advance and participants are provided with the certificates necessary to get the accreditation of credits in the home country.

#### For Institutions

IED can design courses for and with public institutions, chambers of commerce, private or professional associations, high schools or any kind of organization. The focus can be on professional or academic aspects as well as recreational or even technical ones.



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