



**SUMMER PROGRAMS**

DOMUS ACADEMY

Via C. Darwin, 20 — 20143 Milano

+39 02 42414001 / [info@domusacademy.it](mailto:info@domusacademy.it) / [www.domusacademy.com](http://www.domusacademy.com)

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# DOMUS ACADEMY – A DESIGN HABITAT FOR THE 21<sup>ST</sup> CENTURY

**Domus Academy is more than a design school. It is a place where the designers of tomorrow can produce wonders and surprises as they learn to meet the design challenges of the 21<sup>st</sup> century. It is a place where students can discover new realities, boost their careers, and invent professional trajectories aligned with tomorrow's market demands.**

From the very beginning, Domus Academy was created as a unique institution. The founders envisioned a school where designers from different cultures and backgrounds would meet and exchange ideas, and where education and research would be closely integrated. They envisioned a school with an open environment conducive to reflection and criticism - one that would bring together students and companies to pursue real-world projects addressing the most important aspects of contemporary life. This is still the mission of Domus Academy today.

Yet, since the birth of Domus Academy in the Eighties, when design leveraged advances in manufacturing, the design habitat has radically changed. With the proliferation

of digital devices, information technology has become a commodity that is available to everyone. As a result, design is morphing and adapting; it is proposing new avenues of creative thinking, interactions between people, and possible realities. Today's designers are able to influence the landscape of interaction and to actively participate in shaping the future.

"Made in Italy" is a key aspect of our teaching at Domus Academy. Italian design has long been renowned for its creativity, originality, innovation, and beauty, as well as its capacity to adapt rapidly to the changing market. Domus Academy's contemporary interpretation of Italian design remains faithful to this tradition by responding to

ever-evolving situations and the merging of different cultures. We not only challenge design solutions - we believe equally in the task of revealing new problems. Design has a voice in problem defining, not only in problem solving.

The Domus Academy methodology, "learning by designing", is made possible through our strong collaborative relationships with companies and our faculty of industry professionals.

By working on real projects, our students develop a framework for reflecting on society and for thinking and acting through design, while meeting the problems and the opportunities that are created by rapid technological changes.

As designers of tomorrow, we need to reinvent creative thinking to interpret and generate new forms of information, and to fully exploit the growing capabilities of technology. At the same time, we need to cultivate our curiosity about all the design disciplines, thus inspiring our deepest creativity and innovation.

Contexts are changing daily, and we welcome you at Domus Academy to become part of a circuit that engages in designing tomorrow's realities through questioning and creating.

Line Ulrika Christiansen  
*Dean*





## DOMUS ACADEMY SUMMER PROGRAMS 2017

Domus Academy Summer Programs are intensive courses specific on those themes of design fields that are extremely topical and challenging for university students and young professionals keen on enhancing knowledge and skills with the objective to open new perspectives for the business implementation.

The workshops structure, made of lectures and case histories held by professionals and company's testimonials, completed by practical trainings, enables students to invest their time into an intensive experience, an "open mind" deepening into those design issues that are essential for the different fields.

Domus Academy Summer Programs 2017 are tailored mainly for recent graduates and young professionals keen on building a sensitive professional soul on solid, strategic design basis.

These courses offer a unique opportunity to combine the knowledge of the Project Culture, which has made so great the Made in Italy design way, with the possibility to put into practice the tools, methodologies and strategies of this approach to design.



## MILAN

There is no better place to pursue a truly superb design education than Milan, the city where the passion for design is part of the fabric of life. In Milan you will be immersed in a stimulating creative culture and thriving commercial design industry. A restless rhythm is part of Milan, so much so that it is difficult to stay unmoved and detached from all the cultural and social activities.

**+800** innovative startups | **1** International Milan Design Week

**4** Fashion WEEKS | **New skyline and neighbourhoods** by Zaha Hadid, Daniel Libeskind

**+900** Fashion and Design Showrooms

You will be inspired by the trend-setting work of the world's leading designers. You will have access to Italy's finest artisans and the production and fabrication facilities responsible for renowned Made in Italy craftsmanship. Milan is the worldwide capital for fashion and design where you can always find innovative and creative people, emerging label boutiques and chic concept stores. Milan's center is full of all the most important

fashion and design flagship stores, including Cappellini, Driade, Kartell or Versace, Armani and Valentino. Milan is vibrant with life. Every year, during Fashion Week and the International Furniture Fair, Milan becomes a large showroom where exhibitions, performances, parties and conferences involving lots of international guests take place all day long. Milan is a creative environment like no other.

# Summer Program in DIGITAL STRATEGY FOR CREATIVE INDUSTRIES

JULY 10 – 28, 2017 | 3 WEEKS

Digital platforms today are redefining the way users consume content and interact with brands. Companies today can no longer rely on the old mediascape (tv, radio, magazines or newspapers) to communicate their values and products; the on-line world leads the market, and digital strategies are essential to deliver experience capable of intersecting the new and ever changing customers' desires and expectations.

## OBJECTIVES

Through a user centered approach, this course has the objective to give the students a toolkit to design a complete on-line design strategy. Starting with a real brand, the students will go through three different phases. They will analyze the target and the reference market and the values of the given brand; discover the several communication channels; finally designing and prototyping a meaningful and contemporary digital strategy.

## AUDIENCE

The course is open to brand designers, marketers, interaction designers, journalists, storytellers, product designers, fashion designers.

Image: Storyverse, project by Yameng-Li, Master in Interaction Design 2011



# Summer Program in LIVING DESIGN THE DAY AFTER TOMORROW: 3.0 DESIGN

JULY 10 – 28, 2017 | 3 WEEKS

Every day we hear and read news related to the rapid changes of our living environment. Every day we use new technologies to make our actions simpler and more effective. Every day we combine technology with actions that we perform in the living spaces.

But do we really know how these aspects of everyday life can affect a living space? Can we imagine objects, environments and experiences suited to a rapidly changing world who's economic values are not that of the previous century? Are we ready to deal with the recent environmental disasters, such as earthquakes, or with the multiple migrations linked to international conflicts that have changed the surface of our places? Are we ready to rethink the way of living spaces as well as our needs?

Driven by those effective questions we have imagined a workshop where it will be possible not only to reflect but also to design new public places, work and leisure ambient, private and intimate spaces, objects and services made for a 3.0 generation.

## OBJECTIVES

Students are invited to reflect on how social media and new technologies can intervene in the definition of more consistent and effective living environments. The course objective is to arrive at a real project for the inhabitants of a new environment where mobility and flexibility are also experienced through the place, objects and public spaces.

## AUDIENCE

The course is open to product designers, interior designers, architects, urban planners, landscapers and everybody involved in related fields.

Image: URBAN OASIS, project by Pyatitskaya Ekaterina, Tyasti Kinanti Anindita, Aldana Castillo Natalia, Chandra Parija in collaboration with Haworth. Master in Interior & Living Design 2015



# Summer Program in SMART ACCESSORIES

JULY 10 – 28, 2017 | 3 WEEKS

Information and technologies are becoming an integral part of all industries transforming and integrating it into human daily life. The convergence of fashion and technology is creating one of the most exciting areas of exploration: the fashion urban tech in which design and material innovation, interaction and emotional connection work together in the creation of smart accessories and wearable tech.

The development and transformation of fashion through technology redefines the challenging intersection of construction, style and experience leading to new contemporary objects designed both as innovative devices and engaging fashion accessories.

## OBJECTIVES

The course intends to investigate the fashion tech field, from 3D printing technology and new materials to interactive and emotional contents, with a specific approach to the world of accessories aiming to ideate and develop concepts of innovative fashion products.

## AUDIENCE

The course is open to product designers, fashion designers, interaction designers and creative technologists.



Image: Bastards of Dogtown – The Dado, project by Avid Deepak Kadam, Eliane Kassas, Marina Bonanno, Ning-Chieh Chang in collaboration with Lorbus – Master in Product Design 2015

# Summer Program in CONSUMER EXPERIENCE DESIGN

JULY 10 – 28, 2017 | 3 WEEKS

Every fashion brand that exists aims to deliver a superior product, service and experience to their target customers. But what makes customers tick? What happens inside people's minds that creates meaningful connections to a product or a brand?

Linking Consumer Behaviour with Psychology, the course enables participants to see consumer identity, product and brand as inter-related entities on a cognitive and emotional level and to understand how introducing individual stimuli in one area engages a broad range of inter-connected thinking, feeling and acting modes in others.

The course participants are placed in a position to understand and reconfigure the tools (mechanisms, narrative and visual language) that shape consumer experience so that they are in a position to better understand and, consequently, to achieve a higher level of engagement from their clients. Increased awareness and ability-coupled with an ethical duty for integrity in action-lead to an improved ability in designing more effective means of connecting with consumers at a deeper, more meaningful level (through the construct of a product, a service or an advertising campaign).

## OBJECTIVES

The course is aimed at enhancing understanding and skills in key areas, such as: psychology of fashion consumption, self-reflection, empathetic analysis, creative thinking, experiential design.

## AUDIENCE

This ground-breaking course is specifically designed for Marketing, Business and Design professionals in the Fashion / Design areas as well as newcomers to the industry with an interest in creating a superior customer experience for their customers.



Image: Identity Distortion, project by Monica Estefany Millan Gutierrez. Master in Accessories Design 2014

## APPLICATION DEADLINES

Applications to Domus Academy Programs Courses 2017 must be sent to DOMUS ACADEMY SUMMER PROGRAMS OFFICE via mail at [summer@domusacademy.it](mailto:summer@domusacademy.it) and must be sent within and not later than 3 weeks prior to the course session beginning.

## HOW TO APPLY

You can choose among

- ON LINE APPLICATION: visit the website [www.domusacademy.com](http://www.domusacademy.com) and follow the steps to book and pay on line.
- STANDARD APPLICATION: download the application form from the website [www.domusacademy.com](http://www.domusacademy.com), fill it out and send it to [summer@domusacademy.it](mailto:summer@domusacademy.it)

You will be contacted by email to finalize your booking.

## ADMISSION REQUIREMENTS

- All classes are held in English, so a fluent understanding of the English language is required.
- Please carefully read the course descriptions before applying to a course as Domus Academy will not take any responsibility for the students' choice of a course level that is not suitable to their background and skills.
- Domus Academy can accept bookings from students from 18 years of age.
- We strongly suggest students to bring their personal equipment, as indicated prior to the course beginning.

## TUITION FEES

2,500 EURO TUITION FEE EACH SESSION

- The fees include: class work, lectures and guided visits included in the program.
  - The fees do not include: travel expenses, accommodation, local transportation and meals.
- Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class.

Please note that Domus Academy Summer Programs 2017 have a limited number of places that will be therefore assigned on a first come–first accepted basis.

## HOUSING OPTIONS

Domus Academy helps international students find accommodation. Students can choose among a number of single and shared room at Campus walking distance, in apartments managed by the school.

Furthermore, Domus Academy has developed agreements with a certain number of real estate agencies that have a variety selection of apartments in different area of the city and, at the same time, has developed contacts with private landlords that rent out apartments close to the Campus and in various area.

Domus Academy has also special deals with hostels, residence and hotels.

For further information, please contact Housing Office via email at [short@milanhousing.it](mailto:short@milanhousing.it) or via phone at +39 02 97 372 295.







## LAUREATE INTERNATIONAL UNIVERSITIES

**Domus Academy joined the Laureate International Universities network in 2009. Laureate is a trusted global leader in providing access to high-quality, innovative institutions of higher education. The Laureate International Universities network includes more than 70 accredited campus-based and online universities in 25 countries throughout North America, Latin America, Europe, Northern Africa, Asia and the Middle East.**

Laureate universities offer more than 130 undergraduate, master's and doctoral degree programs in fields including architecture, art, business, culinary arts, design, education, engineering, health sciences, hospitality management, information technology, law and medicine.

The Laureate International Universities network serves more than 1,000,000 students worldwide. But our community includes more than the students we serve; it also includes faculty, alumni, families, and the employers who hire our graduates. In this way, Laureate International Universities

makes a positive difference in communities around the world. Our success is measured by the fact that when our students succeed, countries prosper and societies benefit.



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