

Italian Design Summer School is realized by



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DI
INGEGNERIA INDUSTRIALE



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IN BOLOGNA



Piazza Maggiore, Bologna

Alessandra Casare



ALMA MATER STUDIORUM
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ITALIAN DESIGN SUMMER SCHOOL

12TH EDITION

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Bologna - Bertinoro
Italy

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ITALIAN DESIGN SUMMER SCHOOL

ART, SOCIETY AND INDUSTRY

Since 2006 the ITALIAN DESIGN SUMMER SCHOOL has offered a unique opportunity to understand how Italy's tradition of "Disegno" is still alive and thriving in today's industrial design projects.

Italy is famous all over the world for its history and quality of design, expressed through many industrial products such as furniture, cars, motorbikes and household devices. Objects in which functionality and aesthetics are integrated, making them unique. Italian designers take their inspiration from a special artistic atmosphere existing in Italy, a feeling and character that has its roots in the paintings of Giotto and the sculptures of Michelangelo, just to mention a couple of the most well-known Italian artists of the past centuries.

The course is addressed to both students and professionals interested in product design. Differences between industrial and craft production will be underlined showing both main values as functionality characteristics in the first case and artistic aspects in the second.

To immediately apply the contents of the course a significant number of hours will be dedicated to project work, during which students will develop the project of a specific product using different methodologies. Students will be involved in practical projects developed in collaboration with manufacturing enterprises. Visits to the manufacturing plants and lessons delivered by professional designers will allow students to enter into real industrial production and to apply to concrete cases the methodologies learned during the course.

Direction: Prof. Dario Croccolo

Vice-Director: Prof. Giampaolo Campana

Structure and students:

Hours: 150 hours

40 hours of theoretical and practical lessons

34 hours of project work

40 hours of visits to Italian firms, institutions, artistic and touristic places

34 hours of individual study

2 hours of final test and conclusions

Students: from 25 to 35 undergraduate or graduate students in Industrial Design and connected fields such as Architecture, Engineering, Communication, Humanities and Sciences as well as qualified further education students with an interest in Design.

A basic knowledge of English is required.

Subjects and activities:

- Characteristics and value of "Made in Italy"
- Design methods
- Materials and Processes for Design
- Industrial design history
- Art history
- Fashion and style
- Computer Aided Design
- Concept freehand drawing
- Innovative technologies for prototyping in industrial design
- Food Design
- Clay modelling
- Seminars of professional designers
- Project work in groups
- Visits to firms and institutions
- Visits to artistic and historical places

A certification of completion will be awarded to all students who have attended all the classes and obtained a positive evaluation in the final test.

Co-direction: Prof. Yeh-Liang Hsu, Prof. Lisha Ren, Ngo Thi Thu Trang Ph.D. in Design

Coordination: Barbara Cimatti Ph.D. Eng.
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For further information and tuition fees, please go to: