



Firenze - Roma
Master Diploma IED

Master

ARTS MANAGEMENT

**“I BELIEVE SO MUCH IN THE
POWER OF PERFORMANCE
I DON’T WANT TO CONVINCE
PEOPLE. I WANT THEM TO
EXPERIENCE IT AND COME AWAY
CONVINCED ON THEIR OWN.”**
MARINA ABRAMOVIC

**Students from the past editions
of the master course collaborated with:**



guggenheim
+ intrapresa

MUS.E
musei // eventi // fiorenze

museo
nazionale
romano



Project Waves at Outdoor Festival, Photo by R. Ippoliti

Title Master Diploma IED
in Arts Management

Coordinator in Florence Daria Filardo

Coordinator in Rome Alessia Esposito

Starting date January

Duration 11 months, full-time

Location Florence - Rome

Language English

MASTER COURSE IN ARTS MANAGEMENT

GRAND TOUR IN ART

A unique itinerant formula brings students in 3 art capitals.

WIDE-RANGING SKILLS

In these cities, art merges with several business realities, allowing students to acquire competences that they can use in different fields.

PEGGY GUGGENHEIM EXPERIENCE

Students spend one intensive week at IED Venezia, getting in touch with one of the most renowned art institutions, such as the Peggy Guggenheim Collection.

INTERDISCIPLINARITY WINKING AT INNOVATION

IED never forgets innovation and prepares students to face the new scenario of the digital professions.

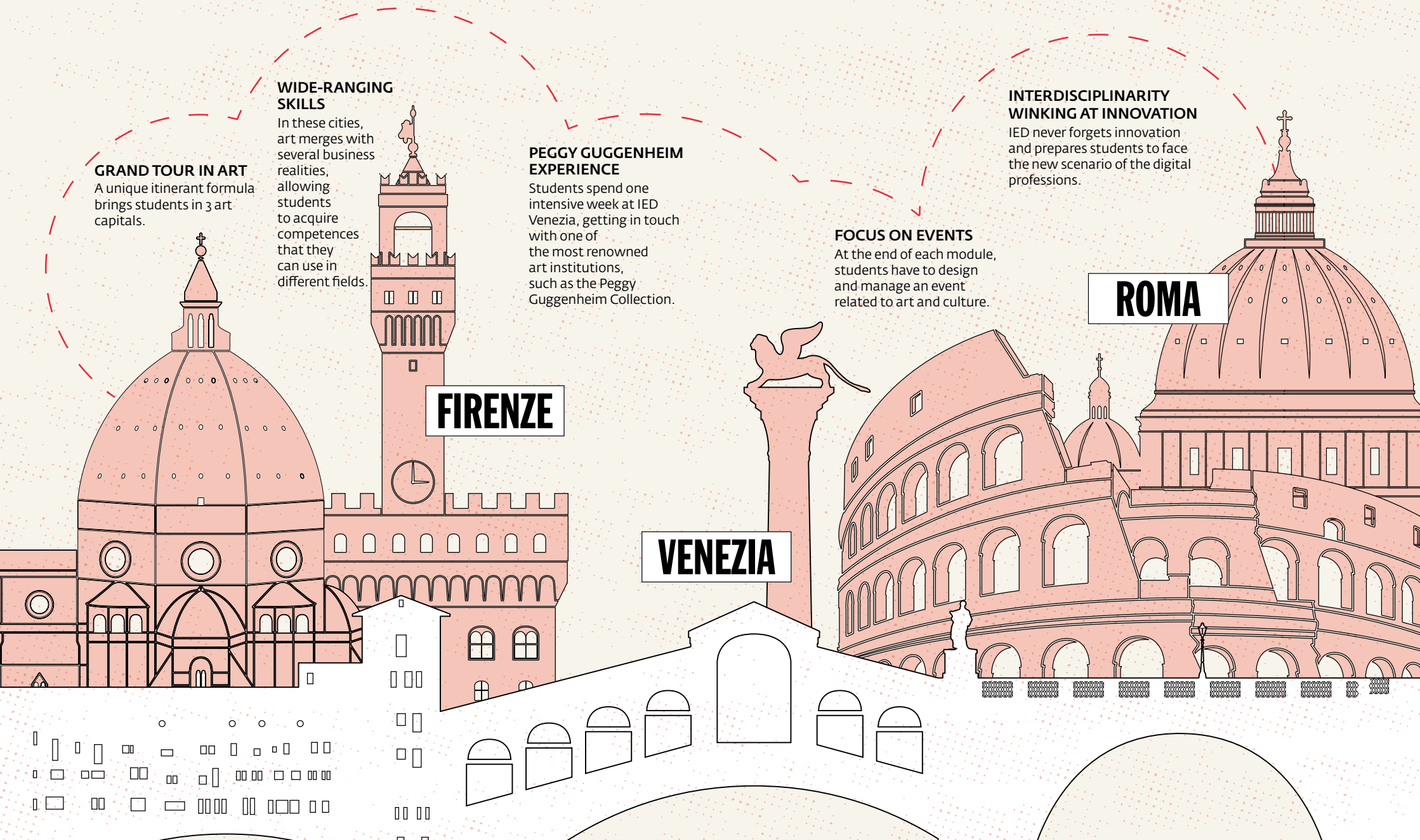
FOCUS ON EVENTS

At the end of each module, students have to design and manage an event related to art and culture.

FIRENZE

VENEZIA

ROMA





Project Dilemma, photo by F. A. Petrivellii

OVERVIEW

IED Master constitute an experience that allows students to explore concepts and develop projects aimed at the definition of their own professional identity.

In the last twenty years, companies and public institutions are raising their investments in culture, meant as art, tourism, design, fashion, aiming at economic and social growth. Many cities and territories are establishing their identity through cultural activities – such as Edimburgh, known as the city of festivals – companies are linking their brand to cultural interventions, such as the famous multimillionaire restoration of the Colosseum sponsored by Tod's. In such a variegated context - in which the main actors are not only public institutions and local associations, but also big companies, private subjects, banking foundations – professionals in cultural fields acquire a key role. Culture and creative economies are now considered strategic as development assets in the advanced economies. Hence, the culture system is strongly requiring skilled managers, able to handle both the technological progress that involves the entire sector and the several steps for managing complex creative projects: from project planning to budgeting, from fundraising to project development and delivery, from press office and pr to communication with the public. The Master course in Arts Management has been designed to respond to this market request and these are the themes participants are fully involved in.

The Master course is aimed at graduates in humanities, art, economics, as well as graduates in creative disciplines from design schools, or professionals with at least two years of experience.

In order to tell you about this course at the best, we would like to provide you an insight into the activities carried out by the students. Take a look at the projects realised by the former classes: ied.edu/master-in-art

WHAT'S NEXT

Working with internationally renowned professionals, becoming aware of the real job's dynamics, acquiring new contacts and getting into a network: these are a IED Master student's main achievements.

This educational pathway provides high quality experiences allowing students to meet the main characters in the chosen field of study, to strengthen their competences and to acquire new ones, towards the progressive definition of their future.

IED Master courses offer several occasions for personal and professional growth that everyone is meant to catch according to the own specific inclinations. Students are followed, guided, and advised by a dedicated team, who will also introduce them to a selection of companies and agencies, organise interviews, and monitor all the operational steps related to successfully entering the world of work.

The Master course in Arts management, in its past 8 editions, trained a strong community of experts. Professionals who are building extraordinary careers in European and global contexts, such as:

ALUMNI PREVIOUS EDITIONS



Ambra Falabella - *Didactic Office Manager, Europass - cultural institution*
This Master gave me the opportunity to get in touch with the world of work, thanks to the close contact with professionals of the Italian cultural scenario. All the competences acquired during the course have been useful for my career. Furthermore, it gave me all the practical skills needed to organise a cultural event, taking into consideration every step of the process, for example fundraising, social media campaigns, etc.

ALUMNI LAST EDITION



Andrea Paola Garcia

One of the biggest steps in my career, the multicultural environment, the international connections and the highly qualified teaching staff combined with the projects have helped me to develop a more flexible and creative thinking

This experience includes three phases: in Florence, focused on the management of visual arts, the class collaborated with the Fondazione Palazzo Strozzi; the second in Venice, a week of meetings at the Peggy Guggenheim Museum; in Rome, the master focuses instead on performing arts: a call for artists precedes the selection and production of an event.



Giulia Mancinelli

Three Cities, two creative events, one great experience. One of the main attractions of this Masters course for me was the opportunity to experience living in three separate Italian cities during the year, each with its own identity, providing a wide breadth of artistic and cultural experiences.



Annie Elizabeth



Alessia Rodi - *Secretariat and Promotion, Teatro Olimpico*

Everything can teach something, and taking a challenge is just the beginning. The Master course helped me combining the passion for art and culture with my organisational attitude. Experiencing different aspects of cultural industry nurtures my desire to communicate and spread culture at all levels.

Laura Fattorini - *Independent Curator*

After graduating in Philosophy, I choose the Master in Arts Management, that helped me develop my professionalism. Analysing the different steps for the elaboration of a cultural project, I learned to explain contemporary art and its deepest meaning using creativity and keeping up with a constantly changing reality.



Ceren Volkan - *Business Development Manager, Istanbul Museum of Modern Art*
Including unique partnerships with significant cultural institutions - such as Fondazione Palazzo Strozzi, MIBAC, Federculture and Peggy Guggenheim Collection - IED Master course gave me the opportunity to meet renowned professionals of the Italian artistic and cultural scenarios.

METHODOLOGY AND STRUCTURE

In-classroom theoretical learning is integrated with project practice through group activities coordinated by professionals and experts.

The Master course in Arts Management is divided into two operational modules that have an individual study path related to the city in which they are held.

The Florence module is focused on training specialists in designing, planning and organising complex events in the cultural fields, whereas the Rome module is concentrated on the fine-tuning of a new approach for managing the artistic heritage in relation with the contemporary cultural scene.

Some topics are carried out throughout the whole duration of the course, while others are specific of the two locations.

In between the two operational modules, students are involved in a special week in Venice, in collaboration with Peggy Guggenheim Collection.

The Master course leads participants into a training path designed as a general framework in which cultural skills, technical expertises, project development abilities are step by step introduced, implemented and consolidated.

The mix of subjects faced during this rich and intense year aims at building professionals who can easily deal with: contemporary artistic scenarios for identifying significant art and culture concepts and enhancing the visibility of the cultural offer; business models for developing actions plans that keep into consideration all the risks and opportunities of a cultural project; new communication technologies and tools for exploiting the potential of culture as economic asset.



PROGRAMME

FLORENCE: FOCUS ON EXHIBITION AND FESTIVAL PLANNING

The Florence module of the Master course in Arts Management creates professional figures specialised in designing, planning and organising complex and articulated events in the cultural fields. The courses engages participants in managing the different phases of event organisation: from content creation for the event itself with the drafting of a plan, to contacting partners and sponsors, up to communication management. Participants gain expertise in event promotion and management for a wide range of cultural and promotional situations.

ROME: FOCUS ON ARTISTIC DIRECTION

The purpose of this module is to develop a new approach to the artistic heritage management, taking advantage of the historical and cultural vocation characterising the city of Rome. This metropolis is capable of offering a consolidated experience in the institutional area, as well as a rich urban melting pot of international and interdisciplinary cultures. The part of the course held in Rome aims at combining the city culture with the several activities part of the urban culture. With the support of new technologies, the course deals with the latest urban issues, in order to explore and develop the possible cultural convergences and to promote interest and participation. Because of its history, Rome has the need to manage and enhance its huge cultural heritage, and therefore it requires managerial and organisational figures skilled enough for dealing with such complexities.

CULTURAL LANDSCAPE

History of Visual Arts - Florence

This section features a historical and critical path through the arts, from the beginning of the 20th century up until today, which is focused on the main changes of the visual culture and the influences on contemporary imagination.

Museum Management - Florence

It is an introductory overview on the main principles and practices involving museum management. Covered topics include: strategic planning and marketing, financial sustainability, permanent and temporary exhibitions and displays, target audience and governance issues.

Museography - Florence

This course examines permanent and temporary exhibitions displays. Special attention is given to technical management and lighting technology in set design. Case studies show how to display and enhance an exhibition.

Focus on Contemporary Rome and Performing Arts History - Rome

The course is divided in two sections and aims at analysing models for the exhibition and performing arts through lectures and site visits with specific focus on the city of Rome. In the first part of the course, students have the chance to visit museums and collections of

contemporary art, private galleries and foundations. The second part of the course focuses on the final project, serving as a critical analysis and implementation of the materials and ideas produced by the students.

Lateral Thinking Lab - Rome

The lessons analyse the economic principles of the cultural system: institutional framework, supply and demand, dynamics and horizons, cultural sustainability and compatibility. A particular attention is paid to the dilemma among public and private funding for culture and the relationship with public administration in a multidisciplinary perspective.

Peggy Guggenheim Experience in Venice

Participants attend one week workshop in Venice in which they visit all main cultural institutions and take part to classes held by Peggy Guggenheim Collection staff. The Peggy Guggenheim Collection is among the most important museums in Italy for European and American art of the first half of the 20th century. It is located in Peggy Guggenheim's former home, Palazzo Venier dei Leoni, on the Grand Canal in Venice.

STRATEGY

New Business Lab - Rome

The programme is articulated upon the use of tools and methodologies aimed at quickly model and strategize a new business initiative in the field of Cultural and Creative Industries. It is actually a "lab", where students achieve meaning and handling of tools (that are commonly used for the launch of innovative start ups) to generate a realistic business model upon their business ideas. Therefore,

the module starts with the sharing of those tools to end up with the presentation of an executive summary devoted to new businesses.

Strategic Design for Cultural Project - Rome

Trough theoretical lessons and practical workshop, the course analyses:
- the theory of Design for All: how design can furnish innovative responses to the major social challenges generated by a rapidly changing world;
- different concepts of city and how we designed it in the past;
- extending this thinking to the containers and the contents of cultural venues: challenging the conventional presumptions about culture and designing for today's reality;
- Strategic design Theory: using design methodologies to tackle – and solve – the challenges raised by a complex society.

Cultural Marketing: Strategic Planning and Promotion - Florence-Rome

This module is focused on the marketing methods and strategies necessary to develop and promote the projects of a culture-based organisation. The course examines the most important steps of the planning process, such as analysis, strategy and implementation, and introduces the main analysis methods that allow to produce effective reports: SWOC, PEST, stakeholder and capital analysis. The subject also explains the main communication channels, focusing on web 2.0 and social networks.

PROJECT DEVELOPMENT

Cultural Project Management - Rome

Starting from the instruments used by the Cultural Project Management, the module has the following objectives:

1. to explore more in depth the notions of project design and the operational feasibility;
2. to analyze case studies in the cultural sector in Italy and abroad with a special attention to the cultural programming, the partnership and the governance systems;
3. to dedicate a specific focus to the themes of bottom-up cultural practices, participatory processes and audience development strategies, as well as to the relation between new business scenario and artistic creation.

Cultural Project Management - Florence

It examines project development, planning and delivery using case studies and models specific of cultural-related events and projects. The course explains the kaizen method of continuous improvement of processes, as starting point for enhancing the knowledge and skills of project management.

Event Concept and Kick-off - Florence

The purpose of an exhibition is to share an idea, a concept, or a message with the community. It is thus essential that the exhibition vision and the message are clear in order to reach the target audience. This course focuses on roles and responsibilities of the planning team and event coordinator. The main topics covered include the selection of an exhibit theme, budget planning, event promotion and coordination, logistic issues

including staffing, contracts and outside vendors. The model of the planning process will be highlighted at Palazzo Strozzi, one of the most prestigious venues in Florence.

Event Operation Planning and Management - Florence

This course is a full immersion on the event organiser's duties, which include all the aspects of planning and management, i.e. event concept, budgeting, financing, venue selection and contracting, vendors, and final event. Case studies illustrate the various roles and responsibilities.

FUNDRAISING FOR CULTURAL PROJECT

European Grants - Florence

Many cultural events employ both public and private financing, as well as some form of fundraising either for the event itself or the sponsor institution. This course introduces participants to the several forms of institutional fundraising and to grant-based public and private financing. Many types of organisations such as foundations, non-profits and cultural institutions, are used as models to illustrate and develop an understanding of the different strategies and fundraising methods. Special attention is given to individual and corporate donations and sponsorship, basic strategies, and methods of fundraising.

Crowdfunding - Rome

Crowdfunding, the practice of funding a project or organisation by raising monetary contributions from a large number of people, has been growing substantially in recent years. Thousands of people and organisations across Europe have raised funding through crowdfunding platforms, including cultural and creative projects. The course analyses the most relevant crowdfunding platform in Italy and Europe and invite the students to build up a real crowdfunding campaign to increase the budget of the final event.

COMMUNICATION

Communication Lab - Florence

This Course focuses on two elements, Web Communication, important to build the identity of a cultural project or institution in the collective imaginary of a specific target, and Media Planning, a structured analysis of the main types of media and its application. This course defines how a press office promotes events and other cultural activities through traditional channels and innovative digital opportunities, integrating communication planning, the new economy of apps, internet monitoring and analysis and Social Media. In the end the participants are able to create a basic advertising strategy.

Communication Lab - Rome

Through rules, methodologies, and basic principles, the course enables participants to create a communication strategy, a visual and written identity, face the relationship with media, invite journalists to the final event, take care of the public relation, collect relevant articles on the event.

The course focuses on new media and communication 2.0, related to the world of performing arts and culture.

The main topics are:

- Social media storytelling: tell the art through the web 2.0;
- the hashtag: a fundamental tool to create a new relationship between cultural organisations and territories;
- looking for "empathy": make a live event social to create engagement
- knowing the job of the "Community Manager"
- how social medias have changed the online advertising
- digital PR: how to rethink the press office.

Project Communication - Rome

A project is created by people who want to make it real, so it is necessary to have a good knowledge of who make it, of the product or service you are offering. What lays behind effective communication? Which symbols can represent what you want to tell? How can you use them?

The aim is to communicate a story through storytelling, and to learn public speaking techniques.

FINAL PROJECT: ARTS AND EVENTS ORGANISATION

Roma

The module ends with a Final Project that allows participants to test the notions they gained during the course.

The Final Project is meant to give the opportunity to create, communicate and promote a curatorial or editorial project

INTEGRATIVE COURSES AND ACTIVITIES

Self-Entrepreneurship and Business Start Up - Florence

The course is open to all Master students yearning to launch their own project in the future. The engaging and interdisciplinary programme analyses best cases and the most innovative business models and star ups in fashion, design, art, food and hotellerie-restaurant-café. It is organised as a practical laboratory where students are asked to develop real business ideas. Students gain an entrepreneurial vision and approach as skills that they can spend in their future careers, whatever their profession will be.

Open call on individual need.

Italian Language for Survival

This elective course is aimed at foreign students who are interested in getting familiar with Italian language. It can be required to apply for an internship in Italy.

Kaizen Team Building - Florence

This workshop, carried out together with certified trainers, teaches the Japanese Kaizen method, fostering continuous improvement, to learn facing the challenges emerging with the handling of creative projects. It covers several aspects, for time management, to the elaboration of personal portraits – with the help of Graphic Design teachers - that will function as identity cards in the campus during the whole experience.

Open call on individual need.

Professional Talks - Florence, Rome

The whole pathway is enhanced by talks and meetings featuring successful professionals, renowned brand and lecturers. These experiences are aimed at presenting case histories and involving the students in broad discussions on topics related to design, fashion, food, hospitality, art, and lifestyle, with top level professionals.



FACULTY

IED faculty consists entirely of professionals able to teach theory and practice, through case histories and project works in collaboration with companies that allow participants to meet directly the job market.

COORDINATOR IN FLORENCE

Daria Filardo

Art Historian and Independent Curator, she teaches at SACI, Studio Art College International. Together with Stefania Galegati she co-curates the Summer School of Contemporary Art al Caffè Internazionale in Palermo. From 1998 to 2000, she worked as Resident Curator at the public museum Palazzo delle Papesse Contemporary Art Center in Siena. She writes articles for catalogues and art publications and she is particularly interested in long-term projects that involve both writing and exhibition making.

COORDINATOR IN ROME

Alessia Esposito

She graduated in Economics, with marketing specialisation. Then she discovered the cultural heritage management and went to Turin for a further study programme at Fitzcarraldo Foundation. She was Junior Analyst for a consulting company, ADHOC-Culture, involved in the start-up of several cultural venues such as Auditorium Parco della Musica in Rome, Teatro del Lido in Rome, Fringe Festival in Edimburg, where she coordinated in 2009 a campaign financed by Cariplo Foundation and Spoleto district. Now she is Co-founder and Executive Producer at 369gradi, theatrical production and amplifier of contemporary culture company. She is also responsible of the staging of *Le vie dei Festival* in Rome.

FACULTY MEMBERS

Claudia Balocchi

Lawyer and Member of the Bar of Florence. Specialised in corporate law, non-profit law, tax law, copyright, the protection of cultural and creative works, and the intellectual property in general. Freelance Consultant in cultural and social fields for companies and non-profit organisations.

Stefano Bellandi

Entrepreneur, with more than 8 years experience in Communication, Brand Strategy and Business Design. He started his career as worldwide Financial Analyst for Gucci, then as Reporting Analyst for Bally. He started his own business, Tidress, a vertical accelerator in marketing and operations for emerging brands in fashion industry that reached 1 million turnover in the first season already. He currently runs his newest company, Era KI, a worldwide marketing lab for smart projects based on community approach and total communication.

Alessandra Capodacqua

She is Photographer, Teacher, and Curator, working for national and international schools and colleges. In 2010, EACEA appointed her as Independent Expert, with the task of advising the Agency on the quality and value of the project proposals in relation to the policy and objectives of the Creative Europe Programme. She regularly receives requests for portfolio reviews and she is often invited to participate International Photo Award Ceremonies as jury member.

Lisa Chiari

After the graduation in Law at the University of Florence she got a Master Degree in International Protection of Human Rights at the Oxford University. She has been involved in different experiences with international organisations and currently deals with press and international relations for Pitti Immagine Florence, as she is also Founder of Map of Creation, a non-profit organisation of cultural events and producing cinema and contemporary art projects, such as Fiorentina 2014 festival for the City of Florence.

Lapo Chirici

After a Degree in Marketing, he has been working for 12 years in the fields of Media Relations and Web Marketing. Qualified as Professional FERPI, he is a member of the Tuscany Region Executive Board and Chief Executive for the area of Digital Communication and New Media. Consultant in web communication for public and private sector enterprises and startups. Since 2005, he developed more than 150 projects with his team in several business sectors, such as tourism, food, oil and gas. He is currently working at ECV Group, as Corporate Communication Manager, Digital PR and Online Marketing Manager.

Giuliana Ciano

Cultural manager and lecturer in the field of live performing arts, since 2000 Giuliana is active in the field of performing arts collaborating with Italian and international theaters, cultural institutions and independent associations. Author and curator of a variety of transnational awarded cultural projects, she is presently the co-curator and project manager of *Be SpectActive!*, a large-scale EU-funded project focused on active spectatorship and audience development in the performing arts. Since October 2016 she is a researcher at the CCQO (Culture Commons Quest Office) at the Antwerp Research Institute for the Arts, University of Antwerp, Belgium.

Giovanna Conforto

She is Co-founder of *The Strolling Stories*, a storytelling related to art and historical and artistic projects sites. She has been teaching for the International Y. Menuhin Foundation, the Ministry of Education and Università La Sapienza. She is Guest Teacher at the International School of Storytelling in East Sussex.

Daniela Corradini

She graduated in History of Art. In 2010, she founded with Giovanna Conforto *The Strolling Stories*, a project about stories related to art and historical and artistic sites. She researches the connection between symbols and visual arts. She is Educator in schools promoting cultural heritage.

Roberto Formato

He is a Tourism Planning and Strategic Management Consultant based in Italy. He gained a degree in Industrial Engineering at Politecnico di Milano, a Master of Science in Tourism Planning and Development, certified by the World Tourism Organization, at the University of Surrey in the UK, and an Executive Master in Public Management at the Hertie School of Governance in Berlin.

Pietro Gaglianò

Art critic and scholar of contemporary languages. He has been devoted to the knowledge and analysis of the contemporary

visual culture. His main topics of interest concern the urban, architectural and social context as stage for contemporary artistic practices, and the interaction between arts and political matters. He experiments hybrid forms between art and formation, where creative languages are intended and exploited in an anti discrimination function and to increase social awareness. Since 2000 he practices an intense research of writing criticism, curating and events' planning. He is co-founder and director of "Scripta, l'arte a parole", festival of lectures concerning books about contemporary arts with international authors and writers, Libreria Brac and other places, Firenze.

Pete Kercher

His Anglo-German background and Italian residence (for over 35 years) working in international communications and design, confirm Pete Kercher's belief in the importance of identifying and exploiting synergies. A founder-member of EIDD – Design for All Europe, he has built on this in his focus on issues of social inclusion and demographic change, developing a personal theory and practice of strategic design, which he applies professionally to the area of culture, business and public administration in Italy and several other countries, primarily in Europe. Socially and politically active in Italy and Europe, he is a frequent speaker in European meetings and conferences.

Elena Magini

Is curator, exhibitions and events coordinator for the Center for Contemporary Art Luigi Pecci in Prato since 2015. Previously she has worked for numerous public and private realities devoted to the contemporary, including EX3 Center for Art Contemporary, CCC Strozzi, Palazzo Strozzi, Galleria dell'Accademia, MAN Museum of Art in Nuoro, Biagiotti Progetto Arte Foundation. She has written contributions and critical texts for exhibition catalogs and specialist magazines, and she regularly collaborates with many contemporary art magazines, including "Flash Art" of which she has been a contributor since 2015.

Arabella S. Natalini

Art Historian and Curator. Since 2001, she is Director of *Tusciaelecta – Arte contemporanea nel Chianti*, an ongoing project promoted by nine municipalities in the Chianti area between Florence and Siena. She curated exhibitions and catalogues and she wrote many articles for journals of contemporary art. She also took part to several conferences in Italy and abroad. Among her recent exhibitions: *(M)others*, MAMbo, Bologna, 2013, Giuseppe Penone; *Prospettiva Vegetale*, Forte di Belvedere, Firenze, 2014, Antony Gormley; *HUMAN*, Forte di Belvedere, Firenze, 2015.

Roberto Ruta

He graduated in Communication Sciences at Università degli Studi di Siena. He is a Freelance Journalist and since 2005 he has been working as Press Officer at Pitti Immagine. He is also Producer and Director at Map of Creation, a non-profit organisation, which is active in the organisation of cultural events, video and documentary productions. Among the others, his project *Yi Shu - The Hype About Chinese Contemporary Art*, a documentary film on the Chinese boom of contemporary art that obtained several awards in international festivals.

Nicola Santini

Co-founder and Co-director of Avatar Architettura office for architecture and industrial design since 2001. PhD in Architecture and Urban Design. Lecturer and Teacher in Colombia, France, Lebanon, Austria, Italy. Artist in residence for Avatar Architettura in Mains d'Oeuvre Center for contemporary arts production in Paris. He has over ten years of experience in design services to ensure the highest environmental and economic performances.

Luca Scarlini

Writer, Performance Artist, Arts Administrator, Exhibition Curator, he works with several cultural institutions in Italy and abroad, among which: Festival della Letteratura Mantova, Festival della Mente Sarzana, Festival Caffè Milan, Festival Vrak Bruxelles,

Theatre Amstramgram Geneva. He works as Storyteller for festivals, and for the radio programme Museo Nazionale, Radio 3.

Antonio Scuderi

Founder and CEO of Capitale Cultura, a Group with Italian and Swiss companies, fully devoted to business development and acceleration of cultural and creative industries. He is an Entrepreneur, Manager and Journalist. He worked for 24 Ore Group, first as CEO of 24Ore Cultura and Alinari 24Ore, and then as Corporate Director Synergies and International Business. He previously worked in De Agostini Publishing as Managing Director Contents and Editorial Coordination. He has been Director of websites and newspapers Sapere.it, Repubblica.it, ilNuovo.it, Mediasetonline.com, La Notte, Sei Milano TV. He got a Bachelor's degree in Political Sciences, a Master's degree in journalism and an Executive International MBA.

Michele Trimarchi

He teaches Economic Analysis of Law at Università degli Studi di Catanzaro, and Cultural Economics at Università degli Studi di Bologna. Member of the editorial advisory board of *Creative Industries Journal*, *Tafer Journal's* editor in chief. President of Tools for Culture, Chairman of the board of trustees del London Centre of Italian Opera, Vice-president of Fondazione Teatro Comunale di Bologna.

Chiara Ulivi

Art Historian, currently works for the Information Technology Department–Digital Strategies of the Uffizi Galleries as social media manager and website manager. She is part of the team that created and presented the branding strategy of the Uffizi Galleries in 2017, along with the new website and the social media accounts. She is been teaching for IED – Florence since 2011: semiotics of art and history of contemporary art; now "Uffizi Gallery as a Case Study" for the Master Arts Management.

IED reserves the right to make any change in relation to the didactic needs or those of the school itself.

CAREER SERVICE

IED Career Service aims to support students in their contacts with the world of work through relationships with companies, agencies, freelancers, and a customised activity of tutoring and monitoring. During their path, students can take advantage of a bespoke activity of support and monitoring. They also have the possibility to meet external companies and participate to selection interviews for activation of internships or collaborations once the study path is over.

PARTNERS

3M, Accenture, Adidas, Alessi, Alfa Romeo, Amnesty International, Apple, Arnoldo Mondadori Editore, Aston Martin, Barilla, Benetton, BMW, Bottega Veneta, Bulgari, Calvin Klein, Canon, Campari, Cappellini, Coca Cola, Damiani, De Agostini, Diesel, Dior, Dolce&Gabbana, Ducati, EDI Effetti Digitali Italiani, Edizioni Condé Nast, Emergency, Emilio Pucci, Endemol Shine Italy, Ermenegildo Zegna, Fendi, Ferrari, Ferrero, FIAT Chrysler Automobiles, Flos, Fontana Arte, Ford, Fox Italia, Freeda, Gianni Versace, Giorgio Armani, Herno, Hewlett Packard, Honda, IBM, Illy, Ikea, Inditex Group, Jaguar, Jil Sander, JINGLE BELL Voice & Music, JWT, Lamborghini, Lancia, Lavazza, Lego, Leo Burnett, Louis Vuitton, Luxottica, Marni, Maserati, Martini, Max Mara, Mediaset, Microsoft, Milestone, Missoni, Moschino, Movimenti Production, MTV, Nestlé, Nike, Nintendo, Nivea, Piaggio, Pirelli, Pixar, Polaroid, Pomellato, Prada, Proxima Milano, Puma, RCS, RAI, Redbull, Renault, Roberto Cavalli, Salvatore Ferragamo, Sergio Rossi, SKY, Sony, Swarovski, Swatch, Tbwa, Tod's, Toyota, Universal Studios, Valentino, Volkswagen, We Are Social, WWF Italia, Yoxx.

AN INTERNATIONAL NETWORK

IED is a 100% Italian excellence as well as an international network with campuses in Italy, Spain and Brasil.

170 academic partnerships spread over Europe, Asia, USA, Canada, Australia, New Zealand and South America. Many of these partnerships allow Undergraduate students to participate to the **Exchange Study Program** and **Erasmus+**, attending a semester abroad.

Moreover, IED is **member of a wide-ranging academic and cultural network:** CUMULUS – International Association of Universities and Colleges of Art, Design and Media; ELIA - The European League of Institutes of the Arts; WDO – World Design Organization; ENCATC – European Network on Cultural Management and Policy.

IED also keeps **relations with various international Universities and Academic Associations**, including: ADI - Associazione per il Disegno Industriale, NAFSA - Association of International Educators, EAIE – European Association for International Education.

The international dimension and vocation are also confirmed by the presence of **students coming from over 100 countries.**

IED is a place of fruitful exchanges and confrontation between different cultures and contributes to training a new generation of professionals ready for entering the contemporary market.

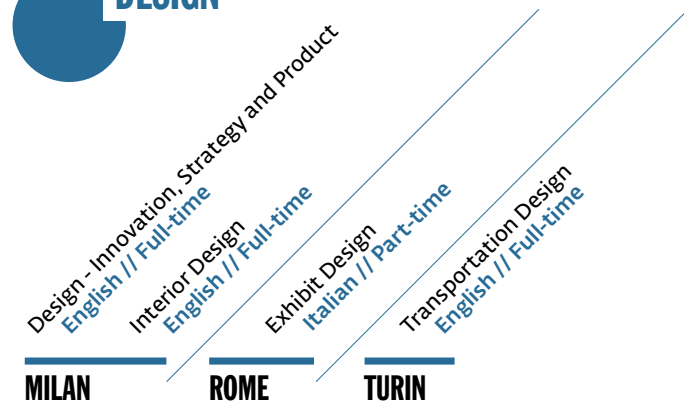
ALUMNI

Over 120,000 former students. A global, multicultural and interdisciplinary community: a place of exchange, communication and bespoke services, an incubator of opportunities, relationships and visibility. Whoever spent also a short time in IED classrooms, through the dedicated platform, has the chance to get in touch with the whole alumni community, coming from international contexts. Registered alumni can find out more about IED network, receive invitations to events, initiatives and exclusive community seminars. Last but not least through this platform alumni are being informed of a selection of dedicated job offers.

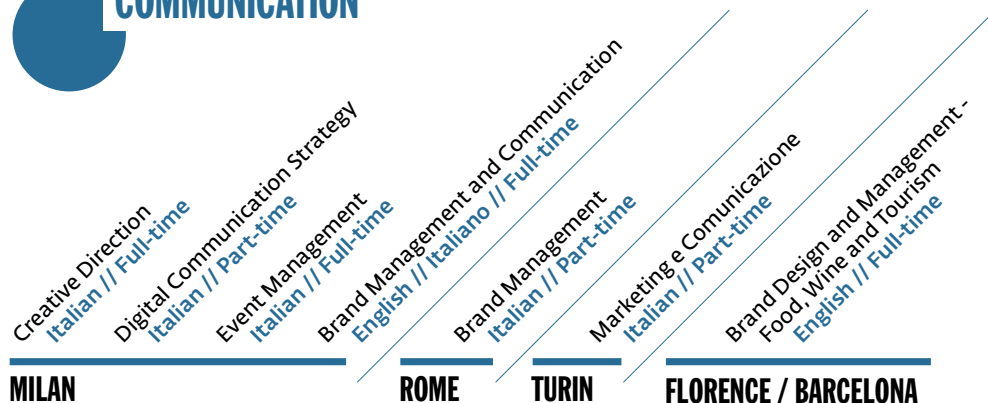
MASTER COURSES

The Master courses are strongly rooted in the Italian design cornerstones as curiosity, enterprise and growth. Such mindset guarantees a combination of skills, technique and creativity to give more and more effective answers to those who want to excel in the fields of creativity and management. Designed in collaboration with companies, Master courses prepare for the job market and allow to build your own professional identity.

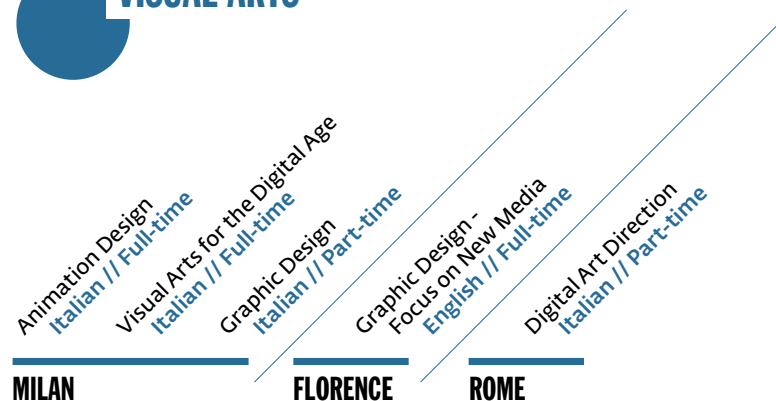
DESIGN



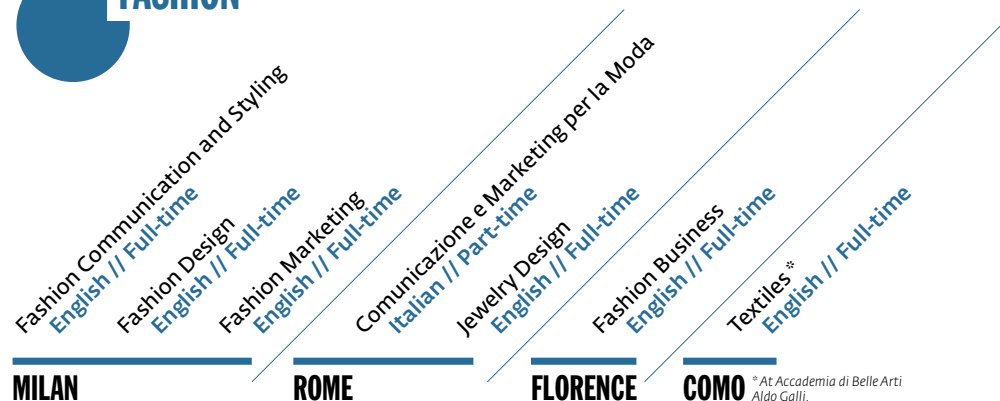
COMMUNICATION



VISUAL ARTS

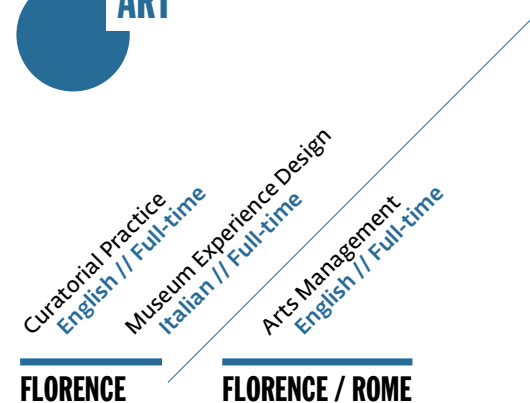


FASHION



*At Accademia di Belle Arti Aldo Galli.

ART



PRACTICAL INFORMATION



Arts Management

USEFUL LINKS

ied.edu/apply-to-master
ied.edu/pricelist-master
ied.edu/financial-aid
ied.edu/services
ied.edu/accommodation-in-florence
ied.edu/alumni

QUALIFICATION

Attendance is mandatory. At the end of the Master course, enrolled students who successfully attended at least 80% of each course, receive a IED Diploma. To get the certificate students must pass all exams and demonstrate commitment in developing a successful Final Project. An examination board awards the student's final grade marked – according to Italian ranking reference system, min 66, max 110 with honors.

ENTRY REQUIREMENTS

The application form can be sent by anyone who holds a First Level Academic Diploma, a BA Degree or other equivalent qualification (graduates of private schools at University level) or with an equivalent professional experience in the disciplinary area of the course. Grad students may also participate, provided that they get their degree by the date of discussion of the final project.

LANGUAGE REQUIREMENTS

This Master course is taught in English. To ensure course contents are fully understood, IED demands applicants a B2 level – equivalent to IELTS 5.5 or TOEFL IBT 68. In order to demonstrate the required language proficiency, non-native speakers have to submit a language certificate or undergo a language test run by a IED representative.

DEADLINE

Applicants are strongly suggested to complete the enrolment process at least 30 days before the beginning of the selected course.

SELECTION AND ADMISSION

To start Master admission process applicants must log in to the reserved area with their credentials, upload the documents required for admission to the course and complete the personal information. An Admission Advisor will support throughout the course selection, admission and enrolment process. Applicants can get the login credentials by sending a request email to the Admission Advisor. If not in contact with an Admission Advisor yet, fill in the "Apply online" form to receive an email with useful references and information about the selected course. By replying directly to the message the process goes ahead and credentials will be sent. The documents needed to start the selection are:

- pre-enrollment form, available in the personal area;
- a letter of motivation in the language of the course;
- updated CV;
- a copy of the Bachelor's degree if available;
- transcripts of university exams;
- ID or passport;
- self-certification of residence;
- tax code

IED Master's degrees establish limited enrolments. Once the upload of all the documents has been completed and the suitability for the chosen course has been verified, applicants will be invited to a motivational interview aimed at deepening and evaluating the skills acquired during previous studies, the qualifications and marks obtained, any professional experiences made, individual aptitudes/ motivation as well as verifying the proper knowledge of the course language.

ENROLMENT

Once the selection step is done, applicants will receive the certificate of admission and the regulations to sign and upload in the personal area. At the same time, they can pay the balance of the registration fee, thus reserving a place in the classroom.

SCHOLARSHIPS AND FACILITATIONS

IED supports young creatives thanks to a policy of economic facilitations and scholarships. Moreover Italian students may take advantage of subsidised loans.

ADMISSION OFFICE

IED Admission Office offer steady assistance to students asking for more information. They help you to find out more about IED and choose the best course, providing detailed information on courses organisation, contents, goals and future job prospects.

ACCOMMODATION

IED provides support to all students looking for accommodation through dedicated service providers. Most of the accommodation options available are easy reachable from IED schools. IED Admission Advisor may give further details.

OPEN DAYS

Open Days are great opportunities to meet, on-site or online, coordinators, business partners and IED staff, find out more about the contents and professional opportunities of a Master course's programme at IED and take a look at the school.

INFO

IED Firenze
Admission Office
Via Bufalini 6/R - 50122 Firenze
t. +39 055 29821

**50 YEARS
OF EXPERIENCE
INTERNATIONAL
NETWORK
11 LOCATIONS
AROUND THE WORLD
10000 STUDENTS
A YEAR
+100 NATIONALITIES
UNDERGRADUATE,
MASTER, SUMMER,
SEMESTER
AND CONTINUING
EDUCATION
PROGRAMMES**