

**IED Milano****Semester and  
Academic Year**

# INTERIOR DESIGN

**DESIGNED  
FOR STUDENTS  
WHO HAVE  
A STRONG  
VOCATIONAL OR  
PROFESSIONAL  
INTEREST IN A  
SPECIFIC SUBJECT,  
THESE COURSES  
CAN ALSO PROVIDE  
THE NECESSARY  
FOUNDATION FOR  
STUDENTS WHO  
LACK A FASHION  
OR DESIGN  
BACKGROUND.**



## **IED SEMESTER AND ACADEMIC YEAR**

**These courses provide the opportunity to develop personally and get prepared for the next undergraduate studies, or provide additional professional training and qualification.**

Semester and Academic Year courses propose a wide and update synthesis of the Italian know-how, giving a view of the most significant trends of interior design, jewelry design and fashion industry.

Different subjects are offered in the fall and spring Semesters, but each combines academic study with an insight into the professional design world and takes full advantage of the rich cultural resources that Milan and Florence offer.

The education path of each single course includes a strategic combination of theoretical lessons, cultural field trips and workshops.



# INTERIOR DESIGN

## SEMESTER AND ACADEMIC YEAR

### WHY MILAN?

Milan is a vibrant city with a long-standing tradition of culture, arts and science, full of entertaining opportunities! World-class economic and cultural powerhouse, Milan is a city of innovation: design, fashion, scientific and technological research are some of the key activities thriving in the city.

With its great food, cultural attractions like La Triennale, Pinacoteca di Brera, the Duomo, Leonardo da Vinci's Last Supper, La Scala, and its special events such as Salone del Mobile, Design week, Fashion week, just to name some, Milan has something to attract everyone.

### METHODOLOGY AND STRUCTURE

The Semester and Academic Year education path is based on the **acquisition of the cultural, methodological, technical and technological knowledge and skills** related to the interior design field. The courses include a strategic combination of theoretical lessons, case studies, visits and workshops under the guidance of **industry professionals**.

You can apply to one of the following Semesters:

A. Interior and Spatial Design Fall Semester - Introductory level

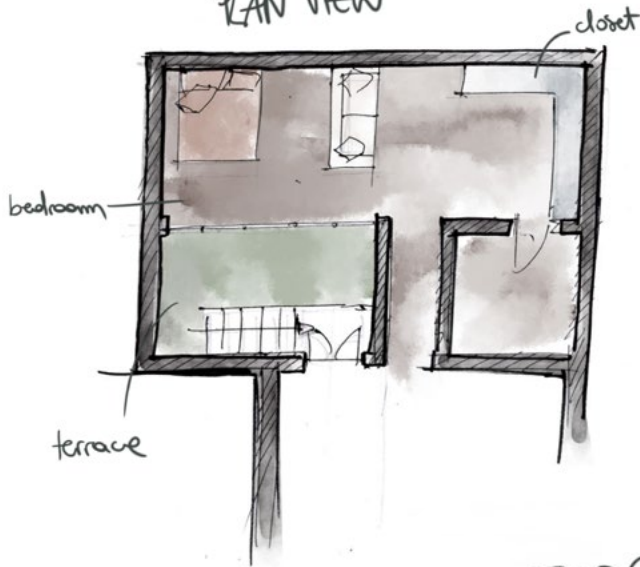
B. Italian Interior and Contemporary Trends Spring Semester - Intermediate level, or you can enrol to the Interior Design Academic Year ( Introductory level ), which is made of the A + B Semesters.

Visits to trade shows, museums and showrooms, as well as active participation in lectures, discussions and confrontation with faculty and peers will allow you to raise your cultural awareness, while the **project-based experiences will provide the analytical, technical and technological skills and competences to develop design concepts and execute them into a project proposal**.

Within the end of the course you will take a final exam for each single subject and will present the project/s you realised so to demonstrate the knowledge and skills achieved.

# CASA LA QUINTA

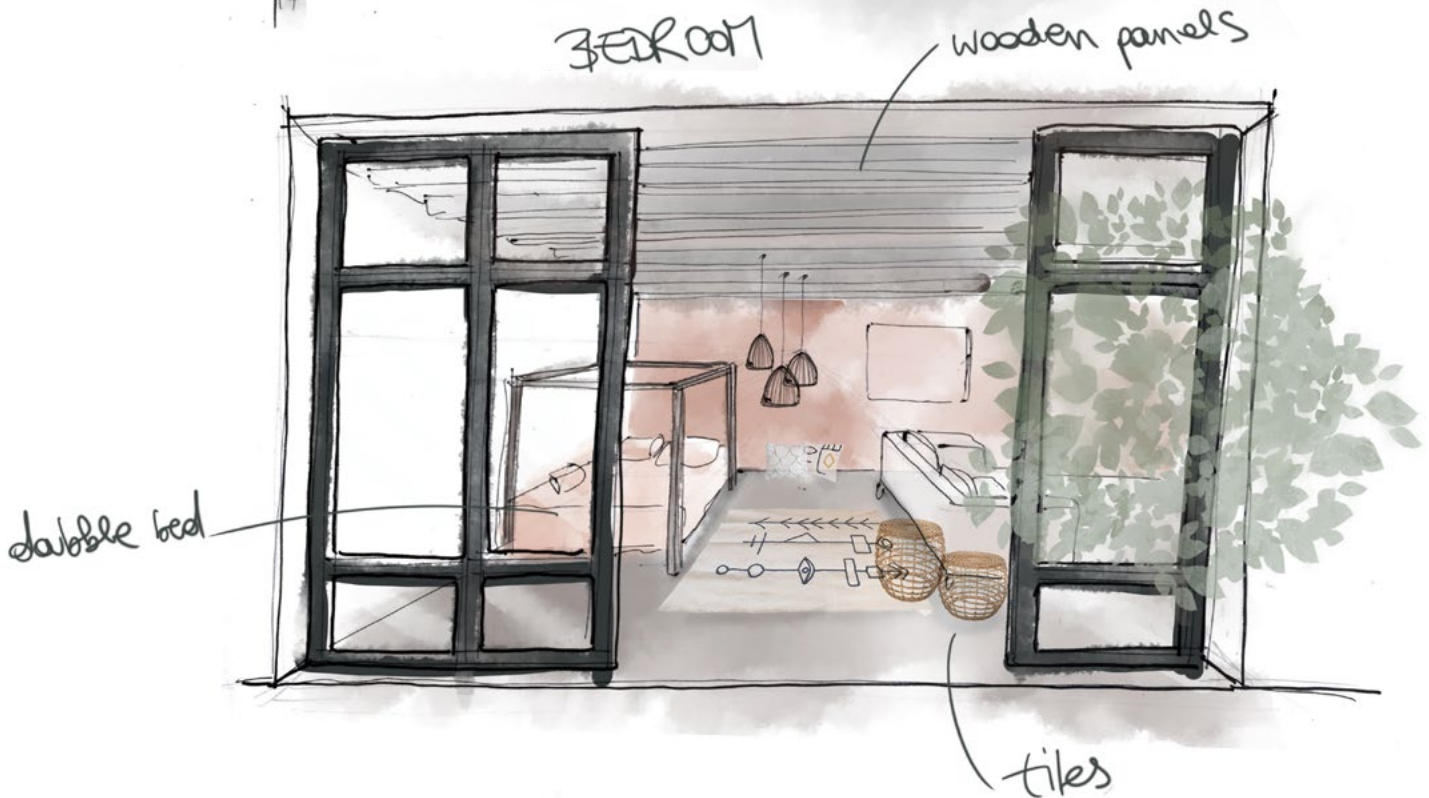
PLAN VIEW



OUTDOOR



BEDROOM





## A. INTERIOR AND SPATIAL DESIGN - FALL SEMESTER

### COURSE DATES:

September – December

### CLASS SCHEDULING:

From Monday to Friday - 15 weeks.

### LANGUAGE:

English

### LEVEL:

Introductory

### WHAT WILL YOU DO?

The course starts with the acquisition of the skills connected with drawing techniques and the use of related software to represent an interior design project. The educational pathway proceeds by teaching you the **design process and by showing you the variety of materials available to characterise a space.**

**Visits to trade shows** such as SAIE and Architect@work will help you with your trend research, and therefore allow you **to identify the emerging trends in the residential, restaurant and exhibit sectors.**

While working on your projects you will investigate the relationship between location, design and space, researching and analysing their functionality as well as their influence on human behaviour.

The cultural, technical and technological skills acquired, as well as your creativity will be the key elements that will lie at the heart of your Final Projects.

### WHO IS THE COURSE AIMED AT?

This course is designed for high school graduates wishing to learn the fundamentals of interior design, or university students and professionals from other fields, looking for a career change. Apart from an upper-intermediate level of English and the high school diploma, there are no other pre-requisites to enter the course.

# PROGRAMME

## **Graphic Design Alphabetisation**

Introduction to information technology for the development of software skills and file management. You will acquire the basic concepts for managing creative and technical digital images using Adobe Photoshop. Furthermore you will acquire Adobe Illustrator basic knowledge necessary to work on the graphic layout of the boards.

## **Design Trend Research**

Trends regarding the scope of interior design will be discussed. Projects will be analysed both in terms of technique and materials, paying particular attention to new types of materials and finishes used in various fields. By analysing different design lifestyles that brands propose in their catalogs, you discover a large variety of design languages and learn more about specific brands identity. Visits to trade fairs are an integral part of the course and will enable you to make a critical analysis of current trends.

## **Design Workshop I**

During this workshop you work on an exhibit design project. The projects examine dimensional and functional problems as well as the value of exhibiting brands. The design phase will focus on the definition of a concept and on how to project and set up a space.

## **Design Workshop II**

The purpose of this workshop is to work on a new concept for a restaurant, taking in consideration a specific brand and target. In order to increase customer's loyalty it is necessary to focus both on the design aspects as well as on proposing clients new food experiences. The Final Project will include, along with the customised space layout, a service design project, thought to offer clients an innovative experience.

## **Materials Technology**

Provides a solid foundation on material behavior which is fundamental to transforming an idea into reality as well as understanding the expressive potential of traditional and experimental materials. The physical and morphological characteristics of materials, processing technologies, industrial processes, and craftsmanship will be examined in depth. The course covers the structure of a building in all its aspects, analysing technological processes and technical properties of building components. This includes the study of natural and artificial materials used in defining an interior space with particular reference to the aesthetic and technical features.

## **Sketching**

Provides you with the tools and methods for understanding and representing architecture and environment. The course covers topics related to graphic techniques (manual and instrumental) and different systems of representation. You will become familiar with the tools of design and be introduced to the main computer-aided design software and image processing applications.

## **Technical Drawing**

The course focuses on freehand design and deals with issues related to measure evaluation, reproduction and representation on paper. You will become proficient with the use of Autodesk Autocad software, necessary for the elaboration of the technical drawings related to the projects developed during the two design workshops.

## **Interior Styling for Residential**

Aim of the course is to acquire the main interior styling skills: understanding the client's needs for setting up a research, finding products and presenting ideas through style boards. The main topics studied during the course are: principle of styling and interior photography; principles of colors and patterns with paint, wallpapers and fabrics; decorative lighting and finishes. Emphasis will be given also to styling composition and arrangements as well, leading to the photo shooting stage.



## B. ITALIAN CONTEMPORARY DESIGN AND TRENDS - SPRING SEMESTER

### COURSE DATES:

February - May

### CLASS SCHEDULING:

From Monday to Friday - 15 weeks.

### LANGUAGE:

English

### LEVEL:

Intermediate

### WHAT WILL YOU DO?

Initially the course explores the contemporary art and contemporary design, which allows to have an overview on the new trends in terms of furniture and interior design, as well as to learn more about contemporary artists and designers, and the different techniques, materials, and tools they use when realising their artworks.

Following, through the use of graphic design software, you will **boost your technical skills**, while through the **analysis of new trends** in terms of materials you will become aware of the impressive choice of materials available to designers.

Finally, under the guidance of our competent teachers, you will **develop and present your project consisting of a new line of products for a 'Made in Italy' brand**.

The **visits** to Salone del Mobile, Design Week, International Bathroom Exhibition, International Home Furnishings Expo and others are a key element as well as a source of inspiration while working on the Final Project.

### WHO IS THE COURSE AIMED AT?

This course is designed for high school graduates wishing to learn the fundamentals of interior design, or for university students or professionals from other fields, looking for a career change. Apart from an upper-intermediate level of English and the high school diploma, students must have a basic knowledge of design, as well as mastery of Photoshop and Illustrator in order to enter the course.

# PROGRAMME

## Contemporary Design

This topic explores contemporary trends and design languages, which will be investigated via showroom visits and lectures. Lectures will focus on the contemporary domestic life, initially deepening various typologies of houses which underline different lifestyles. This allows you to understand that the design of a physical space influences the mental state of the occupants. Attention will be focused on contemporary furniture trends, which define the needs and desires of the occupants, not only from a practical and functional point of view but also an emotional one. The physical environment will be read through the analysis of the contemporary production of furniture and design languages, focusing on shapes, forms, colors, textures and materials.

You will create a book of trends: magazines, catalogues, showroom tours will be used as research tools for the final presentation.

## Contemporary Art

The instructor will introduce, analyse, compare, contrast, and juxtapose the profile and the work of painters, photographers, sculptors, performance and video artists who use a variety of media, materials, tools, and processes to create their work. Lectures will be complemented by site visits to galleries and exhibitions.

## Design Trends

The course provides you with the analytical, cultural and economic tools needed to identify and analyse trends in design. The course prepares you for the Milano Design Week by providing an investigative methodology. The course includes a theoretical section, to define methods of analysis and verification of the main macro and micro trends in design and interior design. The final exam is a research project focused on a single brand of the furniture industry considered a "trend setter".

## Design Trends Workshop

The course objective is to structure a comprehensive research project on a major macro and micro trend that emerged during the Milan Design Week. Beginning with an analysis of what was presented during the course you develop a complete mapping of the main design and interior design trends. The areas analysed will focus on home design, retail shop design, entertainment design. At the end of the course you will present your project consisting of a new line of products, with particular focus on colors, materials and finishings, for a 'Made in Italy' brand.

## Graphic Design

The course focuses on the basic principles of graphic design and composition of diverse elements with attention to the balance between them. Furthermore you understand the difference in developing a layout for printing towards a presentation in digital format. The course also goes in depth with the use of the main graphic design software: Adobe Photoshop and Illustrator.

## Materials Trends

Exploration of the impressive choice of materials available to designers, as well as analysis of new materials and surface finishes. Through the workshop and the visits to the most important Italian producers you analyse how specific colors, materials and finishes affect a space or a product and how they can be used as instrument of communication.

## Research Methods

The course is organised in two different modules: the first module is focused on the user experience connected with a specific product, while the second module allows you to understand a brand, its image and values.

# FACULTY

## COORDINATOR

### **Federica Bosoni**

She started her collaboration with IED in 2006, both as a professor as well as the Course Coordinator of the Interior Design Three year course and Academic Year one. She holds a Diploma in Interior Architecture from IED Milano and she gained work experience in architecture and design studios in the fields of graphics, interior design and events organization.

## TEACHERS

### **Anna Costella**

Anna works as a Freelance consultant and Interior Designer. After she obtained a Degree in Architecture, she completed a Master in Design and Management.

### **Emeline Dany**

Food strategist, her role is to design food experiences: from the creation of new food format to the interior design of food spaces and the communication strategy. She actually works as Freelance for architecture studios, communication agencies and food & beverages companies.

A lifelong learner, after earning a Master's degree in Management & Marketing in SKEMA Business school (Nice, France) and completing an Interior Design course (IED Milano), she had the opportunity to attend the first Master course in Food Design in Milan.

### **Umberto Di Tria**

He graduated at IED Milano in 2011 then he moved to London and started to work as Graphics Designer for the Olympics Games in 2012. Back from UK he decided to open Bitto Design Studio in Milan. After the first period as Food Designer for retail and restaurants, he focused in furniture manufacturing as head designer for Italian Fit Out company working for big brand such as B&B Italia, Cassina, Giulio Marelli, Bentley, Midea, La Perla, Moorer and others.

### **Aida Halimi**

She works as CMF Trend Consultant for different companies and she does scouting of new manufacturing technologies and suppliers. Her job is mainly focused on material and technology research and she is responsible of a material library for design innovation.

She graduated in Industrial Design and right after she attended a Master of Science in Product Design for Innovation.

### **Leandro Sgrò**

He collaborates with various design firms, providing creative and strategic consultancy for innovative projects. In 2014 he worked as graphic designer at giftdirect.com e-commerce in Dublin and in 2016 at the User-experience department of NetDragon WebSoft. Inc in Fuzhou (China), he participated at the Design Biennial of Guangzhou (South Korea) in 2017 and conducted research at the Design Thinking for Business Observatory of the MIP in Milan.

### **Cristina Silva**

She works with museums and exhibitions and teaches arts in the middle and high schools. Cristina holds degrees in Visual Arts, Art History and Drawing and Pictorial Techniques.

### **Alessandra Vasile**

Freelance Architect, she trained in Italy, USA and the Netherlands. Since 2013 she collaborates with the firm "SCL Ingegneria Strutturale", while since 1992 she started working with IED where she coordinates the specialization courses. Among her publications there are: New offices in Italy and New exhibits 3 Ed. L'Archivoltò, Lusso Versus Design Ed. FrancoAngeli.

### **Gisella Veronese**

Architect, she holds a PhD in Interior and Set Design, and a Degree in Industrial Design Engineering at Brunel University West London. She taught in many international design workshops and worked in architectural studios, art galleries and PR agencies. At IED Milano she teaches in the areas of interior design, design history, and trends in interior and industrial design.

## Marco Vicinanza

Architect, since 1993 he started running his own studio in Milan, working mainly for private customers. He had some working experiences on Graphics, Office-Design and trade fairs and he collaborated with architectural practices on various projects regarding public spaces, stores and residential projects in Italy and abroad.

## Gabriel Weirich

Graduated in Fashion Design at HAW Hamburg, Germany. His interdisciplinary consultancy studio in Milan is active in the field of design. The spectrum of the studio's work ranges from Innovation managing, Product design, Design thinking, Trend observing and storytelling. His international clients include: WMF, Glaskoch, Ritzenhoff, Silit, Alfi, Belforte and San Patrignano. Design awards: DAAD, Marlborough Design Award, Red Dot Design Award "Best of the Best".

## SUGGESTED READING LIST

One easy way to prepare for your Semester or Academic Year classes is to do some advance reading before you start.

Suggested readings are not mandatory, but they are beneficial as allow you to deepen a certain topic that will be discussed during the course. Being prepared on the topic will allow you to gain the maximum benefit of this education experience.

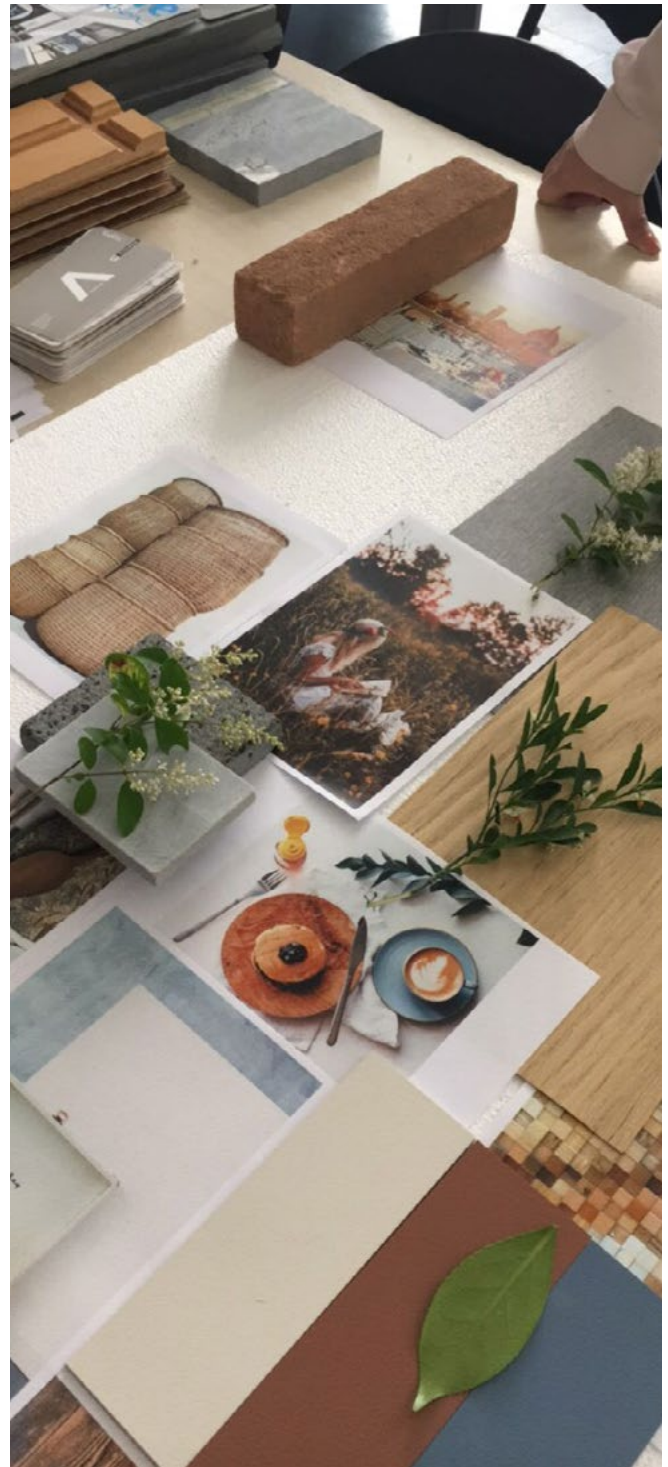
Following is the reading list provided by our teachers:

- *INTERNI* magazine
- *FRAME* magazine
- *Theoretical Anxiety and Design Strategies in the Work of Eight Contemporary Architects* by Rafael Moneo - The MIT Press 2004
- *Art of the 20th Century* by Dorothea Eimert - Parkstone Press 2014

## ONLINE RESOURCES

[thecoolhunter.net](http://thecoolhunter.net)  
[architonic.com](http://architonic.com)

IED reserves the right to make any changes necessary to the present document, if they are deemed an improvement to the service provided to students, with regard to both academic goals and the optimum organisation of related activities.



# PRACTICAL INFORMATION

## QUALIFICATION

At the end of the course, if you have successfully attended at least 80% of the whole education path (including fieldtrips) and had successfully passed all the examinations activities, you will receive the certificate of attendance.

## ADMISSION REQUIREMENTS

You must have a upper intermediate level of English, corresponding to level 5.5 IELTS, in order to enter in the course. To prove the necessary language proficiency you have to present a language certificate issued by authorised bodies or undergo the IED online language assessment test. You must be of age in order to be admitted, nevertheless IED reserves the right to evaluate and accept admission to the course for students under 18 years of age.

## HOW TO APPLY

Click on **Admissions** button on our website in order to learn more on admission requirements, fee structure, and to start with the pre-enrolment process. An Admission Advisor will follow you step by step during the orientation, admission and enrolment process. If not in contact with an Admission Advisor yet, fill in the **Apply online** form to start the pre-enrolment process.

## VISA

If you are a non-European Union student residing in Italy for more than 90 days you are required to have a student visa. Student visas are issued by Italian Consulates in your country of residence. Check with the Embassy/Consulate in your country about the requirements and the best timing to apply for visa or contact our International Student Desk. On this purpose, upon the payment of the enrolment fee, IED provides you with the Certificate of Enrolment, necessary for the visa process. In some nationalities may be required to pay the entire course cost as a condition before applying for the student visa.

## CREDIT TRANSFER

If you seek university credits you should contact the international education office at your home institution and find out the transfer credit procedure. IED provides all relevant course materials including syllabus, professor profiles, and official transcript of records in order to facilitate the transfer of credit and recognition of the course.

## HEALTH INSURANCE

If you are an extra EU student, you must have a private health insurance to cover your entire stay in Italy in order to ask for the visa and apply for the residence permit. Once in Italy you can choose to register into the Italian Public Health System.

# STUDENT SERVICES

## SITE VISITS

Field trips are “tentatively” scheduled and may change upon instructor availability or guest speaker and venue scheduling. All visits will be announced in detail during the first day of class. Site visits are a component of this course and may occur outside of the regularly scheduled class time. Your participation is mandatory.

## COURSE CANCELLATION

Courses that do not reach the minimum number of confirmed participants may be cancelled. If a course is cancelled, you will be notified by telephone or email and will have the option to select another course or request a full refund of all paid fees.

## COURSE MATERIALS AND SUPPLIES

Required materials for laboratories will be provided, while workshops materials will be at your own expenses. We encourage you to bring your own laptop and digital camera in order to work independently.

## FACILITIES

Classrooms, common areas and labs are equipped with the latest technology and each campus has open computer workspaces with Mac OS X and Windows systems as well as all necessary softwares. Specialised laboratories for each subject are available for you to conduct your research and work in.

## HOUSING

IED provides you with a wide range of different **housing options** aimed at satisfying your needs and budget. A dedicated office in each IED location, with **qualified staff, will support you** in finding your place to stay while studying at IED.

## INTERNATIONAL STUDENT SUPPORT

Our International Student Desk will support you through the procedures concerning the Residence Permit, which must be requested within 8 working days from your arrival in Italy. Furthermore we assist you with the following issues: visa, health insurance, public transportation, opening a bank account, request of tax code.

## FOR MORE DETAILS

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20135 Milano  
Phone 0039 02 5796951



[ied.edu/milan](http://ied.edu/milan)

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