

Introduction to Design

Interior & Product Design

First Summer Session from June 27th to July 8th 2011

Course Content

A full immersion course that will provide students with an overview of the Italian design methodology including visits to design showrooms, studios and exhibitions in Milano.

Students will be stimulated while learning to develop their ideas and their potential to the full. In the second week students will have the opportunity to focus on their area of interest, interior design or product design, and delve into intensive project work geared towards the final presentation.

Objectives

Interior Design group: lifestyle, art and design research in Milan are used to develop an interior space plan. Studio work and field trips will foster the conceptual development of possible interior layouts resulting in one original interior space design.

Product Design group: the course will enable the participants to get through the experience of working at "Bottega"; a full immersion activity with a mix of lessons, lab-experience and a team workshop in which they will build a wooden/iron design object.

Who's the course addressed to?

This course introduces the world of design to beginners.

Methodology

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

Course Leader

Luca Buttafava

Project Leaders

Francesco Librizzi

From 2003 to 2005 he collaborated as an architect with Luceplan (Italian lighting design company), for a new corporate identity project and as a designer conducting advanced research in new typologies of products.

In 2005 he founded his Studio for design and architecture.

As a writer and an editor, he collaborated from 2005 to 2007 with the famous Italian design and architecture magazine Domus.

He is at the moment working as an architect and an interior designer in Milan.

Among the most recent projects it is worth mentioning the interior lay out of the new RCS headquarters; the new facade of the Allianz Theatre, Assago; a private nursery school selected for the London Festival of Architecture 2008; the exhibition architectures for the brand FMG and IRIS (Italian ceramic tile producing company).

In June 2008 the studio won an architectural competition for the renovation of the Corti di Baires in Milano and in September 2008 he was awarded the Prix Hemile Hermes in Paris.

In 2010, in collaboration with Salottobuono (research experiences and design production studio), he has designed the layout of the Padiglione Italia at the Venice Biennale.

Duilio Forte

Half Italian and half Swedish artist.

He graduated at the Politecnico di Milano. He conducts research on art with an emphasis on the spatial dimension. His work is finalized to the implementation of the design of everyday life, the epic universe in which humans move. The practical experience of the Swedish tradition with attention to nature and simplicity come together with the large scale and complexity of Italian history, culture and art. Since his childhood he has experienced the contrast between the two cultures as a stimulus for finding a creative synthesis, a space-time dimension where the two worlds can coexist. Since 2003 he has organised every year the summer workshop StugaProject in the Swedish forest. Duilio Forte participated in the Venice Architecture Biennale in 2008 and 2010, with the works Sleipnir Venexia and Sleipnir Convivalis Quintus.

In 2010 many articles about AtelierFORTE, an amazing place where cultural research, architecture, art and design coexist, have been published on The New York Times, Corriere della Sera, Il Sole 24 Ore, Domus, DDN.