

# Cultural Tours of the Best in Design in Milano

A journey through the Italian Design Landscape

Second Summer Session from July 12<sup>th</sup> to July 22<sup>nd</sup> 2011

## Course Content

The course aims to demonstrate how during the 20th century design has had a distinct role in the Italian way towards modernity and how the idea of "design" is closely connected with the core of Italian creativity. These aspects will be examined by considering several cultural, social, artistic and industrial elements.

The course will dig down to the heart of Italian design values, alternating lectures with visits to the best of the design industry. Shops, museums, art exhibitions, design studios will all be explored to unveil the hidden city that each year hosts the most important design week in the world.

## Objectives

Students will be able to explore and analyze the unique reality of Design in Milano (features, history, and outlook) and present it properly through a personal project.

## Who's the course addressed to?

Anyone studying or working in design that is inquisitive has an open mind and an attitude to critical thinking and investigation. People with a strong interest for contemporary design in a Milan context.

## Methodology

Lectures, field trips and project work.

## Course Leader

Luca Buttafava

## Project Leader

### Massimo Martignoni

Art Historian with a Ph.D. in Art History at Università La Sapienza in Rome and a Post Ph.D. at the University of Bologna.

He is the author of many studies and publications about modern architecture and design. He has been working for several years at the Piero Portaluppi Foundation as a researcher. From 2005 he has been professor of History of Design at Nuova Accademia di Belle Arti Milano where he teaches in the three-year BA Program in Design and in the Semester Abroad Program.

He has carried out curatorial and research work for the Triennale Design Museum, the Piero Portaluppi Foundation and the Gio Ponti Archive in Milan.

Among his most recent books and publications it is worth mentioning: Scavolini, Kitchen Design Philosophy, Skira, Milan 2010.

The Villa Ottolenghi at Acqui Terme, Alessandria (1923-1953), Casa Vogue – Henge, Milan 2009.

The Invisible Project. Art and design in Italy 1959-2009, Old Pallouriotissa Market Gallery, Nicosia (Cyprus) 2009.

The Triennale of Milan, Skira, Milan 2008