

TITLE

MASTER IN DESIGN MATERIALS – DESIGN TEXTILE EXPERIENCES

The Master in Design Materials - Design Textile Experiences will be held from **March 2010 to December 2010** with obligatory attendance from Monday to Thursday, from 2.30PM to 5.30PM in ISAD headquarter – Istituto Superiore di Architettura e Design, via Balduccio da Pisa 16, Milano.

The Master in Design Materials - Design Textile Experiences includes an obligatory stage/internship in firms, showrooms and offices of the fashion and design fields.

The Master in Design Materials - Design Textile Experiences will be held by teachers that are professionals of the fashion and design fields.

EDUCATIONAL PURPOSES

Opened to all graduates from the faculties of architecture, design, marketing, communication and arts and/or to professionals already working in the field for at least three years, the course aims to deepen the knowledge of design materials in all the possible applications in fashion and design in general. Through the direct exploration and experimentation in the laboratories (see, touch, try) the student becomes aware of the infinite possibilities and uses of the material par excellence (textiles), the new forms and combinations between materials, and to follow their applicability in the usual formal choices. From the wire to the building, the goal is to deeply know the techniques in production; the student is lead to make discoveries and to give value to the Italian tradition, but also to be updated on the latest experiments, like the new generation fibres.

Producers, designers, sociologists, journalists, stylists, but also the workers who are daily confronted with the techniques of production (the use of looms, moulds, finishing, etc.) are part of the didactical offer for the purpose of the master.

Starting from the recent history of design, the "highlight moments" can be analysed for having led to a style or having imposed an impact on taste, in order to imagine and predict a possible future for professionals.

PROFESSIONAL PROFILES

"Textile Consultant/Expert"

A figure with many new job opportunities. The expert/consultant can move from the field of fashion to design in many different ways. The master addresses to professionals for a more specialised knowledge and to students in order to be formed as a more aware future professional operators as consultants for industries, societies and designers.

The possibilities for future career are so many, the course embraces a wide area in style and production that makes our territory an international point of reference.

The consultant who knows the possibilities of using materials and who mostly searches for new and unusual routes of application becomes an important partner in business for societies, industries, professional operator in fashion and design. Further areas of application can be represented by specialized magazines and fashion brands.

The textile expert is the important link between producers and users.

ADMISSION CRITERIA

- The Master is opened to Italian and International students.
- The participation to the Master is reserved to :
 - o graduates in Architecture, Design, Fashion, Communication, Marketing and Arts under 35 years
 - o II level degree graduates in Architecture, Design, Fashion, Communication, Marketing and Arts under 35 years
 - o professionals with a minimum of 3 years experience
- Participants under 35 years
- Good knowledge of English language
- Selection for the participation to the Master will be done based on the evaluation of the following documents to be sent:
 - o application form duly filled
 - o letter of purpose
 - o curriculum vitae with a brief personal profile
 - o graduation/diploma degree with transfer of credits and final thesis general point average (GPA)
 - o portfolio in A4 format with a maximum of 10 pages that illustrate project works during university path
 - o declaration stating that student is not holding any other scholarship
 - o 1 passport photo

Scholarships, reserved to candidates that do not hold any other scholarship, will be established on the basis of the documentation to be sent at ISAD headquarter – Istituto Superiore di Architettura e Design, via Balduccio da Pisa 16, 20139 Milano, **no later than Wednesday 10th of February 2010 at 12.00PM.**

Results will be announced within **Monday 15th of February 2010.**

Winners will have 48 hours to communicate their acceptance of participation to the Master.

PROGRAM

Didactics and program will be based on 3 areas of activity:

area A – Learning part as specialised knowledge: 521 hours

- **Knowing materials**

See, touch, try

In the process of education of a professional expert in the field of design materials, the course aims to connect the cultural/artistic side with the practical/productive one.

Back to the evidence of direct experimentation, the main discovery is that the craft gives more value to a professional operator, whether a stylist, a designer, an artist or a consultant, and the operator will then benefit of this skill development and ability to recognize and then choose the right element for the project to carry out.

The fabric creates the form and vice versa.

To draw a design object by using the textile materials drives to a deep knowledge of them, in order to define with sharp precision the right choice to obtain the desirable effects.

This module of the course intends to urge the emotional and intuitive feelings of the student, and to start a manual and practical immediacy through various ways of contact with the materials.

On materials (how to produce, how to colour)

The power loom weaving or circular machinery manufacture, the choice of natural or artificial fibre, the use of a more or less twisted wires influence the results in terms of softness, lightness and ductility.

The textile element has the peculiarity of taking always different shapes and forms, also in relation with its colouring, the match with other materials, whether traditional or innovative, the way they are assembled, or recycled or adapted.

Nothing like the textile material can follow the plasticity of the forms, nothing like the textile material can make thing beautiful, warm, dry, covered, wrapped, all at the same time.

- **Textile materials and... (how to use them, how could they be used)**

This is the encounter between the textile element and its various applications. To study the materials and their specific applications in practice is to draw a way of thinking and the question becomes: to rediscover the tradition or to introduce new materials or even to be very unconventional?

There is no unique code in the combination of fabrics, materials and colours. We speak of the infinite possibilities and horizons in the application, through an overview in the fields of design and fashion, with insights on the jewel and accessories.

- **History of Contemporary Design**

Design, architecture and furniture are strongly related activities aiming often to the same goal. The course analyses both production and design fields in relation to the Milanese area, presenting professionals who have worked and still work in the Design Capital, and examining the theoretic thought and its practical translation after second world war period. Particular attention will be given to the Exhibitions role at Triennale di Milano, considered to be the confirmation of professional success of many designers activity. From Giò Ponti that "connects tendencies and generations", to Franco Albini, the Bbpr, Ignazio Gardella, arriving to younger generation from Luigi Caccia Dominioni, to Achille and Pier Giacomo Castiglioni, Vico Magistretti, Ico Parisi, Ettore Sottsass, Vittoriano Viganò and Marco Zanuso; without forgetting famous designers such as Carlo Mollino from Torino and Venetian Carlo Scarpa.

- **Critics and history of design: parallelism**

Parallelisms are referred to the varied aspects of Design: the product that has influenced on fashion and vice versa; the way of wearing clothes as an influence of social aspects and customs revolutions of young generation and stylists of the 60's and 70's, important years of reference to the birth and consolidation of Italian Design.

- **Design criteria**

How to elaborate a project: from the concept to the realization of a prototype, a model or an aesthetic and custom theory. The project constitutes an important part of the idea and product communication.

area B – Operational experiences with the support of personnel of the industrial research field and/or the precompetitive development: 211 hours

- **Lab 1: design, textile and...**

Under the guidance of experts and through concrete examples of production, the experience of live manipulation of materials to set up a first draft of project with materials and instruments of everyday use (textile, plastics, glues, rubbers, etc...) that communicates the idea of the designer.

- **Lab 2: knowing materials according to Giorgio Correggiari**
The course was born from an idea of Giorgio Correggiari, former famous stylist, then designer, now "creator." From the synthesis of his experience it comes the awareness that the textile element does not only serve fashion, but also design, technology and everyday life.
- **Lab 3: the project and the image**
This lab focuses on the research of the adapted material to the product and to the communication of its identity and image; example: a material that once touched, communicates the "strength" of the project.
- **Visit to laboratories and industries: the new and the old**
It is a fundamental step for the student to meet the leader companies and associations that are relevant at local and national level to complete the training in the textile field. The world looks up at Italy for the unique excellence of the workforce and its great qualification; the ability to mix tradition and innovation with a great sense and style will be an important part of the master, thanks to the witness of the industry operators, those to whom the textile material discloses all its precious secrets hidden in details, in stitches...

area C – Knowledge in planning, strategy management, evaluation, organisation and operative conduction of research projects: 148 hours.

- **Communication - *Who sets trends? To astonish or to amaze?***
What does a communicator look for nowadays? What is the point of view of the trend setters? What are the new ways of communicating an idea? What artistic interpretation seeks a communicator in his work?
Meetings with highly important representatives of the world of Journalism, Marketing and Photography.
- **Newspapers**
The necessity of promoting the image of a product or a project passes through specialised and generic newspapers and journals communication. How to communicate to newspapers the validity, the originality and the utility of the product or the project.
- **Photography**
Photography is an essential mean to communicate the image of a product. With nowadays techniques of photography and printing and along with the graphics layout, the design product has an added value and stimulates curiosity and desire of acquaintance.
- **Target and style**
The study of the history of design, hand-in-hand with the great revolutions occurred in all fields of arts and culture, from the Fifties onwards: this period of time still is fascinating and inspiring.
In particular, the "phenomena" of design that have led to a breakthrough in taste and in everyday life are a source of observation and reflection to understand how new lifestyles can be conveyed and created.
- **Sociology**
How social, ethnic, climatic and historical factors have influenced on styles and human behaviours and how they reflect on the use of materials.
- **Marketing**
Selling strategies, optimisation of product communication, individualisation of consumers categories and marketing adaptation to the product specificities: to whom and how they direct?

Stage/Internship (320 hours)

The two months, full time stage completes the master and makes the student be in direct connection with industries and atelier.

GENERAL INFORMATION**Period**

March – December 2010. March – October: lessons and labs. November – December: stage/internship. Event: February 2011.

Attendance

Obligatory.

Four days a week: from Monday to Thursday, from 2.30PM to 5.30PM.

Final certification

Master in Design Materials.

Limited number of participating students

Twenty.

Master language

English.

Location

ISAD Istituto Superiore di Architettura e Design
Via Balduccio da Pisa 16
20139 Milano

Cost

10.000,00 euros.

Grants/Scholarship

- Provision of N.3 scholarship for the attendance of the entire Master, accommodation and meals included (for admitted students from 1st to 3rd place).
- Provision of N.7 scholarship for the attendance of the entire Master (for admitted students from 4th to 10th place).
- Provision of N.4 scholarship from which N.1 of total coverage, N.1 of partial coverage equal to 50% of tuition fees and N.2 of partial coverage equal to 20% of tuition fees.

Contact

Ufficio Progetto MIND

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Milano

GUEST LECTURERS AND EVENTS

The lectures are dedicated to famous Milanese and international personalities of the Design and Fashion world. Telling the story of their professional work experiences that aimed to arrive at high ranks in their fields enrich the program and contribute to determine an operative path of communication and professional success of the project. The expected guest lecturers are: Fabio Novembre (famous architect and designer of international fame), Enrico Morteo (architect and famous design and architecture history critic, shrewd commentator of contemporary design development), Rebecca Moses (famous stylist and co-producer of handmade textiles).

The scheduled events will be fulfilled through exhibitions and debates of the results of the Master course project works with a presentation to the press and public.

