

II edition for the year 2008-09

Master IDEA in Exhibition design

Architettura dell'espore



Polytechnic of Milan
Faculty of Architecture and Society
Department of Architecture Design



IDEA, Italian Association of Exhibition Designers

Supported by

Department of Architecture and Planning
INDACO Department (Industrial Design, Arts, Communication and Fashion)
Regional Pole of Mantua
PhD course in Interior Architecture and Exhibition Design

With the participation of

ADI, Industrial Design Association
ASAL, Assoallestimenti
Fiera Milan Foundation/Academy
Triennale Design Museum of Milan

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Director

Prof. Luca Basso Peressut, Full professor of Interior Design and Exhibition Design, Polytechnic of Milan

Co-Direttore

Mario Mastropietro, Architect, Director of the magazine *Exporre* and Chairman of IDEA, Italian Association of Exhibition Designers

Organization Head

Dr. Luisa Pandolfi, Secretary-General of IDEA

Course's teachers

Karim Azzabi, Luca Basso Peressut, Andrea Branzi, Paolo Buroni, Federico Caliari, Giovanna Castagnoli, Luca Cendali, Jacqueline Ceresoli, Pierluigi Cerri, Paolo Cesaretti, Alessandro Colombo, Maurizio Di Puolo, Paolo Fiori, Daniele Jalla, Alberto Garlandini, Paolo Lombardi, Paolo Lucchetta, Italo Lupi, Carlo Malerba, Mario Mastropietro, Augusto Mazzini, Ico Migliore, Dario Milana, Bob Noorda, Alberto Pasetti, Anna Olewska Piotrowski, Franco Origoni, Gianni Ottolini, Luisa Pandolfi, Sergio Polano, Roberto Priori, Roberto Rizzi, Maria Clara Ruggieri Tricoli, Cristiana Vannini, Marco Vaudetti, Massimo Venegoni, Carlo Viano, Sergio Volpi, Heinz Tesar.

Visiting Professors invited

Martino Berghinz (Milan), Olivier Brochet (Bordeaux), Andrea Bruno (Turin/Paris), Dinah Casson- Casson/Mann (London), Piero Castiglioni (Milan), Michele De Lucchi (Milan), Frédéric Druét (Paris), Enric Franch (Barcelona), Gianni Lavacchini (Paris), HG Merz (Stuttgart), Pietro Carlo Pellegrini, Antonio Piva (Milan), Italo Rota (Milan).

Learning objectives and professional opportunities

The 2nd level university master's degree "Master IDEA in Exhibition Design _ Exhibit Architecture" aims at training highly qualified professional figures in the field of the exhibition design.

The Exhibition design is a domain of design whose boundaries cannot be defined in a net manner; it avails itself of multiple languages and tools referring to interior design, details of construction and of matter, technologies, graphics and use of multimedia; it is a many-sided discipline with various applications, which is being given an increasingly fundamental role by economic and cultural institutions.

In short, exhibition design is a project that arranges conceptual and physical systems (exhibition designs and installations), thus involving places, spaces and architectures, aiming at communication set in a broader context.

In these days marked by information redundancy and global and undifferentiated virtuality, the physical aspect of exhibition communication (a complex and structured tool conceived to transmit all kind of contents) is acquiring more and more importance, exploiting the art of exhibition design to show itself concretely.

Shows, stands, retail outlets, trade fairs, museums, places appointed to trade, exchange and meeting, points of sale, venues devoted to performance arts, urban streets and squares rely on an exhibition design project in a significant crescendo of experiences and with a constant refining of expertises gravitating around the specific relation between architecture as "inner dimension" and "Exhibit Architecture" as the sum of devices of exhibition designs which take place and operate within these spaces.

The Master's Degree aims at training new designers with special skills in the different sectors of application of exhibition design (shows, trade fairs, museums, points of sale, events and internships designs), characterised by a skilled, dynamic professionalism, able of providing expert's answers to the quality of the exhibition project according to the different design scales and to meet the client's multiple demands, highly aware of their identity and expertise. The Professional opportunities offered by the course are as follows:

- Highly skilled/qualified free-lance professionals
- Public administration (culture and museums)
- Department heads of public or private bodies, foundations and associations
- Executives, designers and creative professionals working in companies which operate in the field of exhibition design
- Technical figures and experts to the development and realisation of exhibit facilities.

Duration

The Master Course lasts one year. The courses are scheduled to start on November 2008 and will last for 12 months for a total of 1500 hours of lectures, project workshops, internships at institutions and companies and individual study for a total of 60 "Credits" (Italian University student evaluation system, hereinafter referred to as CFU).

Location of the Master course

The 2nd level university master's degree "IDEA Master's Degree in Exhibition Design _ Exhibit Architecture" will be held in Milan at the Polytechnic Institute, at the headquarter of Associazione IDEA and at other participating Bodies' premises.

Master Course Structure

The Master Course is divided in three units:

First unit November 2008/March 2009 625 hours (25 CFU)
Second Unit April/June 2009 525 hours (21 CFU)

Third Unit July/November 2009 350 hours (14 CFU)

For a total of 1.500 hours (60 CFU)

Half the hours are dedicated to teaching activities; the other half is devoted to individual study.

The First unit (November 2008/March 2009) is structured on 12 weeks and it will adopt a theoretical-exploratory and design approach, to provide students with in-depth knowledge of five domains of exhibition design:

- Exhibition Design of trade fairs
- Exhibition Design of shows and temporary events
- Exhibition Design of trade and retail
- Exhibition Design of museums
- Exhibition Design of events

The Second Unit (April/June 2009) is structured on 12 weeks. This unit aims at experiencing specific planning qualities of the exhibition design project through first-rate workshop. Actually, 3 workshops are scheduled:

- Workshop of exhibition design of shows
- Workshop of exhibition design of trade fairs
- Workshop of exhibition design of trading areas, retail and events

The Third Unit (July/November 2009) has been conceived as the final specialisation moment to be concluded with a final dissertation dealing with one of the three macro-areas (trade fair, exhibition, retail) and shall also include internships at Institutions, Companies or Professional Studies.

Admission requirements

The 2nd level university master's degree "Master IDEA in Exhibition Design _ Exhibit Architecture" is targeted to applicants with four-five years University Degree (past Italian University system) or a Specialisation Degree (new Italian University system) achieved at Universities within the European Community or, in case of Non-EU Universities, with a degree declared equivalent by the Italian Embassies. Enrolment to the Master's Degree is permitted to final-year students attending Italian universities whose final examination to obtain the degree is subsequent to the starting of the University Master's Degree.

Applicants without the required qualifications shall anyway apply and eventually be admitted as auditors to the Master's activities by a special commission.

Admission conditions

A selection will be made on the basis of qualification and upon an interview to the purposes of admission.

Application to the Master shall be submitted by mail no later than 21 October 2008, according to the procedures fixed by the Announcement.

Certificate issued

All students that will have successfully attended and held the final examination will get the qualification of 2nd level university master's degree "IDEA Master's Degree in Exhibition Design _ Exhibit Architecture". Students not holding the qualifications indicated in the paragraph "Admission conditions" that will have successfully attended the Master's classes will obtain an attendance certificate.

Refunds and reductions

Scholarships for a total or partial refund of attendance fees are available. Scholarships will be awarded on merit and attendance by a special judging commission.

For further information:

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Management Secretariat

"IDEA Master's Degree in Exhibition Design _ Exhibit Architecture"

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The Master announcement/programme can be downloaded from the following websites:

www.polimi.it/didattica/master_universitari/elenco

www.ideaassociazione.it

www.dpa.polimi.it/comunicati/masteridea.htm