



POLITECNICO DI MILANO



IDEA Master's Degree

IDEA Master's Degree in Exhibition Design, organised by the Polytechnic of Milan, Faculty of Architecture and Society and Faculty of Design, and by IDEA, Italian Association of Exhibition Designers, with the sponsorship of the Region of Lombardy, MIBAC, the Province of Milan, the Municipality of Milan, the Chamber of Commerce of Milan. Supported by the 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, Fiera Milan Foundation, Triennale Design Museum of Milan.

Venue: Polytechnic of Milan, via Durando, 10.

Duration: 13 months. From November 2010 to December 2011.

Master Course Structure:

First Unit 12 theoretical-exploratory weeks (November 2010-March 2011) with design exercises to provide students with a basis on the 5 domains of Exhibition Design (trade fairs, shows, museums, retail, events).

Second Unit 12 weeks (April-June 2011) divided into three main workshops.

Third Unit (July-November 2011) final specialisation with a guided internship with one of the most important sector institutions as well as a final dissertation.

Admission requirements: Diploma or Degree (Past Italian University system), three-years University Degree or Specialisation Degree/Two-years Specialisation Degree (New Italian University system) in Architecture, Industrial Design, Engineering. Applicants with different qualifications shall anyway apply provided that their qualifications and curriculum vitae are consistent with the learning path.

Learning objectives

Aims at training highly qualified professional figures in the field of the Exhibition Design, that is designers with special skills in all sectors of application of exhibition design for trade fairs, shows, museums, retail, events.

Professional opportunities

The IDEA Master's Degree offers many dynamic professional opportunities:

- Highly skilled/qualified free-lance professionals
- Heads of the Fittings Design Department of important retails structures
- Head of the Design Department 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 realisation of exhibit facilities

Info: IDEA Italian Association of Exhibition Designers

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