

ied.edu

# ISTITUTO EUROPEO DI DESIGN



**IED**

Istituto Europeo di Design

**“KNOWING HOW  
TO MAKE THINGS,  
BUT ALSO KNOWING  
HOW TO LEARN: THAT’S  
WHAT IT TAKES TO  
ENTER THE JOB MARKET  
AS LEADING PLAYERS  
WITH SOLID TRAINING  
IN ORDER TO BECOME  
AN ENTREPRENEUR  
AND TO COMPETE.”**

FRANCESCO MORELLI, IED FOUNDER AND PRESIDENT

**ISTITUTO  
EUROPEO  
DI DESIGN**

# WHAT IS IED?

**IED was founded in Italy in 1966 with the goal of providing the local creative industries with young professionals. The model proved to be a huge success and since then IED has opened 7 campuses in Italy, 2 in Spain and 2 in Brazil with desks in India and China (and more to follow) to enhance and reinforce the brand's global reach.**

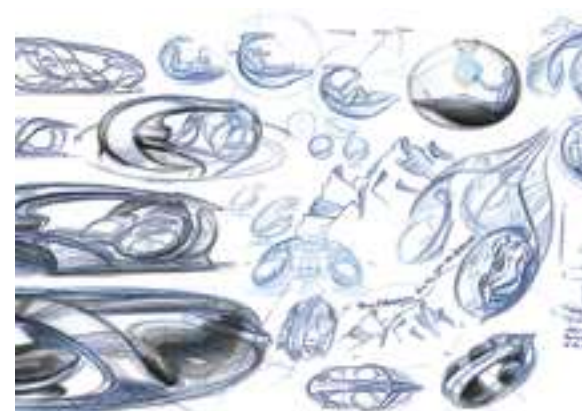
**IED** is an international network of education with a 100% Italian DNA. **IED** has been operating in the fields of training and research, in the disciplines of **Fashion, Design, the Visual Arts, Communication and Management** of the creative industries for over 50 years. **IED's** mission is to offer talented young people in-depth training – both theoretical and practical – and give them the 'Design Expertise and Approach' that will be key in their careers.

IED's philosophy believes that interaction between cultures generates creativity, which then becomes innovation. In an increasingly globalised world, IED aims to contribute to the "wealth" generated by cultural exchanges between different nations, with an international perspective that always keeps the quintessential Italian design expertise and approach in mind.

IED is much more than a mere school: thanks to its unwavering commitment to innovation, it represents the melting pot where new generations of experts are constantly created. IED forms a truly unique network of encounters, experiences, people and cultures. Our students develop a deep sense of belonging and their drive to innovate and share resources, ideas and contacts has forged a tight-knit alumni community.

IED's vast heritage of international creative ideas, words and deeds is acknowledged worldwide, demonstrating that respect for cultural diversity, a multidisciplinary style and the resulting 'culture of togetherness' approach to education are the unquestionable keys to our success.

IED is strongly connected to the future. This expertise doesn't consist in eye-catching gestures but in the careful observation of present times through academic courses that are constantly updated and which pay attention to the constant changes happening in the way we think, communicate and build. This is why an IED education represents an opportunity to approach a more conscious future.





# M

## IED METHODOLOGY

### Learning to learn

The IED network boasts over 1,900 lecturers: not only academic professors, but also successful professionals providing theory classes and practical project work based on their perspective and work experience. The goal is to convey knowledge by enhancing curiosity and self-learning skills.

### Learning by doing

The "Learning by doing" philosophy is an absolute must. Participation in numerous laboratory activities and special projects with companies alternate with regular attendance at lessons.

### Learning to interact with the production system

Curricular and extra-curricular activities involving real projects commissioned by public institutions, private companies, agencies and manufacturers are organised every year. By putting into practice what they learnt, and receiving feedback from their clients, IED students build compelling portfolios and are ready for the job market.

### Learning to participate and compete

Learning to work in a team is essential for creative professionals, whether they design objects, garments, campaigns, strategies or complex services. The IED methodology includes numerous group projects and competitions to develop these soft skills.

### Learning to communicate and build connections

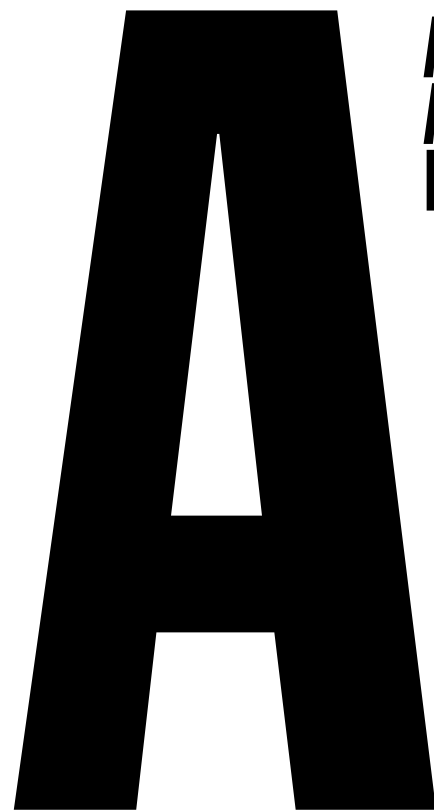
A good designer is able to listen to and understand different perspectives. Through workshops and special projects with external companies and institutions, IED students – from different areas – work together to gain professional experience.

### Learning to start and manage a career

IED trains graduates who are always up-to-date with the shifting market trends. Moreover, IED is in constant contact with companies and institutions to guarantee advanced research and technology. Students are absolutely encouraged to take up the challenge and are given the necessary tools to manage their own business.

**Rather than just keeping in step with the times, IED training courses are thriving trend forecasters. IED represents a conceptual innovation hub. A number of professionals from a variety of backgrounds come together to provide the input for a cross-fertilisation between areas and disciplines. The outcome is excellence.**





# ACCREDITATION AND ACADEMIC PARTNERSHIPS

Thanks to the innovative methodology and the professional success of IED students, the Ministries of Education and Research of the countries where IED operates directly – Italy, Spain and Brazil – have officially accredited the majority of IED Undergraduate and Master courses.

**IED belongs to Cumulus, the International Association of Universities and Colleges of Art, Erasmus+, Socrates, ELIA, and many more international organisations. Numerous bilateral agreements with prestigious foreign universities provide students with the chance to take part in the exchange study programs and spend a semester abroad at one of our partner universities or another IED location.**

## PARTNER UNIVERSITIES

- Emily Carr University of Art and Design, Canada
- The Central Academy of Fine Arts (CAFA), China
- Business Academy Aarhus (BAA), Denmark
- KEA, Copenhagen School of Design and Technology, Denmark
- Helsinki Metropolia University of Applied Sciences, Finland
- École Nationale Supérieure des Arts Appliqués et des Métiers d'Art (ENSAAMA), France
- École Supérieure des Arts Appliqués et du Textile de Roubaix (ESAAT), France
- ESMOD International, France
- Paris College of Art (PCA), France
- Fashion Design Institute (FDI), Germany
- The National Institute of Design (NID), India
- Indian Institute of Technology (IIT), India
- Bezalel Academy of Arts & Design, Israel
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESO), Mexico
- Hongik University, South Korea
- Kookmin University, South Korea
- Korean National University of Culture & Heritage (KNUCH), South Korea
- Design Academy Eindhoven, The Netherlands
- Yildiz Technical University, Turkey
- University of Art and Design Lausanne (ECAL), Switzerland
- Zurich University of the Arts, Switzerland
- University of the Arts London (UAL), United Kingdom
- University for the Creative Arts (UCA), United Kingdom
- University of Westminster, United Kingdom

*The list is constantly updated*



**100%**

**ITALIAN DNA  
INTERNATIONAL NETWORK  
OVER ITALY, SPAIN AND BRAZIL  
50+ YEARS OF EXPERIENCE  
IN DESIGN EDUCATION**

# IED SCHOOLS

IED academic programs are run by IED schools, independent departments that work with one another. IED Design, IED Moda, IED Arti Visive, IED Comunicazione and IED Management are united by the common denominator of design culture and teaching methodology. All the schools forge strong bonds with the local industry in their regions, liaise with their target sectors, and evolve depending on the growth standards of their underlying employment possibilities. Course content is constantly updated to provide IED students with the latest trends in their field of study.





# DESIGN TO CREATE EXCELLENCE AND SHAPE THE FUTURE



IED designers are – by definition – innovators **forms** and **functions**, interpreters of the time and a **pioneer**.



## IED DESIGN

Design is key to every area of production, contributing content, lexicons, codes of expression, forms, and technical and functional aspects to the world we live in. IED designers are – by definition – innovators of forms and functions, interpreters of the times and anticipators of future trends. IED Design is the real and comprehensive answer to the countless, diversified requirements of the professional design community: designing as a commitment not just for people but also with people. IED is undoubtedly a main player when it comes to speaking about the evolution of the roles of designers as it can boast 50 years of history, yet always keeps its eye on the future and on new trends. Our graduates develop a "culture" related to design thinking and project methodology, knowledge of the industry and technical skills, as well as expressive capabilities and managerial abilities. IED designers are undoubtedly the pioneers who can operate in the most varied of settings, from interior design to urban settings, from transportation to lighting, and from toys to services and strategies.





# IED DESIGN

## PROFESSORS

### FLÁVIA ALVES DE SOUZA

She got her degree in industrial design in Brazil. In 1994, she completed her master's degree at the Scuola Politecnica di Design in Milan, after which she went on to collaborate with various studios in Milan. From 1995 to 2001 she collaborated with Sottsass Associati, Milan, developing projects which included: objects, exhibitions, showrooms, yachts and private residences. Currently she is working as an independent designer, designing for Pampaloni, Egizia, Abert and Brognoli, Muraoka Japan, Rosenthal, Edra, San Lorenzo, Tecnodelta and yacht interiors for Lurssen.



### HORGE PÉREZ

He started his professional career at Fabrica, Benetton's Communication Centre headed by Oliviero Toscani. Since 2005 he has been working at IED Barcelona where he is Director of the I+ED Lab (Innovation & Education) which develops projects between companies, public and private organisations & the IED network. These include the Solar Bus Stop (PSI), the Volta motorbike shown at the Universal Expo in Shanghai.



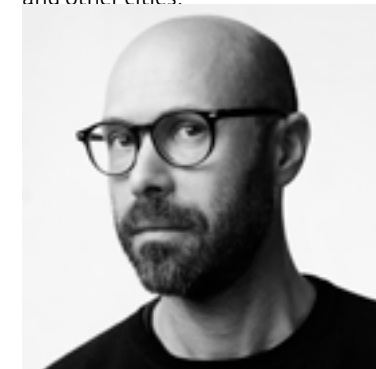
### PABLO JARAUTA

He holds a PhD in Philosophy (Universidad de Murcia, 2010). His work touches upon different ideas such as the history of utopian thought, the history of cartography, the ontology of objects, and the cultural history of design. Since 2005 he has been a professor at IED Madrid, and he has been the Director of Teaching and Learning there since 2014.



### GAETANO DI GREGORIO

He is a Venice - based architect and designer who works on interior design projects and in urban, landscape planning in the lagoon area. In 2003 he founded Spiazzi, an independent visual arts and design centre in Arsenale, which works with the Venice Biennale. Spiazzi has also been promoting self-produced designers at Manos since 2006, a temporary show that takes place in Venice, Milan, Helsinki and other cities.



### LUCA BORGOGNO

Luca is a transportation designer who graduated from IED in 1998. Over the course of his 20-year career he has been the lead designer at Lamborghini and Design Studio Chief at Pininfarina. He has actively participated in designing concept cars and one off automobiles. Recently he was appointed as manager of the newest IED Mobility Lab in Turin.



### FEDERICO "CHICCO" FERRETTI

He has over 20 years of experience in global design innovation consultancies, including being the Managing Director of Continuum, a European consultancy, and leading the ID team at Frog Milan. He has excelled in the creation of innovative and meaningful concepts, products and service solutions for different international clients such as Allsteel, Bic, GM, NEC, Haier, Illy, I-Robot, Medela, 3M, Pirelli, Sennheiser and Samsung. He is the Founder and Head of the Design Innovation Centre of Midea, a Fortune 500 Company with one of the most comprehensive ranges in the home appliance industry. He is an experienced lecturer on product design and design innovation matters, having taught at many prestigious business and design schools and universities.



...and many more



# FASHION: ALL ITS WORLDS, ALL ITS MOODS



IED Moda points the way for its students to **live** and **breathe** this sense of fashion, in embracing both the whole as individual parts.

## IED MODA

Fashion spans its own context: working in fashion means interpreting contemporary trends in culture, society, economics and taste, it means going beyond the present and suggesting future pillars of style. Fashion permeates the world we live in, encapsulating not just style and aesthetics, but also technique, experimentation, and research. Fashion is one of the most emblematic expressions of the "Made in Italy" system: people working in this industry have achieved success and international renown as a result of this fashion system's ability to merge an entrepreneurial spirit with creativity and innovation.



IED Moda is a complete and in-depth response to the increasingly diversified and specialised training requirements demanded by the fashion system. Fundamental to this approach is the school's relationship with the entrepreneurs and professionals who work in the Italian fashion, textile and jewellery industries. IED Moda points the way for its students to live and breathe this sense of fashion, in embracing both the whole, as well as its individual parts, by providing interaction between different perspectives and a combination of diverse professional skills. IED Moda trains creative professionals who can manage the different steps of the manufacturing process: from strategy through to creation, from production to logistics, and from sales to marketing and brand communication.



# IED MODA

## PROFESSORS

### RICCARDO BRESCIANI

Riccardo is a business development, strategic planning and marketing innovation consultant. He works with some of the leading companies worldwide in the fashion, luxury, food and lifestyle, sectors dealing with research insights and strategic branding issues. From repositioning to innovation, he helps companies tackling brand challenges by delivering trend analysis, market research and market intelligence. He's also been a keynote speaker for many company conventions and innovation platforms around the world.



### YAMÊ REIS

Yame can boast a successful career at the helm of fashion projects, with a major impact in the Brazilian market in particular, where she has empowered creativity and generated new business in companies such as Cantão and Le Lis Blanc. She has also overseen the organisation and redesign of creative processes in medium-sized and large fashion companies. Moreover, she was the curator of Fashion Rio from 2000 to 2005.



### OLIVIA SPINELLI

Head Designer for the BIKKEMBERGS kidswear collection. Olivia expresses her own creativity by designing fashion products that forecast trends. Her ability to create synergies and understand different languages has proven instrumental when optimizing time and resources, while minimizing errors.



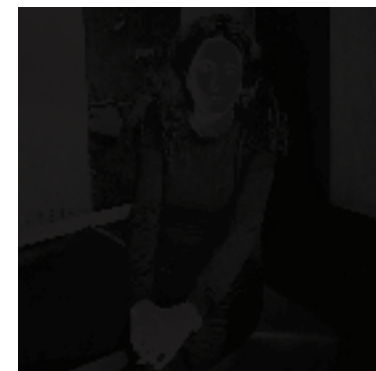
### PAOLA PATTACINI

Textile and Printing Specialist. Paola began her professional career at the Max Mara Fashion Group. She has worked as a textile developer and as the collection and fashion show coordinator for Gianfranco Ferré. She has been the Fashion Coordinator at important companies such as Marina Rinaldi, Max Mara, and the DiLiberio luxury brands and was recently appointed Accessories Director at Ermanno Scervino.



### SARA SOZZANI MAINO

Sara is the deputy editor-in-chief of Vogue Italia and head of Vogue Talents, a network that aims to support the ever-growing scene of emerging designers. Far from being a simple publishing project, Vogue Talents showcases the work of the best rising talents in womenswear, menswear, accessories and fashion photography.



### GIOVANNI OTTONELLO

Giovanni has consulted for leading companies on innovative projects (Salvatore Ferragamo, Bottega Veneta, Hugo Boss, Mandarin Duck, Combipel, Carrefour, Lancia, Ethos...) He travels the world for lectures, seminars, workshops and conferences, with topics ranging from graphics, to fashion, design, film, photography, and contemporary art, at various bodies and international institutions.



### PILAR PASAMONTES

IED Barcelona Fashion Scientific Director, consultant and analyst. Pilar is a Professor of Fashion History and ex-vice president of ModaFAD. She regularly contributes to communication media.



...and many more





**VISIONS,  
SOUNDS,  
TO BUILD  
IDENTITIES,  
CREATE  
EMOTIONS**



IED Arti Visive is a **research laboratory** where students can develop their own language and experiment to gain new creative skills.



## IED ARTI VISIVE

"A picture is worth a thousand words".

We live in a world where images and sounds pervade our daily lives and where they are the main tool we use to convey the values and significance of our ideas and products. The way a concept or project is 'presented', is no longer considered merely supplementary. It actually determines and strongly influences the success of a communication message, whether in the fashion, design, advertising, culture, politics or social field. Their bold evocative power has a "leverage effect" on communication, in the same way that expressive languages generate new connections between aesthetics, ethics, content and other disciplinary areas.

IED Arti Visive focuses on diverse training, merging a humanistic approach with research and experimentation labs. Indeed, IED Arti Visive is a research laboratory where students can experiment to improve their creative skills, as well as develop their own language, and thereby be prepared for the job market. IED Arti Visive trains professionals to be able to handle cinema, art, music, communication, motion graphics, 3D animation, interaction design, digital art projects, public art, performing arts and interactive installations.



# IED ARTI VISIVE

## PROFESSORS

### ARTUR GRISANTI MAUSBACH

An architect and urban planner dedicated to design, education and research, with a PhD in Vehicle Design from the Royal College of Art (UK), Artur's thesis, Paradigm Shift-The Aesthetic of the Automobile in the Age of Sustainability, was a breakthrough in this area of study. The Mausbach Design studio provides consulting services for the automotive and mobility industries, from Brazil to Asia, with a focus on sustainability and aesthetics, aiming to improve designs or develop new products for daily use and a sustainable future.



### PAOLO RUI

An illustrator, painter and creative soul, since 1989 Paolo has been working in both advertising and the editorial field in Italy and Taiwan. He has been a member of the AI - Associazione Illustratori - Board since 1992 and was its President from 2001 to 2005. He has also been on the EIF - European Illustrator Forum - Board since 2004 and was its President from 2011 to 2013 (currently Vice-president).



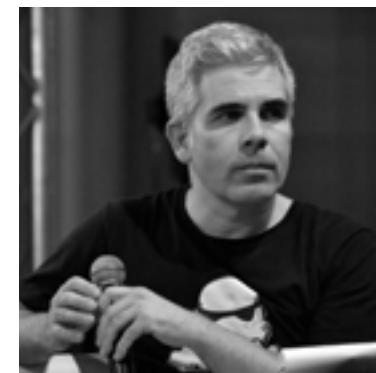
### LUCA BARCELLONA

A freelance graphic designer and calligrapher based in Milan, Luca teaches calligraphy with the Associazione Calligrafica Italiana, and IED Firenze. His work merges traditional penmanship skills and digital era tools. Brands that have requested his calligraphy include Carhartt, Nike, Mondadori, Zoo York, Dolce&Gabbana, Sony BMG, Seat, Volvo, Universal, and Eni.



### MAX GIOVAGNOLI

A transmedia storyteller and researcher, Max has given presentations and lectures at TedxTransmedia, Scuola Holden, Transmedia Storytelling Workshop, Ventana Sur Festival (Buenos Aires), and VIA Transmedia&Fashion (Aarhus, Denmark). In the last few years, he has managed transmedia projects for movies and TV series, working with Universal, Warner Bros., Walt Disney, Fox, M2Pictures and Lucky Red. He is the Movie Area Responsible for the Romics International Festival of Comics, Movies and Games, Cartoons on the Bay Festival, Cross-media and Animation Festival.



### MASSIMO GIACON

In the early '80s, Massimo was a leading figure in the renaissance of Italian comics, which was triggered by magazines of the likes of Frigidaire, Alter, Linus, Dolce Vita, Cyborg, and Nova Express. He currently works as a designer, with prestigious studios and brands (Sottsass, Mendini, Alessi, Artemide, Swatch, Memphis, Olivetti).



### MARCO NERO FORMISANO

Marco works as an advertising/fashion photographer and as a director of photography. Based in Milan, he specialises in people, lifestyle and fashion shooting for campaigns and editorials, short films and commercials.



...and many more



# STRATEGY, CREATIVITY, OVERVIEW AND INTUITION



An **innovative** and **dynamic** approach to operate with creativity in the contemporary multimedial world.



## IED COMUNICAZIONE IED MANAGEMENT

IED offers an alternative model to traditional communication and management schools, by predominately focusing on the needs of contemporary companies.

**IED Comunicazione** trains professionals who can critically read social and cultural phenomena, consciously develop ideas and thoughts, create innovative and avant-garde projects, and emphasize multi-disciplinarity and creativity. A proper communication strategy is the key to delivering a successful project, whether it be small start-ups, SMEs, or multinational brands, from industry to politics, from non-profit to tourism or art. Thanks to globalisation, the science of communication is a constantly changing discipline.

To work in this field, an in-depth and complete understanding of cultural, social, aesthetic and linguistic contemporary codes are a must.

**IED Management** integrates innovation processes, multidisciplinary decision-making, a human-centred approach and business strategies to create effective products and services that address the current landscape with the challenges the world faces today (such as inclusion, sustainability and diversity) within successful and meaningful companies. IED Management is based on the Design Management philosophy which merges the way designers think, sensibility and methodologies with business viability, management strategies and market-value creation. The topics that the Design Management philosophy tackles range from core design disciplines to business design, while taking into consideration technology feasibility, by empathizing with current and future customers, optimizing experiences and imagining and facilitating change, by way of agile, innovative, human-driven processes and methods.

# IED COMUNICAZIONE IED MANAGEMENT

## PROFESSORS

### ELENA SACCO

Elena is called “the Queen of Branding” and has put her signature on international branding projects for companies such as P&G, Marazzi Group, Azimut Yachts, Jacuzzi, Barilla, Giorgio Armani, Natuzzi, Atkinsons, and Well, amongst others. She founded the MarComm consultancy department of Studio Sacco in Milan in 2009 and is currently the Director of the IED Milano Communication School.



### SASHA VIDAKOVIC

Via his internationally acclaimed SVIDesign studio in London, Sasha collaborates with Victoria Beckham, Ferragamo, Harrods, Moroso, Zegna, WWF, Transparency International, Taschen, Alfa Romeo, and Azimut Benetti, etc. His remarkable experience in the field of visual communications covers strategic programs, visual identities, packaging, and environmental graphics.



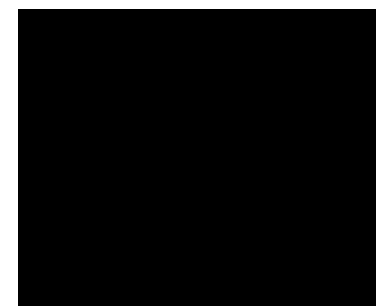
### ANNA SABATER CASAS

The founder of It's about Product, a strategic consultancy company specialised in branding and fashion products, currently Anna advises textile and clothing companies in Europe and Latin America on how to develop their product strategies, methodologies, tools and processes through collection structure and construction definition through product development.



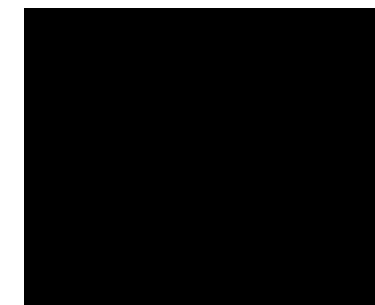
### MASSIMO VERRONE

In 1999 Massimo joined his first advertising agency, Publicis. In 2001 he moved to Lowe Pirella, managing certain clients, such as the Gruppo L'Espresso, Muller and Maserati. In September 2008, he joined 1861 United as the Senior Art Director. In 2011, he became Deputy Creative Director, coordinating Vodafone brand. From 2016, he has been working as the Creative Director of Leo Burnett at the Milan and Rome offices.



### PATRICIA WEISS

Patrícia is the Chairwoman of Branded Content Marketing Association South America (thebcma.info), Executive Producer & Strategic Branded Content Consultant at ASAS.br.com (international collective of storydoers), and the Director of Abril Branded Content Studio – the largest publisher in Brazil. With 29 years of experience in the marketing and communication fields, Patrícia focuses on creating authentic and meaningful brand narratives at the powerful intersection between marketing, entertainment and culture, having worked in major ad agencies such as Ogilvy, DM9DDB, McCann, Africa, the British M&C Saatchi agency as co-founder in Brazil and Leo Burnett as SVP Head of Planning Latin America.



...and many more

**+**

**1,900**

**PROFESSIONALS  
LECTURERS**

**700+ PERMANENT**

**FACULTY**

**500+ COURSE**

**ASSISTANTS**



# IED ALUMNI

IED has over 120,000 former students from 90 countries across the five continents, an international network of young professionals who started their careers with different perspectives, by embracing a global and contemporary vision. They are the leaders of the creative community worldwide.



—Piccione.Piccione AI 2017/18 Ph. Marco Giuliano



“I still remember the years spent at IED so clearly, because I met so many people I'm still in touch with. Everything was perfect, from the professors to my peers, I would still make the same choice today. I wish many other students could experience and explore what this school has to offer”

**Salvatore Piccione**

Piccione.Piccione – Creative Director  
— Fashion Design

“Illustration is an imaginary world that uses the same criteria of our world. If you are talented, you can find a job and pay your rent by designing a house shaped like a cloud or a woman with three pitcher.”

**Olimpia Zagnoli**

Freelance Illustrator, among her clients: The New Yorker, Taschen, TIME, Google, Marie Claire, Rolling Stone, Monocle, Vanity Fair, Air France.

— Illustration and Animation





“We weren’t considered students, but partners. All the teachers are professionals and work alongside you, following your crazy ideas and helping you to understand how to make them useful for companies.”

**Bodin Hon**

Entrepreneur

First Prize James Dyson Award 2014

Targa Giovani ADI 2015

— Product Design



“I realized that design is not merely an activity concerned with aesthetics, but it is all a logical process that leads to the more strategic development of the company and the brand.”

**Serena Bonomi**

Napapijri – Designer

— Product Design



"A unique experience that takes you straight to the action. We had the opportunity to experience the actual job of a car designer, with a great team made up of special people, and present the project at the best car show in the world. I really enjoyed it, great times, great friends, and the job I always dreamed about. Recommended!"

**Giovanni Bulgarelli**  
 Ferrari – Technical Advisor  
 — Car Interior Design



"An intense and thorough educational course. A journey of life, creativity and growth. If you want to be better, go get better. Starting with IED."

**Sophia Margot Jarvis**  
 Adidas – Retail Concept Developer  
 — Interior Design





"Finally... IED Firenze was my gateway to being nominated by FORBES as one of the 30 young artists and designers to look out for in 2017, as well as among the most powerful Arab Women."

**Ghada Wali**  
— Graphic Designer



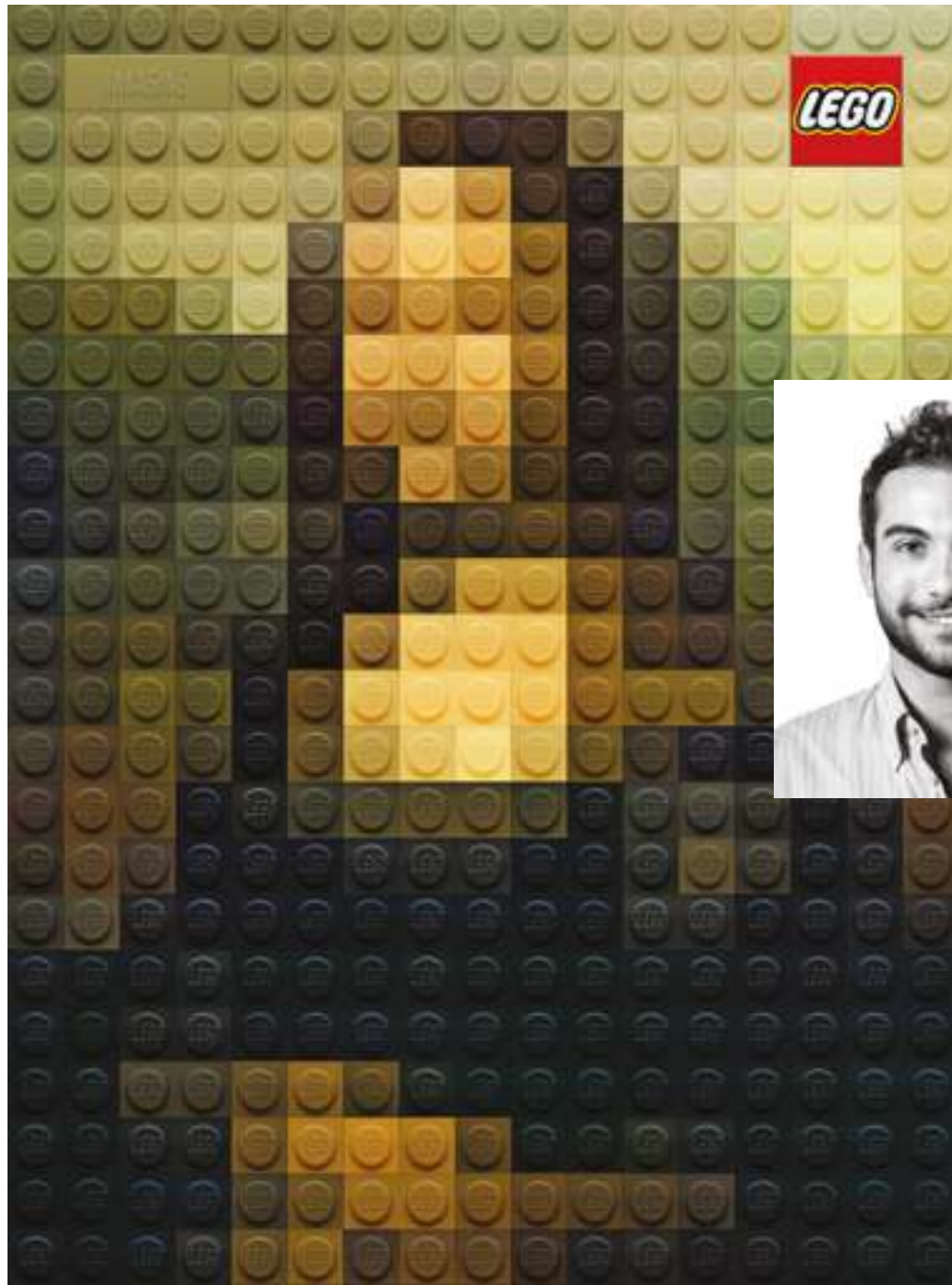
"Oscar Wilde: 'The imagination imitates. The critical spirit creates.'  
Thanks to IED I learnt to question myself and use the most appropriate language to express my creative world."

**Claudio Cutugno**  
Giambattista Valli, Paris – Designer  
— Fashion Design

"I am the definitive proof that you can achieve your dreams by following your passions, desires, and strengths: an eminent foreign agency demanded me for a piece of work I had developed as an IED student. You have to follow your path and not just pick the faculty you think is the 'safest' thinking about your future job."

**Marco Sodano**

Ogilvy & Mather Group – Art Director  
— Advertising Communication - Art Direction



"I had the opportunity to meet great people along the way, to feed myself with new experiences and put into action, mature, change, and exchange my professional and personal perspectives of the world."

**Catalina Cadena**

McCann Lisbon – Strategic Planner  
— Brand Management and Advertising Communication



# STUDIED WITH US

**Gabriele Aimone Cat** *Press Office Responsible* at Bosch Group Italy • **Ettore Bilotta** *Designer, founder* of Maison Ettore Bilotta • **Benedetta Bruziches** *Designer - Bags Storyteller* - founder of Benedetta Bruziches brand • **Angela Capolupo** *Illustrator and colorist* at Walt Disney Co • **Geo Ceccarelli** *General Manager and Creative Director* at TBWA Italy • **Gabriele Chiave** *Designer, Art Director* at Marcel Wanders Studio • **Marco De Vincenzo** *Designer, Ufficio Stile* Fendi and founder of Marco De Vincenzo brand • **Jennifer El Hage** *Art Director and Photographer* • **Aureliano Fontana** *Associate Creative Director* Publicis • **Ferruccio Forcella** *Creative* at Filmmaster Events • **Elena Ghisellini** *Accessory Designer, founder* of Elena Ghisellini brand • **Ronen Jehezkel** *Designer Founder* of Park e Ronen brand - New York • **Alessandro Malaspina** *Senior Designer* at MV Agusta • **Valeria Mangani** *Fashion Designer, VM Company and Vice President* of AltaRoma • **Gianni Mascolo** *Art Director* at Il Venerdì di Repubblica • **Enzo Miccio** *Stylist, Wedding and Event Planner, TV conductor* on Real Time • **Andrea Militello** *Senior Designer* at Ferrari Design Center • **Daniele Ministrini** *Designer, Director of Architecture and Store Design for the Americas* at Lacoste • **Pedro Montenegro Bergamo** *Brand Connections Coordinator* at Nike • **Marco Ontano** *Art Director, Creative Director* at Leo Burnett, founder of Marcontano brand • **Roberto Ortu** *Art Director and Video Director - Social Media Manager* at You • **Salvatore Piccione** *Fashion Designer founder* of Piccione.Piccione • **Danilo Ragona** *Product Designer and founder* of Able to Enjoy • **Antonio Facco** *Interior Designer* at Cappellini and *founder* of Antonio Facco

Design Studio • **Attila Veress** *Designer* at iGuzzini and TVS • **Matthieu Aquino** *Designer, Senior Director, Brand Experience & International Design* at PepsiCo • **Davide Angeli** *Designer* at Michele De Lucchi Studio • **Alessandro Bulgarini** *Senior Industrial Designer* at Ferrero • **Marco Maggioni** *Designer* at GiòStyle, *founder* of Marco Maggioni Studio • **Sigurdur Thorsteinsson** *Designer, Partner* Design Group Italia • **Mauro Perini** *Illustrator, Art Director and Senior Concept Artist* at Ubisoft • **Luca Borgogno** *Lead Designer* at Pininfarina • **Andrea Loi** *Senior Exterior Car Designer* at Alfa Romeo • **Fabrizio Vacca** *Interior Car Designer* at Maserati • **Andrea Berardi** *Exterior Car Designer* at Fiat Chrysler Automobiles • **Vincenzo Lattanzio** *Fashion Designer* at Prada • **Alessia Melioli** *Fashion Accessories Designer* at Giorgio Armani • **Luca Bruni Bossio** *Senior Jewelry Designer* at Versace • **Gaia Frascini** *Stylist* at L'Uomo Vogue • **Erika Soffia** *Shoes Designer and Male Leather goods* at Gianni Versace • **Saba Tedla** *Project Manager* at Luisaviaroma.com • **Ivan Telesca** *Senior Interior Designer* at Ford Motor Company • **Emiliano Ponzi** *Illustrator* www.emilianoponzi.com • **Alessandro Gottardo** *Illustrator* www.alessandrogottardo.com • **Alberto Salván and Nicolás Reyners** - *Founders* of Tres Tipos Gráficos • **Mike Madrid** - *Founder* of Cup of Couple • **Jaime Hayon** - *Founder* of Hayon Studio • **Pepa Salazar** - *Pepa Salazar Founder* • **Leyre Valiente** - *Leyre Valiente Founder* • **Moisés Nieto** - *Moisés Nieto Founder* • **Xim Ramonell & Brais Vilaso** - *Assistant Magazine Founders* • **María Lemus** - *Maria Ke Fisherman Founder* • **Maria Rosenfeldt** - *HERIDADEGATO Co-Founder* • **María Clé Leal** - *María Clé Leal Founder* • **Lina Amat** - *Senior Accessories Designer* at Jimmy Choo. London • **Andrea de la Rosa** - *Menswear Accessories Assistant Designer* at Kenzo - Paris • **Ana Balboa** - *Women's Outerwear Designer* at Pull&Bear - Spain • **Fernando Soriano Iglesias** - *Senior Accessories Designer* at Calvin Klein - London • **Ana Nsue** - *Technical Designer* at Adidas • **Tiago Valente** - *Creative Consultant* at Value Retail - China • **Luis Alberto Berrendero** - *Design Director* at Pedro del Hierro - Spain. **Keko Ponte** - *Design and User Experience Director* in The Cocktail • **Ritxi Ostáriz** - *Visual Designer* in Fjord - Madrid • **Estefanía Silva** - *Brand Identity and Experience* in Barrabés Meaning • **Amaya de Corral** - *working* at INDITEX in ZARA HOME • **Lera Moiseeva** - *works with* Luca Nichetto • **Mayla Tanferri & Vitor Inoue** - *Editora* Abril • **Mayra Santos** - *Editora* Globo • **Fernando Jurado** - *Estudio* Mol • **Helena Sbeghen & Gabriela Luchetta** - *PS2 Arquitetura* • **Larissa Matsumoto** - *Escritório* Gucci • **Beatriz De Souza Medeiros** - *Carina Duek* • **Felipe Crepalde Alves** - *Reserva* • **Paulo Edison Martins Fialho** - *Ellus Second Floor* • **Camilla Padilha** - *L'OFFICIEL* • **Isadora Holanda Binotti** - *Elle Magazine* *And many more*

# STUDENT AWARDS

Art Directors Club New York  
Autostyle Design Contest  
Azimut Yachts Design Award  
BASE - Biennale d'Arte degli Studenti Europei  
BMW Creative Lab  
Bogota Fashion Week  
Braun Prize  
Cannes Lions International Festival of Creativity  
Clio Awards New York  
Compasso d'Oro ADI – Targa Giovani  
Contest Red Bull  
Contest Suspended Formabilio  
European Fashion Design Competition  
Expo Zaragoza y Adidas Original  
Fashion Film Festival Milano  
Ferrari World Design Contest  
Festival di Cannes  
Festival International du film d'Animation Annecy  
Forbes  
Gold Spikes Asia at Singapore Festival of Creativity  
Graphis Awards  
IF Concept Award  
Image Impact Design Contest - GE Plastics  
Interior Motives Design Awards  
ISPO Award  
ITS – International Talent Support  
James Dyson Award  
Koizumi Internationale Lighting Design Competition  
LG HIMACS European Competition  
London International Advertising Awards  
M.Y.D.A. – Millennium Yacht Design Award

Merit Award FEP Emerging Talent Award (FETA)  
Moda FAD  
Movistar Award  
New Talents Contest –The Brandery  
Next Generation  
Plastic Technologies Award  
Première Vision  
Red Dot Design Award  
Rometti Award  
São Paulo Pret-à-Porter  
Shiseido “Make up the Wall”  
Social Design Award to Cel Obert Project  
Society of Illustrators New York  
Taiwan International Design Contest  
Targa Rodolfo Bonetto  
TED Triumph Inspiration Award  
Videobrasil em Contexto  
Who is on Next?

Marco Grimoldi, Tommaso Pardini  
**Gaiwan** - Rometti Award 2013





+  
**10.000**

**STUDENTS  
A YEAR**

**30% FOREIGN STUDENTS**

**100+ DIFFERENT NATIONALITIES**

**120.000+ ALUMNI COMMUNITY**

# IED PLACES

## GENIUS LOCI SPIRIT OF THE PLACE

Every place has its own history, spirit and strong identity with its own language, habits and traditions. IED has always pursued and interpreted this kind of spirit, which represents both the starting and arrival point of each creative and educational thought. This strong bond connecting every IED campus with the relevant cultural, economic and managerial environment generates a virtuous circle of influence.

Via their participation in events, projects, meetings, fashion shows and workshops, every student gets to meet the real leading players in a specific place, which strengthens their city experience. Studying and living in one of the many IED cities is a strategic choice, the first step in becoming both exceptional professionals and citizens of the world.

# IED MILANO: THE CRADLE OF DESIGN AND INDUSTRY

**IED Milano has always been founded on the pillars of expertise, designing for companies, design culture and methodology, and, more than anything else, on training young creatives to follow their dreams and make them a reality.**

**IED was founded in Milan, in 1966, and every year it welcomes over 2,500 talented young people through its doors. It is an open city campus spread across the city centre, making the city itself an integral part of the educational experience.**

**Studying at IED Milano means networking with Italian and foreign professionals who are active in the fashion, design, management and visual fields. A network of consultants and companies that embodies Italian excellence and guarantees a superior educational experience.**



## MILANO GENIUS LOCI

At the heart of a metropolitan area that bears comparison with London and New York, Milan is synonymous with art, industry, finance, design and fashion the world over. Artists of the likes of Leonardo and Bramante worked in Milan and, four centuries later, they were followed by Marinetti and Boccioni, the founders of the Futurist Movement. More recently, celebrated architects and designers, such as the Castiglioni brothers, Magistretti and Zanuso, and fashion designers like Armani and Versace – to name just a few – have put Milan on the map as the global centre for fashion and design. Art, science, industry and finance are the cultures at the root of this city's pragmatism and of its creative and entrepreneurial spirit. It is no coincidence that IED was created in Milan, drawing the inspiration for its teaching methods from the expertise, the way of thinking and the innovation that are so typical of the Milan hinterland and its history. Designing both goods and services for industry and with industry is IED Milano's vocation, and it is where design in all its forms is taught and practiced.

### Salone Internazionale del Mobile

The Salone Internazionale del Mobile is the most important design event in Milan and it is held every year in April. The related Fuorisalone is not an exhibition event, it does not have any central organisation and it is not managed by any institution. It was started spontaneously in the early '80s by companies working in the furnishing and industrial design sectors. Currently, it is expanding into many related sectors, including the automotive, technology, telecommunications, art, fashion and food industries.

### Milan Fashion Week

It has been one of the four biggest worldwide fashion weeks since 1958 and can boast the title of being a global fashion capital: besides Milan, there is also London, New York and Paris.

### The Week of Communication

Discussions about new trends in publishing and business communication, technologies, art and design.

### Social Media Week

Dedicated to Social Media and how they affect daily life, this platform takes place on 5 continents simultaneously.

### MiArt

A famous contemporary art fair, MiArt brings together ideas, languages, and experiences by combining Milan's features with international institutions.

### Milan Film Festival

Created in 1966 as a small independent cinema event, it is now a real talent scout for that slice of cinema production that is unfettered by market rules.

### InVideo

This international exhibition dedicated to video and cinema is a benchmark for the whole audio-visual production industry connected to electronic and new technologies.





# IED FIRENZE: DESIGNING THE NEW ITALIAN RENAISSANCE

IED Firenze is housed in a contemporary building placed at the very centre of Renaissance architecture, just behind Brunelleschi's Dome. This is an unsurpassed location for anyone who wishes to learn from the past and be a leading player in the future, as the mix of tradition and innovation is the key element in the educational experience. IED Firenze focuses heavily on enhancing Tuscany and merging different cultures to generate a virtuous relationship between fine craftsmanship and industry, mixing classical and contemporary art and old and contemporary knowledge. This relationship is boosted by the strong connections between IED and Tuscany's industrial districts: in particular, with the leather and design district in Prato and the marble district in Carrara. Alongside this, we also enjoy many international collaborations with companies such as Adidas, Pepsi China and Tiger.



## FIRENZE GENIUS LOCI

Florence boasts one of the world's most important sources of artistic and cultural heritage, yet it is also a city with a long history in Italian design and fashion, spanning from Vespa to Gucci. It is located in the heart of a region that is home to major manufacturing excellence, which has given Florence an enviable international reputation in fields ranging from fashion and artistic craftsmanship to design and technological innovation.

The virtuous relationship between high quality artistic craftsmanship and industry is a traditional feature of the quality of production in Florence and its surrounding areas. IED Firenze represents this special relationship that, when applied to training, translates into the merging of all these skills – both old and contemporary – which form the basis for new professions.



### Pitti

Pitti Immagine organises some of the most famous events on fashion and lifestyle, as well as wine & food and fragrances: Pitti Man, Baby, Yarns, Fragrances, and Taste. Alongside the runway show, there are also many cultural events that compare fashion to other creative contemporary languages.

### Taste

The exhibition dedicated to the excellences in taste and food lifestyle that represents the Italian salon for healthy eating. The best international agents in the sector congregate here, as well as foodies.

### Middle East Now

Cinema, short films, artistic projects, musical performances, culinary events, books and press conferences, with the stars of contemporary culture coming out of the Middle East.

### F.LIGHT

The Firenze Light Festival is organised by the Municipality of Florence, during December, with typical Christmas illumination. Every year IED participates with the Dimora Luminosa project, video-projections that project onto the front of Santo Spirito Church.

### Wired Next Fest Festival

This festival on innovation and learning innovation is organised by Wired Italia (Milan and Florence). Two weekends are dedicated to experience innovation on economics, science, politics, entertainment, and culture. IED is one of the partners.



# IED ROMA: A CROSS-MEDIA CAPITAL

Opened in 1973, IED Roma is a benchmark in the cultural and educational landscape of the capital. Today, the school hosts its students – 30% are foreign and come from over 30 countries – in three prestigious campuses located in the Testaccio and San Giovanni districts. Thanks to participation in large-scale events, projects with companies, meetings with opinion leaders and workshops, every student gets the opportunity to meet local creative leaders and strengthen their cultural background.



## ROMA GENIUS LOCI

The leading city in the world due to the sheer scale of its cultural heritage. Over the course of its 30 centuries of history, it has been the first and largest metropolis in the world. Its culture has influenced the society, literature, art, architecture, religion, philosophy and law of the entire Western world. The very idea of network derives from the efficient organisation adopted by Rome in its use and circulation of excellence throughout the world, as it was then known. Modern and contemporary Rome is also an essential venue for haute couture, communication design, and all other design aspects that aim to generate non-material goods and services. Graphic design, visual arts, filmmaking, television, multimedia, web content, and video art, combined with teaching content related to cultural heritage and the design of services for tourism constitute the truly unique core of the studies taught at this campus. Studying in Rome is an unequalled living and learning experience.

### Festa del Cinema

Since 2006, this prestigious international event has been held, in the autumn, in the impressive Auditorium Parco della Musica, which was designed by Renzo Piano, and is undoubtedly a landmark for all cinema professionals and red carpet lovers.

### AltaRomAltaModa

Two events per year – in January and June. During Rome Fashion Week, remarkable Italian fashion houses mingle with the newest contemporary brands from around the world.

### Romaeuropa Festival

This festival is dedicated to the best contemporary artistic production from around the world. For over 30 years, the 5 continents have been coming together to put on a magnificent event made up of dance, theatre, music, cinema, visual arts and technologies.

### Maker Faire

This is the biggest event on innovation, which merges science, science-fiction, technology, leisure and business. Involving more than 600 inventions and 90,000 visitors, the Rome Maker Faire was declared the biggest after the "Bay Area" and "New York" in 2014.

### Outdoor Festival

This is an expression of contemporary culture. The Outdoor Festival aims to promote metropolitan culture through art, music, video and talks.



# IED TORINO: ENTERPRISE, RESEARCH AND CULTURE IN NEW URBAN SCENARIOS

Located in the heart of the city since 1989, IED Torino holds considerable authority as one of the world's most important centres for transportation design education. Along with the knowledge and research typical of this sector, this campus develops and focuses its design work on the concepts of future mobility and the most advanced and innovative manufacturing clusters. However, transportation and mobility are not the only features of IED Torino, which also includes interior and product design, fashion and jewellery design, visual arts and communication design. Particular attention is given to the theme of sustainability through dedicated courses or curricular modules.



## TORINO GENIUS LOCI

More than just an industrial hub, since the end of the nineteenth century Turin has been home to research and innovation in fields ranging from filmmaking and fashion to communications, visual arts and humanities. Its vocation for eclecticism and experimentation has made it one of the world's most important car industry capitals and, in recent decades, a world-class benchmark for a new culture of food and research into environmental sustainability. Torino has been part of the international network of UNESCO Creative Cities in the Design category since 2014.



### Salone Internazionale del Gusto and Terra Madre

The biggest international market/exhibition entirely dedicated to food and its producers: hundreds of exhibitors, big names from wine & food, renowned chefs, farmers, fishermen, shepherds, sommeliers, professors and artisans.

### Operæ

Not only a great design fair, but also the opportunity to discover new products, take note of emerging phenomena, get in touch with professionals and stop to reflect on those aspects that the design industry touches. Thanks to a program of meetings with personalities from the world of design, economics and culture and a rich calendar of workshops, Operæ engages professionals, enthusiasts and the simply curious.

### Torino Fashion Week

This significant event for the fashion industry focuses on emerging designers who draw inspiration from new trends and innovations coming from the area and the tradition that the Piedmont region offers, with its world-famous brands and textile manufacturing companies.

### Artissima

An international contemporary art event and a stage for the best research in the visual arts: over 180 galleries with works by over a thousand artists.

Museums, foundations, magazines, conversations, meetings and its sister event: Paratissima, dedicated to emerging talents.

### Club2Club

One of the most popular music, art and electronic culture festivals in Europe, Club To Club organises many concerts, performances and DJ sets every year in November, during Contemporary Art Week.

### Salone dell'Auto Parco Valentino

The Motor Show is back in Turin, an event that brings the cars back to the crowds, registering the participation of 650,000 visitors from all over Italy. This is an event that establishes the partnership between Turin and cars with an eye to the future.





# IED VENEZIA: AN INCUBATOR OF KNOWLEDGE AND RESEARCH IN ARTS AND CRAFTS

Located in the Venetian Lagoon since 2007, IED Venezia has settled inside the fifteenth-century Palazzo Franchetti, a prestigious palace overlooking the Canal Grande and the famous Ponte dell'Accademia. A school of creativity but also a cultural centre able to merge knowledge and expertise, IED Venezia promotes courses dedicated to the managerial and manufacturing aspects of design, in close relation with local companies and institutions, and with the international contemporary art scene. Over the years, IED Venezia has been acknowledged as the benchmark for cultural production, education and experimentation, acting as the catalyst for projects, people and energies at the local, national, and international levels.



## VENEZIA GENIUS LOCI

A symbol of culture, art and commerce, Venice is a city suspended between land and water, where the exchanges between local and international talents represent an opportunity for innovation. Venice has always been a crossroads of different cultures, where languages and ideas come together and meet the local craftsmanship, thus generating original design. At the same time, the city represents a world art centre critically engaged in debates on culture and arts, both classical and contemporary.



### Carnival

Water parades, masks, the weather: the thrilling party that fascinates and enchants people from all around the world every year is held in Venice, where the art of disguise was born, where every excess is permitted.

### Biennale

Every year, in the spring and summer, the Theatre, Music, Dance and Cinema Biennial events come in quick succession, attracting actors, musicians, performers and dancers from all around the world, while the Art and Architecture Biennial alternate with one another. Both the International Art Biennale and the Venice Film Festival are the first and oldest events organised of their kind that are still in existence today. Thanks to the Venice Biennale, the Italian word "Biennale" has acquired wider significance and has become the word par excellence that is synonymous with great recurring international events, regardless of their frequency.

### Mostra Internazionale d'Arte Cinematografica

This is a great event for the "7<sup>th</sup> art" that is held every year in September. High-quality cinema is presented in the presence of the most famous actors, directors and producers.





# IED CAGLIARI: AN OPEN SOURCE CITY LAB

**IED Cagliari is a hub for advanced training in a place that combines the untouched quality of nature with inspiration for new ideas.**  
**IED Cagliari's educational program features the development of a Service Design concept, which is extended from people to the territory: a new approach to the concept of wellness that takes in everything from the individual to the city and its surroundings.**  
**IED Cagliari focuses its training curricula on developing service design courses oriented towards new topics such as sustainability, hospitality, the environment, addressing the quality of life in large contemporary cities, and new technologies applied to the media.**



## CAGLIARI GENIUS LOCI

Cagliari seems tailored to human scale, small in size and big in culture, arts and history. A truly ancient city that has played a leading role in the history of the Mediterranean, Cagliari is now one of the areas that hosts the world's greatest concentration of Information Technology companies. Cagliari is on the edge of a new transformation that takes Sustainability, the Environment and Hospitality as the new keywords for development. Excellence is present both in traditional and innovative enterprises that fuse the traditional values of Mediterranean hospitality with new technologies. Creativity in Cagliari is borderless.

### Isole che Parlano

This international festival of music, theatre and the visual arts has been designed and directed by Paolo and Nanni Angeli since 1966, together with the Sarditudine Association. It takes place at the beginning of September and is spread between Palau, Golfo Aranci and La Maddalena.

### Cagliari European City for Sport 2017

Cagliari was nominated European City for Sport 2017 thanks to its fostering of free sport activities, meant as an integration tool.

### Saint Efsio

Every year since 1657, on the 1st May, an event that merges faith, folklore and traditions is held: the statue of Saint Efsio, a martyr and patron of Sardinia, is brought through a parade made of wagons, horsemen and devotees, from Cagliari to Nora, the city of his torture. It is a 65km walk that is completed over 4 days.

### Sinnova Sardegna

This is a community entirely focused on innovation in Sardinia. Since 2013, this exhibition on innovation has supported enterprise. It is a meeting place for companies, institutions and young start-ups.

### Open Campus

The innovation ecosystem. It is a co-working place opened by Tiscali for innovation and creativity lovers to accelerate the launch of new start-ups related to the digital, new media and communication sectors.

### Monumenti Aperti

Since 1997, between April and May, more than 50 Sardinian districts open their monuments, historical sites and museums that are usually closed or not easy to enter.

### Literary Festival of Sardinia - Isola delle Storie

Gavoi: during first week of July every year, the distances between writers and their readers disappear. This fairy-tale village hosts the Island of Stories Festival – a celebration of the written word with national and international authors.

### Time in Jazz of Berchidda

This Jazz Festival takes place in the birthplace of Paolo Fresu, a famous jazz trumpet player.





# IED COMO: RESTORING THE PAST AND DESIGNING THE FUTURE

A cultural institution that is the pride and joy of this city and one of Italy's finest restoration schools, the Accademia Galli joined IED Group in 2010, embarking on a process of innovation that has few parallels in the leading country globally for restoration. Capitalising on its pre-eminence in this field, courses have been designed to encompass the restoration of new materials so as to extend student interventions to Contemporary Art Restoration and to allow them to be competitive in Contemporary Art Professions, such as Curatorship, Marketing & Communication and Contemporary Arts production.

The courses in Furniture Design and Fashion & Textile Design, aligned with the production system in Como area, best represent the excellence that thrives in this district.



## COMO GENIUS LOCI

Universally renowned for the outstanding quality of its textiles manufacturing – especially silk - this lakefront city was the place to be for artistic and architectural avant-gardes during the last century. Just one hour from Milan and well-connected by trains and motorways, the city overlooks Lake Como and is surrounded by mountains. Furthermore, it also takes advantage of its marvellous location that is steeped in history and records. Tourists also get a kick out of visiting Como for its magical natural environment.



### Teatro Sociale di Como

This is one of the most active cultural institutions in the world. Boasting 2 centuries of history, the Teatro Sociale di Como represents an eminent partnership for the IED Accademia di Belle Arti Aldo Galli, in Como. A typical example is unquestionably our Graduate Fashion Night 2015 collaboration, where the theatre became the distinguished location that hosted the runway show for our Fashion & Textile Design graduation ceremony.

### 8208 Lighting Design Festival

An event dedicated to contemporary art that involves artists and professional designers in the creation of light-artworks, workshops and special events. Every year, our students are involved in the creation of a light installation.

### Orticolario

An undeniable meeting place for people with green thumbs. It takes place in Villa Erba (Cernobbio) where students are asked to create photo workshops entirely dedicated to flowers and plant nurseries.

### Marker Events

This is a group of cultural events organised by the Municipality of Como. It is a veritable "box" that collects ideas and shared spaces where local

excellences are placed alongside international ones. Together with the Accademia di Belle Arti Aldo Galli IED Como, strong creative partnerships are forged through initiatives such as the Smart Digital Party and Woltage.

### wow music festival

This is a week-long festival that hosts a careful selection of live music: indie, it-pop, hip hop and electronica. IED is a partner of this festival.





# IED MADRID: MERCING DESIGN, CULTURES AND VISIONS

Centuries of shared influences have marked the historical and cultural relations between Italy and Spain. In this city, a crossroads of European and Latin American cultures, IED develops design in its traditional areas while also implementing innovative ones.

IED Madrid is a cultural institution for the dissemination of design and its connections to other disciplines boasting a program of cultural activities and a publishing house of its best exponents: the designers and future professionals.

IED Madrid develops important projects such as the International Platform SUYT, Show Us Your Talent by Inditex, Design Fest as an annual event and the Design Net Network in Mexico, Peru and Madrid itself to promote innovation and development actions to improve the quality of life.



## MADRID GENIUS LOCI

Madrid is a dynamic, accessible and sustainable city, based on a cutting-edge cultural model. As a capital located in the heart of the Iberian peninsula and with more than three million inhabitants, Madrid has built its image as the intersection between ideas and cultures, fostering a welcoming environment that combines education, culture and fun. Living in Madrid means participating in an intense and diversified environment: the standard and quantity of its museums, cultural centres, theatres and auditoriums make it an active city. Madrid boasts the largest public and private institutions of culture, arts and education: the National Library, La Casa Encendida, the Reina Sofia Art Centre Museum, Prado Museum, CaixaForum Madrid, MediaLab-Prado, La Fábrica, Matadero Madrid, CA2M, and the Thyssen-Bornemisza Museum, amongst many others.

### ARCO

The International Contemporary Art Fair organised by IFEMA which is celebrating its 35th anniversary this year. ARCO brings together a wide selection of art that ranges from the historical vanguards, to pop, contemporary and modern art. Furthermore ARCO has supported the development of an art market in Spain and today still promotes institutional, corporate and private collectors.

### PHotoEspaña

An International Exhibition of Photography and Visual Arts featuring exhibitions in major museums, theatres and art galleries.

This festival was launched in 1998 and has gradually grown and established itself as a benchmark event for the whole visual arts industry.

In addition to the headquarters in the Spanish capital, its various editions have had several subsites, such as Toledo, Aranjuez, Paris, Lisbon and Cuenca.

### MBFWM

Mercedes Benz Fashion Week Madrid, the main showcase for Spanish fashion, presents the work of national and international designers, both established and emergent. This gateway, organised by IFEMA, is confirmed as the best example of Spanish design in the world, bringing the best designers of the moment together every year.

### Madrid Book Fair

The first Madrid Book Fair was first organised in 1933 as part of Cervantes Week from 23 to 29 April. Those first houses, painted in different colours, were installed in the Paseo de Recoletos. The Fair has been enjoying its current location, the Parque del Retiro, since 1967, which is now intrinsically connected to this annual event.

### SIMO Education

The International Exhibition of Technology and Technological Innovation, organised by IFEMA, this is the technological platform of reference in the education sector. With the participation of 187 companies and the presentation of the most innovative interactive classroom tools for individualised, adaptive and collaborative learning, management and communication platforms, printing solutions, 3D printing, robotics, and other programs, it features many technological innovations designed to optimise teaching.

### Madrid Fusion

After thirteen years, it has become the greatest gastronomy event on the global stage. Its goals: to exhibit the culinary vanguard, promote a "resolution" of world cuisines, encourage discussion and reflection about food and the many areas related to it (oenology, the food industry, technological innovation, scientific research and new business models) and put on cooking demonstrations – carried out by leading international chefs – and stunning presentations of the most revolutionary techniques.



# IED BARCELONA: VISIONARY DESIGNERS AND MANAGERS TO INNOVATE THE SOCIETY

IED Barcelona brings design thinking and management tools together on its campus, where designers are trained to understand, experiment and develop new tools for managing the great transformations taking place in society. Here they learn to work in the various fields of design, as well as to recognise and manage the macro-trends of change as and before they come about. Understanding complexity, the disciplinary interactions at work in design and how to manage processes of transformation is the focus of design management. In this sense, IED Barcelona is a workshop for conducting analysis and research applied to material culture, a focus it is destined to develop increasingly in future.



## BARCELONA GENIUS LOCI

Barcelona is a city open to innovation and all cultures – warm, plural, diverse, cutting-edge and passionate. A city for living and sharing with a clear vision of the future, that has undergone a major process of transformation: from an industrial powerhouse in the 19th century, to an Olympic city in the 20th century and a smart city of knowledge in the 21st century. It is recognised worldwide for its cultural and artistic verve that combines the architectural tradition of Gaudi with great contemporary museums. Barcelona is also a modern city, it won the 2014 European Capital of Innovation (iCapital) Award and Jumper research named Barcelona the Global Smart City of 2015.



### 080 Barcelona Fashion Week

The platform from which Catalan designers can launch themselves to international success, following in the footsteps of Custo Barcelona. This event always takes place in characteristic locations around the city.

### Mobile World Congress

This is the world's largest gathering for the mobile industry, organised by the GSMA and held in the Mobile World Capital of Barcelona.

### Barcelona Design Week

This is the annual meeting of design, innovation and business that has been attracting professionals & creative businesses since 2006, who are eager to learn about new trends, network and share their knowledge and projects on a wide range of topics.

### Sónar

Music, Creativity and Technology. This is an important electronic and advanced music festival that was founded in Barcelona in 1994.

It also integrates Sónar+D, the international conference organised by Sónar that covers the digital transformation of the creative industry to develop and strengthen talent, exchange knowledge and set business opportunities.

### Barcelona Bridal Fashion Week

This is the only bridal fashion trade fair in the world that combines the media impact of the Fashion Show with the business generated at the Professional Trade Fair. Two events in one that – together – make up the world's most comprehensive event for the bridal fashion sector.





# IED SÃO PAULO: A NEW HOME FOR TROPICAL CREATIVITY

**Awarded as the best Design Educational Institution in Brazil in 2014, IED São Paulo is currently one of the main hubs of DW! São Paulo Design Weekend, the most important design festival in Latin America. Besides its undergraduate, masters and short courses in all the main design fields, the institution develops innovation projects in several Brazilian States alongside companies, organisations and the government. IED São Paulo partnerships with institutions and with various different local economic interest groups have developed rapidly, building synergies that facilitate students in the process of their education and in making a start in the labour market with an international outlook.**



## SÃO PAULO GENIUS LOCI

São Paulo became home to the first IED campus in Brazil in 2005, at a time when this great country had just started scaling the world economic hit parade. Brazil's great reserves of natural resources combined with its determination to build on its own cultural values have projected this nation onto the planetary scale of the countries of the future. Appreciation for Italian creativity in both fashion and design has prepared a fertile terrain for IED to train professionals who are in great demand among Brazil's leading businesses in these fields. IED in São Paulo contributes to positioning this metropolis as Latin America's fashion capital and to Brazilian design's emancipation from foreign cultural influences.

### DW! Design Weekend

Brazil is definitively part of the top international Design Festivals' circuit, with the success of the largest Latin American event: DW! São Paulo Design Weekend. DW! is the brainchild of Lauro Andrade – CEO of SUMMIT PROMO – and it brings together over 120 independent and simultaneous events annually in São Paulo, organised by companies, professionals, educational institutions and NGOs. DW!'s first edition was held in 2012, and since then it has been growing and maturing year after year, to reach international quality levels.

### Campus Party

São Paulo is home to one of the most important innovation events in the world. Campus Party gathers technology and creative professionals during a week that opens the city's events calendar every year in January/February. São Paulo is reputed to host one event every six minutes on average.

### São Paulo Fashion Week

The biggest fashion event in Latin America and one of the five main in the world, SPFW takes place twice a year, features many top designer names and plays a decisive role in the Brazilian fashion industry.

### São Paulo Biennial

Founded in 1951 and inspired by the Venice Art Biennial, the São Paulo Bienal has become one of the most important art events in the world. It takes place every two years between October and December. Participants are professional Brazilian and international artists who display their innovative, contemporary works in the Oscar Niemeyer building in the Parque Ibirapuera.





# IED RIO: THE FUTURE AT SEASHORE

Designed to host the Latin American Centre for Innovation in Design and the Creative Economy, IED Rio is a place to experiment all the possibilities that design can offer the future, integrating research, project culture, sustainability and society as a whole. Located by the beach, beneath the famous Pão de Açúcar (Sugarloaf), IED Rio connects students and partners, providing facilities for research, project development, exhibitions and cultural activities. IED Rio has renovated the historical building that housed Cassino da Urca and has welcomed celebrities such as Walt Disney and Carmen Miranda and intends to turn it into the first heritage listed building in Brazil that is managed under totally sustainable criteria.



## RIO DE JANEIRO GENIUS LOCI

The most recent host of the Olympic Games has always been a melting pot for Brazil's cultural diversities, a theatre where all the country's leading cultural movements stage their débuts. Rio is a unique site for IED to have a campus, with the rhythm of samba and bossa nova, accompanied by the masterpieces of Brazilian modern architecture, and the centre of contemporary art in South America.

Built between the sea and the mountain, the city's rich plastic creativity and fascinating colours resemble its landscapes, which seem to have been designed in a spontaneous, non-academic way. It is a reality in which the evolution of forms joins the individual experience, in constant pursuit of the future.

### Arts & Crafts

The city's creative scene provides a valuable playing field for partnerships, approaching art, craft and design through innovation. Among others, IED Rio partners with players such as Brazilian's Craft Centre (CRAB), the IDA Design Fair, and Rio's Design Week and Art Rio, the most important art fair in Latin America.

### Fashion

The city of international brands such as Osklen and Farm – another IED Rio partner – is a true feast for coolhunters in search of trends, as it plays host to important events such as Rio Moda and Fashion Rocks. Looking towards the future of this business, IED Rio organises its own annual fashion show.



### Carnival

Over the course of four days, Rio becomes the capital of the biggest show on earth. Carnival turns the city upside down, crowding it with colours, costumes and a lot of glitter. Besides the famous parade at Marquês de Sapucaí, the streets are filled with musical parades called 'blocos', offering as much entertainment as you can take. IED Rio contributes to the show by training a whole new generation of carnival professionals, through its dedicated courses and partnerships with some of the most famous samba schools.

**+ 100**

**EVENTS  
EVERY YEAR**

**IN PARTNERSHIP  
WITH LOCAL CREATIVE  
COMMUNITY**

# IED COURSES

Over the course of four days, Rio becomes the capital of the biggest show on earth. Carnival turns the city upside down, crowding it with colours, costumes and a lot of glitter. Besides the famous parade at Marquês de Sapucaí, the streets are filled with musical parades called 'blocos', offering as much entertainment as you can take. IED Rio contributes to the show by training a whole new generation of carnival professionals, through its dedicated courses and partnerships with some of the most famous samba schools.



# IED UNDERGRADUATE COURSES

## **BA Bachelor of Arts**

*3-year courses in Italy* (180 ECTS) at the end of which students will earn a 1st Level Academic Diploma.

*4-year courses in Spain* (240 ECTS) at the end of which students will earn an official Undergraduate Degree in Design.

*3-year courses in Brazil* (180 ECTS) at the end of which students will earn a Technological Faculty Degree.

They are all legally recognised, either nationally or internationally, and train students both culturally and technically for the job market.

## **IED Diploma**

*3-year courses* (180 ECTS), at the end of which students will earn a private IED Diploma. They prepare students culturally and technically to enter the job market.

## **Bachelor of Arts with Honors**

*Specific subjects only*

*3-year courses* (360 British credits) in English, at the end of which students will earn both an IED Diploma and a BA (Hons) degree, accredited by the University of Westminster.

## **Professional Training Programs**

*In local language only*

*2-year courses* (120 ECTS), at the end of which students will earn a private degree from IED. They technically prepare students to enter the job market in a very specific field.

*IED Undergraduate courses boast:*

### **Official accreditation**

The Ministries of Education and Research in Italy, Spain and Brazil have officially accredited the majority of IED undergraduate courses.

### **Professionals in the classroom and school as laboratory**

Professors/professionals train students to promote a practical approach. IED students learn to use technical equipment and software so they will enter the job market with ready-to-use skills.

### **Cross-disciplinary approach**

The interaction amongst IED departments allows the students to learn and improve their skills from each other. Regardless of the selected course, students must take Communication, Marketing and Management courses and participate in cross-disciplinary projects. Seminars, masterclasses, visits, workshops and special exhibitions by professionals

from renowned institutions and companies complete the learning-by-doing experience.

### **Genius Loci and international experience**

IED students get to experience the genius loci (local protective spirit) of the city that is home to each IED campus, as well as an international atmosphere thanks to the variety of students from different nationalities (10,000 students from more than 100 countries every year!) and to the exchange/study abroad programs at one of IED's partner universities.

### **The thesis as the development of a real project from concept to market**

The final project is designed to be an official presentation made by the student in front of a committee that includes the client/company. The project briefing, research, and development are supervised by IED professors and by representatives from the company. The best projects are often produced for the market and the best students hired.



# IED MASTER

## IED Master

Professional training courses on specific topics analysed from design, communication and management perspectives. They provide the knowledge, tools and skills to find solutions in an increasingly globalised and ever-changing market. They are offered in Italy and Spain, both in English and the local language.

## 1<sup>st</sup> Level Master's Degree

The same structure as the IED Master, with the added value of accreditation by the Italian Ministry of Education (MIUR). They award 60 ECTS. The courses are offered in Italy, either in English or Italian.

## Master RSP - Research Study Program

In addition to professional tools, they provide the knowledge required to carry out innovation management processes with a user focus.

They are offered in Barcelona in English.

## Masters of Design and Innovation

Based on an experimental teaching method, they are specialised in the design of processes, products, communication and business strategies. They are offered in Madrid, in English.

## MASTER

### Pos-graduação Latu Sensu

The same structure as the IED Master, with the added value of accreditation by the Brazilian Ministry of Education (MEC).

## INTENSIVE

### Postgrados, Continuing Education, Blended Masters

Specialisation courses offering students the opportunity to update, deepen and supplement their training in design and creative methodologies - without slowing down their current lifestyle. They are short or follow a mixed training formula (online and on-site) to provide quality training in shorter, more intensive timeframes (between 3 and 9 months). (between 3 and 9 months).

IED master's courses enhance students' profiles through specialised and **technical training** combined with **transversal knowledge** and **managerial skills**.

The development of **real projects** carried out in collaboration with specialized **partner companies** is the way to put such abilities into practice.

**Workshops** based on the combination of conceptual and practical exercises in a short time allow students to discover new methodologies, strengthen their **teamwork** dynamics and nurture a **multidisciplinary** approach to apply the acquired knowledge.

Student's ideas and personalities are nurtured not only in the 'core area' of the Master but also in the **personal language** and **self-management** fields.

Participants develop a deep sense of belonging and are led to **innovate** and **share** resources, ideas and contacts building a tight-knit **Alumni** community.

—Project by A. Acconci, courtesy of Mingardo, Ph by C.Castaldi



# IED SEMESTER & YEAR ABROAD

## **IED Semester and Academic Year programs**

are designed to offer our students a challenging and immersive educational experience, bringing students with different profiles and artistic skills together from all over the world in a cultural melting pot.

Lasting from 15 weeks to one year, these programs are a necessary foundation for students who lack a fashion, design or visual communication background, as well as the perfect opportunity for graduates and professionals from other fields seeking to define or acquire new skills and perspectives in the creative disciplines.

They can also be a way for students in the creative fields to enjoy a study abroad experience, while having their credits recognised by their home university.

Programs draw inspiration from the resources and opportunities of each school's unique location and they include a strategic combination of theoretical lessons, cultural field trips, and challenging workshops.

## **Semester and Academic year programs**

are offered in popular cities throughout Italy, such as **Milan**, the glamorous and industrial Italian capital, or **Florence**, the cradle of the Italian Renaissance and home to an incredible cultural, artistic and architectural patrimony. Different subjects are offered in the autumn and spring, such as fashion, jewellery design, interior design, fashion communication and marketing, and each combines academic study with an insight into the professional design world, taking full advantage of the rich cultural resources of the hosting cities.

In **Spain** on the other hand, IED, with its locations in **Madrid** and **Barcelona**, offers participants the possibility to choose from an array of subjects in fields like Fashion Communication, Interior Design, Global Design and Visual Arts. From Madrid to Barcelona, the timeless beauty and incredible diversity of Spain's landscapes, architecture, culture, and gastronomy are guaranteed to lead the way for students both academically and personally.

## **SITE VISITS AND FIELDTRIPS**

Students will complete a great deal of research and group project work outside of the classroom. Each course integrates relevant and rewarding visits to showrooms, studios, galleries and incorporates time to meet and speak with industry leaders. Due to the experiential nature of the teaching philosophy, class times may change due to company visits, the availability of outside speakers or participation in special events.

# IED SUMMER SCHOOL

**IED Summer School** are located in Milan, Rome, Turin, Venice, Florence, Barcelona, Madrid, Cagliari and Rio de Janeiro. They offer talented students and young professionals a unique learning opportunity to combine IED's design methodology with full immersion in the vibrant culture and lifestyle of Italy, Spain and Brazil. Held in English or Spanish, IED summer courses last from one to four weeks and give you the opportunity to learn from the best industry professionals with a hands-on education experience, allowing you to enrich your CV, gain new professional skills and earn academic credits.

## **CREDIT TRANSFER**

Students may earn university credits for the semester and year abroad or summer courses of their choice by first contacting the international education office at their home institution, in order to find out the transfer credit procedure and have their course work pre-approved.



## **Junior**

An excellent introduction to the design world for the youngest (15-18) students.

## **Introductory**

Preparatory courses specifically designed for students with no prior knowledge or experience in a discipline. A good way to transit to an IED Bachelor or Semester Course.

## **Advanced**

Designed for students with basic skills or professional expertise in the area of study, who are interested in developing their professional portfolios through real creative projects.

## **Professional**

Short modular courses in highly specific topics designed for young professionals who want to grow and develop.



# BECOMING A IED STUDENT IS SIMPLE



## BEFORE APPLYING

### 01

#### Choose a course

The educational selection offered by the IED group includes many programs at undergraduate level (First Level Academic Diplomas, BAH, IED Diplomas), and master's level, as well as continuing education courses (summer, semester, academic year programs) or specialisation courses.

### 02

#### Verify the Admission requirements and fee structure

Every course category has a different admission process, for this reason, we invite you to check the specific requirements on the IED website carefully. You can find the specific admission procedures, deadlines, and required documents for your course of choice there.

### 03

#### Get in touch with us

If you need further information on a course click "Request Information" at the top of the course page. You will be assigned a dedicated IED Advisor. If you want to book a personal interview on Skype or in our offices click "Book Interview" at the top of the course page and your IED advisor will get in touch with you. Follow the NEWS, EVENTS and WORKSHOPS section that you will find on the pages of the different IED cities, and stay up-to-date on the opportunities for your career vocation.

### 04

#### Start the Online Admission Process

Click "Apply Online" on the course page of your choice or get in touch with your advisor. You will be given access to a personal area - on admission.ied.it - where you can follow the progress of your admission process.

### 05

#### Collect and send required documents

Complete the Personal Information section, fill in the Pre-Admission Form and send it to your advisor together with the requested documents, listed in the admission procedure. IED will inform you about the result of the evaluation process, and will let you continue with the admission process.

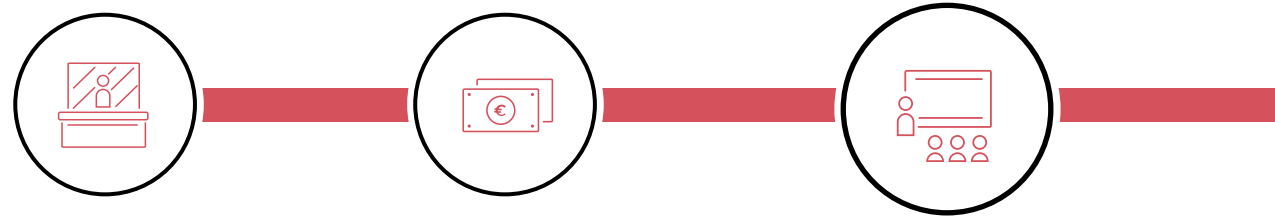
### 06

#### Complete the Admission Process

After receiving all the required documents, IED will evaluate them and, if necessary, schedule an admission interview on Skype considering your availability. After admission, you will be able to complete the enrolment process by signing the documents and regulations and by paying the required fees.

## HOW TO APPLY

# AFTER ENROLMENT



**07**

**Apply for Visa**

If you are a non-EU student, please contact the Italian Embassy of your country about the proper Visa. Should you have any more questions, please contact the Italian authorities in your country.

**08**

**Complete the payment of the tuition fees**

After enrolment, you have to complete the payment of the required fees.

**09**

**Attend the course orientation meeting**

There will be an orientation meeting and a course presentation before the beginning of each course. If you need any additional assistance, IED advisors and student offices are at your disposal.

# 10 ENJOY EVERY DAY OF YOUR EXPERIENCE IN IED

**Study in Italy**  
[ied.edu/study-in-italy](http://ied.edu/study-in-italy)

**Study in Spain**  
[ied.edu/study-in-spain](http://ied.edu/study-in-spain)

**Study in Brazil**  
[ied.edu/study-in-brazil](http://ied.edu/study-in-brazil)

# S

## SCHOLARSHIPS PROMOTIONS AND FINANCIAL AID

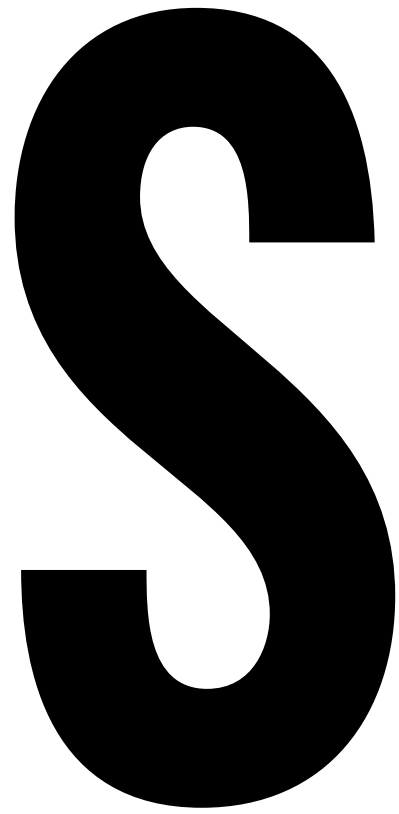
More info on  
[ied.edu/financial-aid](http://ied.edu/financial-aid)

IED supports young creatives through a dedicated set of scholarships, promotions and financial aid. Scholarships are awarded based on merit to particularly deserving and motivated students and are usually evaluated through the submission of project work.





# SERVICES



## Admission Center

This is the first point of service for getting information about IED. Thanks to a personalised interview with an admission advisor and depending on your personal willingness and specific requests, we will provide information about the course organisation, content, objectives, selection and admission process, as well as the professional profile and job opportunities.

## Student Desk

This office helps students by offering a series of services and activities to familiarise them with the city they will be studying in, especially during the initial adjustment period. In particular this office supports foreign students with procedures concerning the Residence Permit.

## Accommodation

Finding a place to live while planning to study abroad can be both exciting and challenging. IED provides a wide range of different housing options for all budgets and tastes. IED has agreements with residences near the schools offering different kinds of rooms. Furthermore, a dedicated office in each IED location will be happy to assist students with the selection and booking process.

## Agreements

IED establishes many annual agreements with trading companies and authorities of all kinds, from those providing professional tools to those dealing with goods, leisure time, culture and wellness.

## Faculty Office

Enrolled students, within their specific course areas, can consult this dedicated office that supports their educational goals, communicates the progress achieved, and compares and tests. The Faculty Office, moreover, also manages the content, method and structure of the courses.

## Internship and Placement Office

IED matches students' portfolios and profiles with the many requests it receives from interested companies. Interviews are arranged to start internships for freshly graduated students and support is provided to place alumni in higher positions. The graduation placement rate one year after graduation is 86%.



# S

## SERVICES

### Adobe, Autodesk, Microsoft

In collaboration with these three software houses, IED offers its students a special package to provide them with the most advanced tools. Together with Adobe, IED offers a Design & Web Collection package, that can also be used from personal computer. At the end of the course of study, students can sign up for a yearly Creative Cloud Membership subscription for the professional use of the same package, at a special price.

The package includes Photoshop, Illustrator, InDesign, Dreamweaver, Flash Professional, Fireworks and Acrobat. All students are also allowed to download Autodesk (3D Max 2015, AutoCAD 2015 and Maya 2015) and Microsoft Office (Word, Excel, PowerPoint, Outlook, OneNote, Access and Publisher) for free.

### Internet and Wi-Fi Access

All students are provided with a personal account under their own name for Internet access, through the computer labs or IED Wi-Fi.



### IED E-Mail

When they enrol, every student is given an IED electronic mailbox. This IED email address is the official communication channel between the school and its students.

### IED Labs

This is a didactic/academic management system that provides every enrolled student with access to a dedicated online platform that shows service communications, lesson hours, course documents, study plans and all the information linked to their personal and academic class program.





# FACILITIES

IED classrooms are equipped with the tools required for training and research. All labs feature high-tech equipment to support the education courses and individual training. Students are encouraged to use the common areas to study or socialise.

## LABS

and where theoretical skills can be translated into practice.

### Modeling Lab Design Workshop

It allows students to check their project hypothesis and use the technical tools required for the experimentation, representation and communication of projects. In this lab there are different areas: the traditional area (band saw, lathe, sander and boring machine for wood), fast modelling area (with machines for manufacturing polyurethane and Styrofoam), the prototyping area (with a CNC – numerical control machine, laser cutter and a vacuum machine), 3D prototyping area, mechatronics area (Arduino platform) and painting area. Machines and equipment are used under the supervision of lab technicians and assistants.



### MAC and PC Computer Labs

Our IT labs have OSX and windows operating system, projectors, printers, scanners and graphic charts. Furthermore, they are set up - and constantly updated - with the most advanced software. There are four types of computer labs: classrooms for lectures, computer labs, student labs that can be reserved, and common areas.

### Video Lab

This studio includes equipment for lighting, shooting, editing and post-production. This lab provides a greenscreen and cold/warm lights allowing students to create different photo styles, depending on their different projects. Thanks to the exterior screens located in the lab, you can check shots live, and consequently transfer them to Mac workstations for editing and post-production.

### Sound Lab

The studio includes equipment for recording, listening and production and also has a special acoustics system and a box for sound mixing.

### Interactive Lab

This lab focuses on interactive techniques and equipment for the creation of video installations.

The objective is to make high-quality labs available to the students, thereby allowing future video makers to gain experience in making video installations as project tools.

### Photo Studio

The studio provides professional tools both for digital and analogue shoots, as well as several light effects required to truly replicate what happens in a professional photo studio. The photo studio can accommodate several sets at the same time.

### Darkroom

This is a high-quality lab allowing future photographers to gain experience in development and printing as project tools. Here, it is possible to develop and print black and white films in Fine-Art quality.

### Jewelry Lab

Here students work on the prototypes and models they have designed previously. It is an area equipped with portable power tools and fixed machines (presses, drills and milling cutters, etc.).

### Textile Lab

This is the necessary "training area" for practice and consultation so that students can complete and develop

the disciplines they have learnt by working with traditional and innovative materials. Here there are different textile and colour archives, as well as sector-specific magazines that are available for consultation. Furthermore, students can carry out technical print tests.

### Tailor Lab

This lab has the machinery for the technical creation of paper models and clothes, which are essential to give shape to students' ideas. They are equipped with linear sewing machines, zigzag sewing machines (eyelets, embroideries), cut and sew areas, ironing positions, worktables and mannequins.

### Leather Lab

Here students create leather fashion accessories and clothing details thanks to sewing machines with Horn and post-bed sewing machines, a fleshing machine and a manual cutter.

### Consultation Rooms

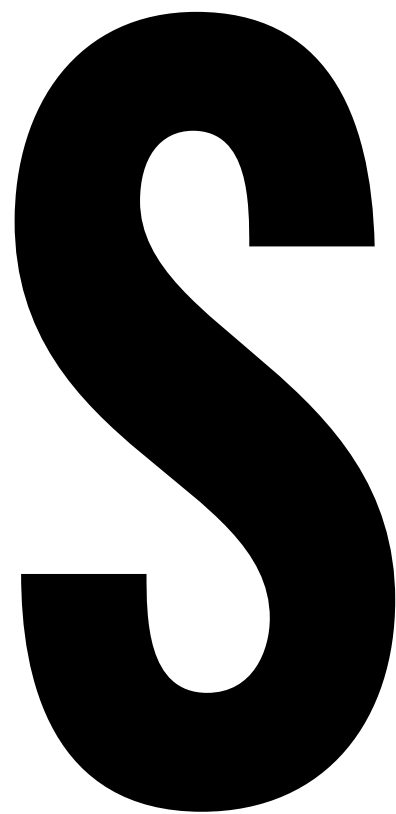
Books, newspapers, magazines and audio-visual materials are available, for consultation and loans.





# IED FOR COMPANIES

IED interacts with companies at multiple levels. Staff and students are brought together through curricular workshops, extra-curricular sponsored projects, tailor-made courses, strategic partnerships, exhibitions and competitions.



## SPECIAL PROJECTS

Work experience projects developed in partnership with public institutions, private companies, agencies and all kinds of clients. These cross-disciplinary workshops aim to develop real projects for the market: supported by professors and tutors, students from different disciplines work in groups and compete with one another to get the job. Students' portfolios and CVs are enhanced through the experience, while clients benefit from a fresh perspective ensured by the multi-disciplinary approach.



### PULL & BEAR

IED developed a contest in partnership with Pull & Bear, a brand belonging to the Inditex group. The contest was open to all students enrolled in the 2nd and 3rd years of the Fashion Design BA course.

Each student could choose between menswear or womenswear to develop a summer capsule collection: 20 projects were selected and the relevant designers received a gift card for shopping in stores.

Pull & Bear's style and communication management chose a menswear and a womenswear project respectively.

This initiative - developed together with the IED Fashion School and students - was presented during the special opening of the flagship Pull & Bear store on Corso Vittorio Emanuele in Milan. Guest star for the event was the Italian rapper Fedez.

Those limited collections were sold in Pull & Bear stores and students were invited to the Spanish headquarters of the brand, which is located in the city of Naròn.



### CALVIN KLEIN WATCHES AND JEWELRY

At Baselworld - The Watch and Jewellery Show, during a special dinner gala at the Bern Fine Arts Museum, Laura Burdese, President of CK Watches + Jewelry presented a special project to the press which included IED representing Europe. This initiative was conceived as a worldwide contest, involving ten students enrolled in the following BA courses: the Jewellery Design, Fashion Design and Accessory Majors of IED Fashion courses in Milan.

Each student was asked to design a capsule collection involving a watch as a masterpiece. Ulrich Grimm, Creative Director of Calvin Klein's Men's & Women's Shoes & Accessories judged, as did an international panel of experts, ranging from Calvin Klein's management to the 3 most famous fashion bloggers, Chiara Ferragni, Nicole Warne and Hanneli Mustaparta. Each of the 3 students who were awarded prizes was granted a scholarship and the first prize winner saw her work created and presented during the 2015 Watch and Jewelry Show.

She currently works in the style office of CK, located in Biel, Switzerland.



### ADIDAS

For their final project in collaboration with Adidas, IED Firenze students designed a new idea of a concept store, conveying the retail store of the future. The reference values included: sportsmanship, "hand-made" manufacturing, an urban mood and speed as typical features of society, innovation and experience.

Through this concept store, Adidas highlights its brand identity and forecasts sport trends for its customers



## IED AND LINDSEY KEMP

The event involved 40 IED students who – under the overall guidance of Kemp and the supervision of Giovanni Ottonello, IED Art Director – created the costumes for the event, using fabrics and products sourced from companies located in Como and Tuscany. The performance at the end of the workshop featured Kemp himself as the main character, accompanied by two of his dancers, Daniela Maccari and Alessandro Pucci. It took place in the amazing cloister of Florence's Museo Novecento. The students involved in the creation of the costumes also performed during the event. Kemp and his dancers recalled the figure of Okuni, the founder of Kabuki. The dances were accompanied by Joji Hirota, the famous Japanese musician who worked with Kemp for many years and who performed percussion, flute and voice, creating a fusion between ancient tradition and contemporary avant-garde.



## LAS MANUELAS

Las Manuelas is an international cooperation and development project driven by the collaboration between the organisations Economists without Borders of Madrid, IED Madrid, and Peru's Manuela Ramos Movement. This project seeks to empower female alpaca farmers in the high areas of the southern region of Puno in Peru. After learning and studying the women's local context, their resources, future trends and the fashion industry's demands, a team of designers from IED Madrid conceptualised a new co-working system, eliminating the hierarchies that exist between designers and artisans. A digital CoDesign platform was created, facilitating horizontal collaboration and efficient coordination between key actors who are separated by geographical distances. The result generates pieces in baby alpaca, created by the artisan women who also helped in the area of design, introducing a little of their unique identity to the final product.



## MAPPING IN VIVA! FESTIVAL AT LOCOROTONDO

IED Barcelona Design University presented a video mapping show at VIVA! Valle d'Itra International Music Festival in Locorotondo, Puglia. A team composed of IED Barcelona alumni and students from the Undergraduate Degree in Graphic Design – Motion Graphics and Fashion Design created an experimental video mapping show that will be projected during the closing day of the avant-garde music festival in the old city centre. This creative and innovative proposal brought tradition and mysticism to Locorotondo from a contemporary and visual perspective. (picture in Barcelona file)



## AIRBNB

IED Firenze Master students in occasion of the special week - a multidisciplinary lab working as a professional team - worked with the famous hospitality brand - Airbnb - to come up with some experiences to restore the "Isolotto" district in Florence. The brief aimed to create an unforgettable experience, to encourage tourists to visit the historic centre, as well as small blocks. The main ideas included: finding your passion - meet local people who share your interests - surprise yourself trying something new - connect with local experts - learn from local legends.



## PIMP MY TEMPO 2.0

The second edition of the contest by IED and Tempo. 14 students in the 2nd year of the BA in Interior Design, Product Design, Graphic Design, Illustration and Animation worked on the design of a limited edition of the Tempo Classic packaging. Jury and audience votes declared the winner, whose design has since been printed and distributed on 21 million tissue packs.



## SCILLA

Scilla, the concept car that embodies the tradition of three icons of Italian quality and creative flair - Istituto Europeo di Design, Quattroruote and Pininfarina - was presented at the 87th Geneva International Motor Show and was the result of the thesis project of the Transportation Design Master. Rediscovering the value of lightness, both in our lives and driving experiences was the challenge set for the students, who identified themselves as young professional car designers when developing the project under the supervision of the Master's coordinator, Alessandro Cipolli.





## HAPPYTUDE

Anniversaries are the right time to draw conclusions and set new goals: what's going to happen in the future? Coca Cola celebrated its 100-year-old glass bottle in 2015 and for the occasion Coca Cola HBC Italia asked: "What's going to happen in the next 100 years?"

IED students drew inspiration from the contoured bottle shapes when setting up the exhibition celebrating the brand.

During a weekend workshop, 32 students, worked on a project aimed at expressing their own innovative vision of the future. They were asked to imagine the contoured bottle of the next millennium and how this may be perceived in the fields of design, fashion, visual arts, communication and cinema. Students restyled the Coca Cola bottle in a creative and artistic way, playing with reality and with the different uses of an iconic object that is well-known and easily recognisable and which can be considered, in some aspects, a piece of art as well. The projects were shown at the "HAPPYTUDE" exhibition open to the public and located in IED headquarters in Milan.



## MONDADORI

To celebrate 50 years of the "Oscar Mondadori" series, the essential classical pieces of literature in every bookshop, IED students created the special project called "Young people and evergreen books", a special contest to refresh 10 covers for a few classic books: "The Old Man and the Sea", "Murder on the Orient Express", "Fahrenheit 451", "On the road" and "Narziß und Goldmund". Selected projects became the real covers for a special release – a limited edition of 2,000 book copies per title.



## NICKELODEON

In partnership with Nickelodeon, the international broadcaster for kids, IED students of Management, Communication and Visual Arts made scripts and three videos for launching Sanjay & Craig. Students took also an internship in the French branch of Nickelodeon. Among other programs Nickelodeon launched some original productions: SpongeBob, Odd Parents, The Ren & Stimpy Show, The Rugrats, Hey Arnold!, Aaahh!!! Real Monsters, CatDog, Angry Beavers, The Modern Life of Rocko, Invader Zim, Avatar: The Last Airbender, Catscratch and The Adventures of Jimmy Neutron: Boy Genius.

# WORKED WITH US

ALESSI

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104

**TAILOR  
MADE**



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## Design with and for companies, schools, universities, institutions.

A service built around the specific needs of each customer: modular educational courses, flexible and carefully conceived calendars, a team of qualified professionals, reputed locations, direct experience with artisan and manufacturing companies, tutoring and, more than anything else, a solid didactic methodology based around co-design.

A flexible course made up of experience.  
A dedicated team of designers.  
A network of professionals with specific subject-specific skills.

### For Companies

Since 1966, the year it was founded, IED has developed joint projects with Italian and foreign companies. Flexibility and adaptability are the key words of what we offer at an educational level. A dedicated team leads this co-design training process, while the most renowned professionals in creative and managerial fields provide the most up-to-date expertise.

### For Universities

IED boasts long-standing experience in understanding different educational systems. Testament to this is its academic accreditation in Italy, Spain and Brazil - the countries where IED is located - while it also offers several courses developed in collaboration with universities in the UK, China, Korea and Turkey. IED can build targeted educational paths, while being respectful of foreign partners' academic needs. All the criteria are established in advance and participants are provided with the certificates necessary to get their credits accredited in their home country.

### For Institutions

IED can design courses for and with public institutions, chambers of commerce, private or professional associations, high schools or any kind of organisation. The focus can be on professional or academic aspects, as well as recreational or even technical ones.



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+ 500

**PARTNER  
COMPANIES  
AND TAILOR MADE COURSES**





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