

ied.edu

# ISTITUTO EUROPEO DI DESIGN



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  
A 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 born in Italy in 1966 to provide the local industry of creativity with young professionals. The model was a huge success and since then IED has opened 7 seats in Italy, 2 in Spain and 2 in Brazil with desks in India and China (and more to follow...) to enrich and reinforce the brand's global reach.**

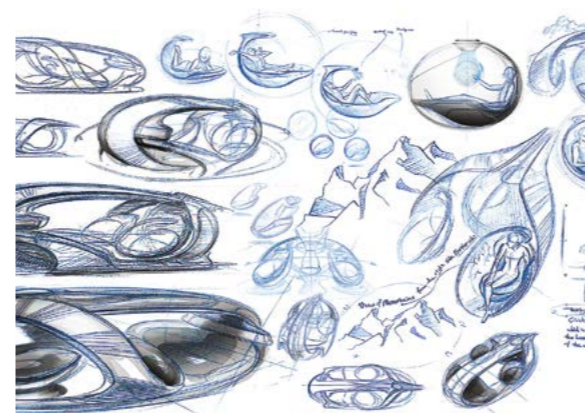
**IED** is an international network of education with a 100% Italian DNA. **IED** has been operating in the fields of training and research, in the disciplines of **Design, Fashion, Visual Arts, Communication** and **Management** of the creative industries for over 50 years. **IED** mission is to offer young talents a thorough training – both theoretical and practical – and hand them the 'Design Knowledge and Mindset' that will be the key success factor in their careers.

According to the IED philosophy interaction between cultures generates creativity, which turns into innovation. In an increasingly globalized world, IED aims at contributing to the "wealth" generated by cultural exchanges among different nations, an international perspective always keeping in mind Italian design knowledge and mindset.

IED is far more than a school: thanks to its unwavering commitment to innovation, it is the melting pot where new generations of professionalism are constantly unfolded. 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 forges a tight-knit Alumni community.

The enormous heritage of international creative ideas, words and deeds is a worldwide acknowledged IED value, demonstrating that respect for cultural diversity, multidisciplinary and the resulting 'culture of jointness' approach to education are an unquestionable key to success.

IED is strongly connected to the future. This expertise doesn't consist in eye-catching gestures but in a careful observation of present times through a constantly updated academic offer, paying attention to the continuous changes happening in the ways we think, communicate, build. This is why the IED education represents an opportunity to approach a more conscious future.



# M

## IED METHODOLOGY

### Learning to learn

IED network boasts more than 1900 lecturers: not only academic professors but also successful professionals providing clear theory classes and practical project work based on their perspective and work experience. The goal is to convey knowledge through the enhancement of curiosity and self-learning skills.

### Learning by doing

The "Learning by doing" philosophy is an absolute must. Participation to the numerous laboratory activities and to special projects with real companies together with regular lessons attendance.

### 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 organized every year.

By putting in practice what they learnt, and receiving feedback from their clients, our students build the strongest portfolios and are ready to compete in the job market.

### Learning to participate and compete

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

**Rather than just keeping in step with their times, IED training courses are thriving trend anticipators. 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.**

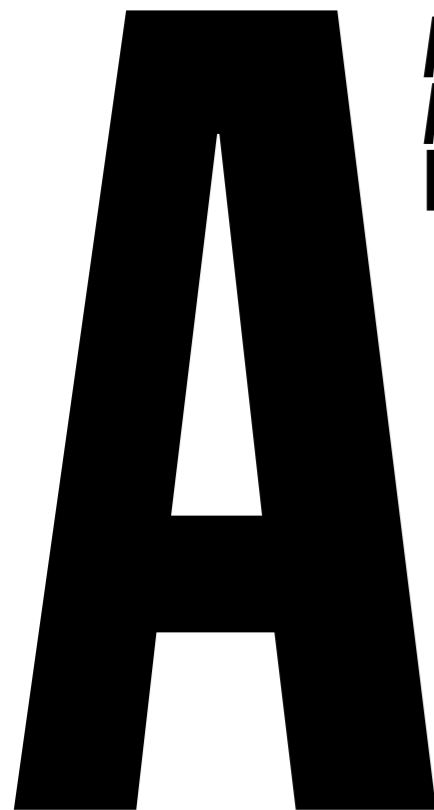
### Learning to communicate and build connections

A good designer is able to listen to and understand different points of view. Students at IED gain the professional experience needed to learn and grow through workshops and special projects, which encourage them establish good relations with students in different areas of training at the school as well as with external companies and institutions.

### Learning to start and manage a career

IED wants to present graduates who continue to grow and are always up-to-date with the shifting trends in the work place, that is why IED is in constant contact with companies and institutions for advanced research and technology, making IED ready to answer the changing needs of the market. This approach is handed over to students, who are definitely encouraged to take up the challenge and are given the necessary tools to manage their own enterprise.





# ACCREDITATION AND ACADEMIC PARTNERSHIPS

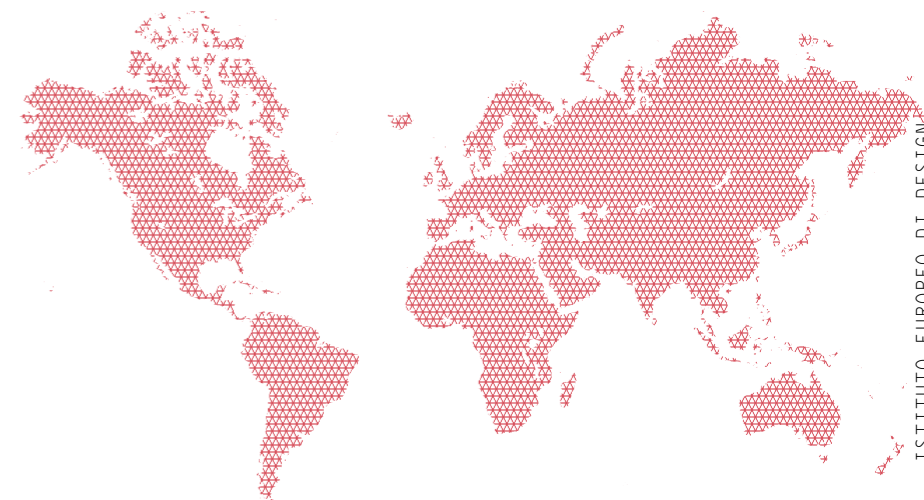
Thanks to the innovative methodology and the professional success of IED students, Ministries of Education and Research of the countries where IED operates directly - Italy, Spain and Brazil - officially accredited the majority of IED Undergraduate and Master courses.

**IED belongs to Cumulus, the International Association of Universities and Colleges of Art, Erasmus+, Socrates, ELIA, and many more international organizations. Numerous bilateral agreements with prestigious foreign universities provide the chance to take part in the Exchange Study Program 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 activity is run by IED Schools, independent yet interacting departments. IED Design, IED Moda, IED Arti Visive, IED Comunicazione and IED Management are united by the common denominator of design culture and teaching methodology. In fact it is required that all the schools, forge strong bonds with the local industry in their regions; interface with their benchmark sectors; evolve depending on the growth standards of their underlying employment possibilities. Courses contents are constantly updated to provide IED students with the latest trends in their field of study.



# DESIGN TO CREATE EXCELLENCE AND SHAPE THE FUTURE



The IED designer is by definition an innovator of **forms** and **functions**, an interpreter of the time and a **pioneer**.



## IED DESIGN

Design is a crucial constituent in every area of production, contributing with contents, lexicons, codes of expression, forms, technical and functional aspects to the world we live in. The IED designer is by definition an innovator of forms and functions, an interpreter of the time and an anticipator of future trends. IED Design is the real and comprehensive answer to the countless and diversified requirements of the professional design community: designing as a commitment not just for people but also with people. IED is definitely a protagonist speaking of the evolution of the designer role, boasting 50 years of history and always keeping an eye to the future and to 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. The IED designers are definitely pioneers able to operate in the most different settings, from interior to urban contests, from transportation to lighting, from toys to services and strategies.



# IED DESIGN PROFESSORS

## HORGE PÉREZ

He started his professional career in Fabrica, Benetton's Communication Centre headed by Oliviero Toscani. Since 2005 he works at IED Barcelona where he is Director of I+ED Lab (Innovation & Education) to develop projects between Companies, Public and private organizations & IED network, among them: the Solar Bus Stop (PSI), Volta motorbike shown at Universal Expo in Shanghai.



## PABLO JARAUTA

He is Phd. In Philosophy (Universidad de Murcia, 2010). His work moves through different ideas such as history of the utopian thought, history of cartography, ontology of the objects, cultural history of design. Since 2005 he is professor at IED Madrid, of which he is Director of Teaching and Learning since 2014.



## CESARE GRIFFA

As an Architect he collaborated with Zaha Hadid Architects and Arata Isozaki & Partners. He is a Fulbright fellow and has been Visiting Professor of Architectural Design at the Polytechnic of Turin, Visiting Scholar at Rensselaer Polytechnic Institute (Troy, NY) and at MIT Senseable City Lab (Cambridge, MA). Author of La Città Digitale (Meltemi, 2008) and Smart Creatures (EdilStampa 2012). Recent work explores possible applications of micro-algae bio technology for sustainable architecture and design.



## PEDRO MEDINA REINON

He worked as a researcher at IUAV (2002-2003) and he has been the Director of the Cultural Area at IED Madrid (2005-2013), where he teaches a range of subjects including history of art, aesthetics and semiotics.



## GAETANO DI GREGORIO

He is a Venice based architect and designer, born in Sicily. As architect is involved in interior design interventions and in urban, landscape planning in the lagoon area. In 2003 he founded Spiazzi, an independent visual arts and design center in Arsenale, cooperating with la Biennale di Venezia. From 2006 Spiazzi also promotes self-producer designers at Manos, a temporary show, taking place in Venice, Milan, Helsinki and other cities.



...and many more



# FASHION: ALL ITS WORLDS, ALL ITS MOODS



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

## IED MODA

Fashion goes across its own contest: dealing with fashion means interpreting contemporary cultural, social, economics and taste trends, going beyond the present and suggesting future cornerstones. Fashion is spread over the world we live in, not just style and aesthetics, but also technique, experimentation, research. Fashion is one of the most fruitful manifestations of the "Made in Italy" system: people working in this industry have achieved success and international renown as a result of the fashion system ability to blend an entrepreneurial spirit with creativity and innovation.



IED Moda is a complete, exhaustive response to the increasingly diversified and specialized training requirements expressed by the fashion system. Fundamental to this approach is the school's relationship with the entrepreneurs and professionals working in the Italian fashion, textile and jewelry businesses. IED Moda points the way for its students to live and feel this sense of fashion, in an embracing whole and in its individual parts, as an interaction between different perspectives and a combination of diverse professional skills. IED Moda trains creative professionals who can manage the different steps of manufacturing process: from strategy to creation, from production to logistic, from sales to marketing and brand communication.

# IED MODA PROFESSORS

## GABRIELE GORETTI

Architect, designer, senior researcher in fashion design strategy and luxury goods market within joint research labs between Academia and advanced craftsmanship small companies. PhD in Industrial Design, his professional profile is focusing on relationships between design strategies and advanced manufacturing processes. Moreover, his research deals with product values communication through design-driven innovation based on technology and traceability.



## PAOLA PATTACINI

Textile and Printing Specialist. She began her professional career at Max Mara Fashion Group. She has worked as textile developer and as collection and fashion shows coordinator for Gianfranco Ferrè. She has also driven important companies as Fashion Coordinator (Marina Rinaldi lines of Max Mara, DiLiborio luxury brands). Lately, she has also been Accessories Director at Ermanno Scervino: shoes, bags, hats and jewelry.



## ANNA SABATER CASAS

Founder of *It's about product*, strategic consultancy company specialized in branding and fashion product. Currently Anna advises textile and clothing companies - in Europe and Latin America in developing their product strategy, methodologies, tools and processes through collection structure, the construction definition through product development.



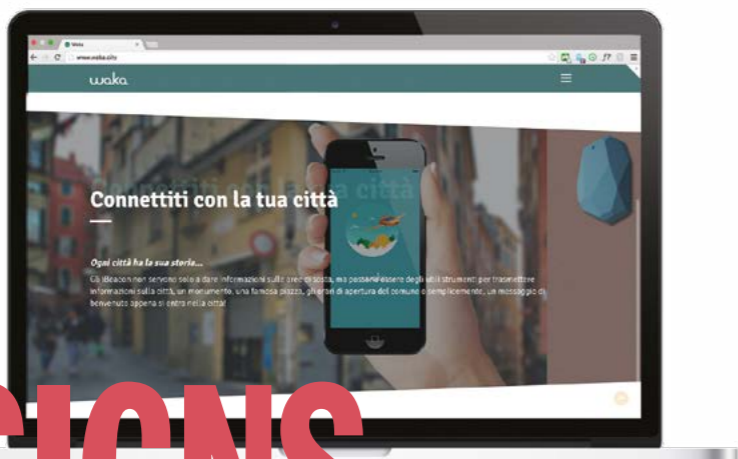
## GIOVANNI OTTONELLO

He has been a consultant for companies in innovative projects (Salvatore Ferragamo, Bottega Veneta, Hugo Boss, Mandarina Duck, Combipel, Carrefour, Lance, Ethos...) He travels the world for lectures, seminars, workshops or conferences ranging from graphics, to fashion, design, film, photography, contemporary art in various bodies and institutions including Italian Institutes of Culture in Moscow, St. Petersburg, Monaco and Bogota, Academy of Fine Arts in Tbilisi (Georgia), FAD School in Pune (India), Ural Federal University in Ekaterinburg (Russia), Dante Alighieri Academy of Nuremberg, Tsinghua University in Beijing.



...and many more

# SIGNS, VISIONS, SOUNDS, TO BUILD IDENTITIES, CONCEIVE 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 existence and are the primary vehicles we use to transmit values and significance of our ideas and products. The way a concept or project is 'presented', is no longer considered just an accessory. It determines and strongly contributes to the success of a communication message whether in fashion, design, advertising, culture, politics or social field. Their strong evocative power works as "leverage effect" upon communication; at the same way expressive languages generate new connections among aesthetics, ethics, contents and other disciplinary areas.

IED Arti Visive bets on a diversified training joining humanistic approach to research and experimentation labs. IED Arti Visive, in fact, is a research laboratory where students can experiment in order to develop higher creative skills as well as their own language, and thereby get started for the job market. IED Arti Visive trains professionals able to handle with cinema, art, music, communication, motion graphic, animation 3D, interaction design, digital art projects, public art, performing arts and interactive installations.

# IED ARTI VISIVE PROFESSORS

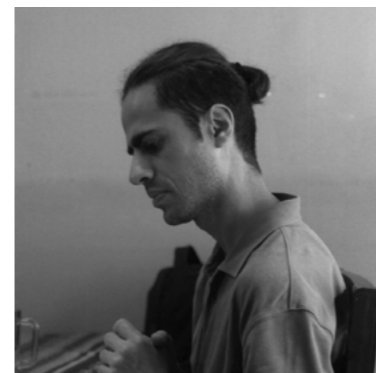
## PAOLO RUI

Illustrator, painter and creative soul. Since 1989 he has been working in both advertising and editorial fields in Italy and Taiwan. In the Board of AI - Associazione Illustratori since 1992, he was President from 2001 to 2005. In the Board of EIF - European Illustrator Forum since 2004, he was President from 2011 to 2013 (currently Vice-president).



## ANDREI THOMAZ

He works as visual artist, developer and professor at IED São Paulo. His artistic work is composed mainly by new media works, including sound performances and interactive installations.



## MAX GIOVAGNOLI

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



## MASSIMO GIACON

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



## MARCO NERO FORMISANO

He works as advertising/fashion photographer and as director of photography. Based in Milan, he is specialized in people, lifestyle and fashion shooting for campaigns and editorials, short films and commercials.



...and many more



# STRATEGY AND CREATIVITY OVERVIEW AND INTUITION

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



## IED COMUNICAZIONE IED MANAGEMENT

IED proposes an alternative model to the traditional schools of communication and management, concentrating mainly on the needs of contemporary companies.

**IED Comunicazione** trains professionals who can critically read social and cultural phenomena, consciously build ideas and thoughts, develop innovative and avant-garde projects, emphasize multidisciplinary and creativity. A proper communication strategy is the key for achieving project success. From small start-ups, to SMEs, to multinational Brands, from industry to politics, from non-profit to tourism or art, because of the globalization, the science of communication is a constantly changing discipline. To operate in this field, the whole comprehension of cultural, social, aesthetic and linguistic contemporary codes is mandatory.

**IED Management** integrates innovation processes, multidisciplinary decision-making, a human-centered mindset and business strategies, to create effective products and services addressing the current landscape of the challenges the world faces today (such inclusion, sustainability and diversity) toward successful and meaningful companies. IED Management is based on the Design Management philosophy which blends designers' way of thinking, sensibility and methodologies with business viability, management strategies and market value creation. Design Management tackles from core design disciplines to business design, considering technology feasibility, through empathizing with current and future customers, optimizing experiences and imagining and facilitating change, by means of agile, innovative and human driven processes and methods.



# IED COMUNICAZIONE IED MANAGEMENT PROFESSORS

## FILIPPO SELDEN

After a degree in Economics, he started working as a self-taught web designer. In 2001 his passion for music led him working for Universal Music in the strategic Marketing department. In four years he went from Product Manager to Head of Division and in 2008 he moved to EMI Music as Head of Catalogue. After nine years in the music business he needed a change, so he recently started working at a bio-medical company as Marketing & Sales Director.



## RICARDO PERUCHI

He has been working for 20 years in the educational field, developing initiatives of collaborative content generation, teacher training and authoring didactic material. His latest work is a volume on Arts for children who lives in rural areas.



## JÜRGEN SALENBACHER

He is a facilitator and coach with extensive experience in design, branding and creative economy, about which he wrote his first book "Creative Personal Branding" (2010). His passion is to bring together his business and design experience with his expertise in workshops and coaching to help professionals and teams understand their motivation.



## SASHA VIDAKOVIC

Through his internationally acclaimed SVI Design studio in London he collaborates with Victoria Beckham, Ferragamo, Harrods, Moroso, Zegna, WWF, Transparency International, Taschen, Alfa Romeo, Azimut Benetti etc. The remarkably rich experience in the field of visual communications covers strategic programs, visual identities, packaging, environmental graphics.



## ELENA SACCO

She's been working in Milan, Paris, London and Geneva for important branding and communication international agencies like Publicis Group, Young&Rubicam Group, Landor, Wunderman. She is called "The Queen of Branding" putting her signature on international branding projects for companies such as P&G, Marazzi Group, Azimut Yachts, Jacuzzi, Barilla, Giorgio Armani, Natuzzi, Atkinsons, Well amongst others. She founded the MarComm consultancy department of Studio Sacco in Milan in 2009 and is currently the Director of IED Milano Communication School.



...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 viewpoints, embracing a global and contemporary vision. Leaders of the creative community worldwide.

"I lived IED as a big opportunity. A place to share ideas, projects, enthusiasm, to learn and to transform my passion for fashion into my job."

**Pierpaolo Piccioli**

Valentino - Creative Director  
— Fashion design



"A place of authentic passion. Few students with a strong passion, and a school able to connect us with real companies, allowing us to move our first steps as professionals."

**Maria Grazia Chiuri**  
Dior - Creative Director  
— Fashion design

"Illustration is an imaginary world using 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 pitchers."

**Olimpia Zagnoli**

Freelance Illustrator, her client list includes, among others: 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 teachers are professionals and work alongside you, to follow your crazy ideas and help you 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 only 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

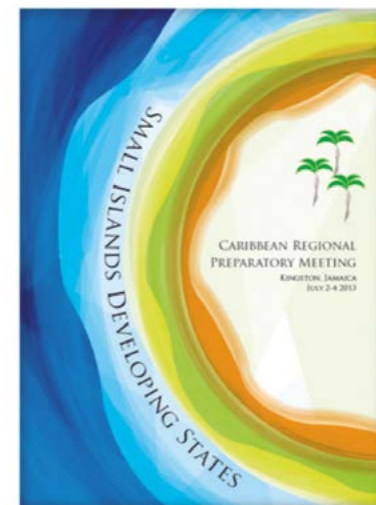
— Product Design

“I dedicated every ounce of my body and soul to my objective, putting distractions and weekends aside. IED is one of the best school in the world because it provides you with the resources and expertise you need to make your dreams come true. But then, ultimately, it’s down to the student.”



**Marco Giannotti**

Designer of PassoCorto for Hyundai  
realized in collaboration with Cecomp  
— Car design



“I needed to find a good design school. I looked into IED, I saw it was cool, I found good reviews on the Internet and I enrolled in the Graphic Design master. I felt like I was in the right place, as soon as I heard my professors’ first lecturers. Seeing that the teachers all worked in the field and held practical lessons was very stimulating. They inspired me.”

**Ane-Louise Gaudert**

Collaborates with FAO and Unicef  
— Graphic Design





"IED Master was a crucial choice towards a new career. Nowadays I work as Marketing Manager at The First Luxury Art Hotel in Rome. Do you want take my advice? Give your best and you'll be rewarded."

**Daniela Moita**

The First Luxury Art Hotel - Marketing Manager  
— Luxury Marketing Management



"Diderot said: 'The imagination imitates. The critical spirit is the one that creates.' Thanks to IED I learnt to question myself and to use the most appropriate language to tell my creative universe."

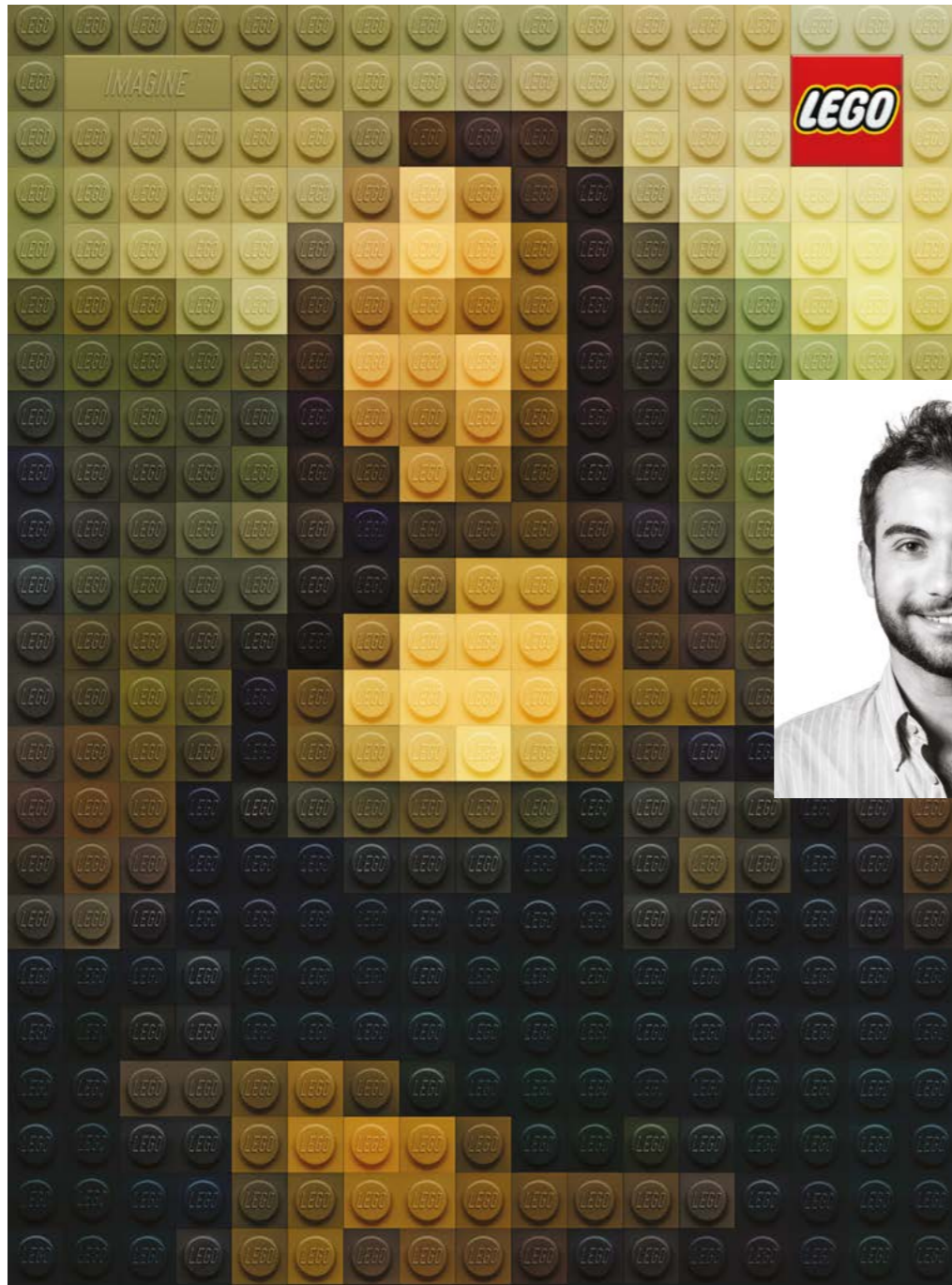
**Claudio Cutugno**

Giambattista Valli, Paris - Designer  
— Fashion Design

"I am the ultimate demonstration that you can reach your dreams following your passions, desires, strengths: an eminent foreign agency demanded me a work I had developed as IED student. You have to follow your path and do 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've 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 • **Daide 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 Fraschini** *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  
 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  
 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  
 Triumph Inspiration Award  
 Videobrasil em Contexto  
 Who is on Next?

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



+  
**10.000**

**STUDENTS  
A YEAR**  
**35% FOREIGN STUDENTS**  
**100+ DIFFERENT NATIONALITIES**  
**120.000+ ALUMNI COMMUNITY**

# IED PLACES

## GENIUS LOCI SPIRIT OF THE PLACE

Every place has its own history, a soul, a strong identity featuring its own language, habits, art of doing. IED has always been searching, validating and interpreting this kind of spirit: it is the starting and arrival point of all of each creative and educational thought. This strong bond connecting every IED seat with the relevant cultural, economics and managerial environment generates a virtuous circle of influences. Thanks to the participation to events, projects, meetings, catwalks and workshops, each student meets the real protagonists of a specific territory and strengthens the city experience. Studying and living in one of the many IED cities is a strategic choice, a first move to become, at the same time, excellent professionals and citizens of the world.

# IED MILANO: THE CRADLE OF DESIGN AND INDUSTRY

**IED was founded in Milan in 1966.**

**An open city campus spread over the city centre making the city itself a part of the educational experience. IED Milano educational strategy has always been based on know-how, on designing for companies, on design culture and methodology. It welcomes every year more than 2500 young talents who get in touch with a network of consultants and companies representing Italian excellence in fashion, design, communication and visual arts.**



## MILANO GENIUS LOCI

At the heart of a metropolitan area that bears comparison with London and New York, Milan is for the whole world a synonym for art, industry, finance, design and fashion. Artists such as Leonardo and Bramante worked in Milan and, four centuries later, Marinetti and Boccioni, 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, made Milan the world centre of fashion and design. Art, science, industry and finance are the cultures at the root of this city pragmatism and of its creative and entrepreneurial spirit. It is no coincidence that IED was born in Milan, drawing the inspiration for its teaching methods from the know-how, the thinking and the innovation so typical of Milan hinterland and its history. Designing both goods and services for industry and with industry is the vocation of IED Milano, where design in all its forms is taught and practised.

### Salone Internazionale del Mobile

The most important event of design is Salone Internazionale del Mobile taking place every year in April. The related Fuorisalone is not a fair event, it doesn't have a central organisation and it's not managed by any Institution. It started spontaneously early in the 80's through companies working in the furnishing and industrial design sectors. Currently, it is expanding into many related sectors including automotive, technology, telecommunications, art, fashion and food.

### Milan Fashion Week

From 1958 it is one of the 4 biggest worldwide fashion enlivening the global capitals of fashion: besides Milan 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 their effects on daily life, this platform takes place in 5 continents simultaneously.

### MiArt

The famous contemporary art kermesse, MiArt puts together ideas, languages, experiences combining the features of Milan with the international realities.

### Milan Film Festival

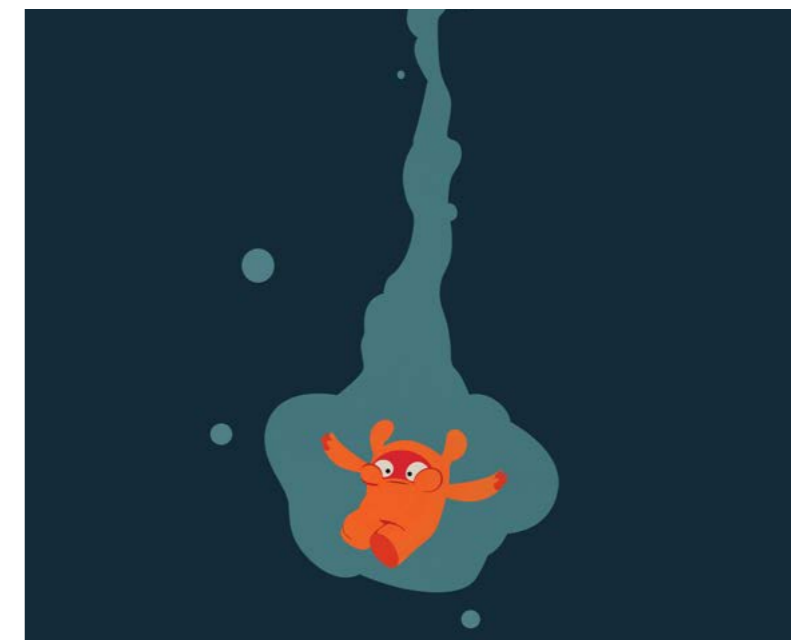
Born in 1966 as a small independent cinema event it is nowadays a real talent scout for that portion of cinema production unbound from market rules.

### InVideo

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

### EXPO 2015

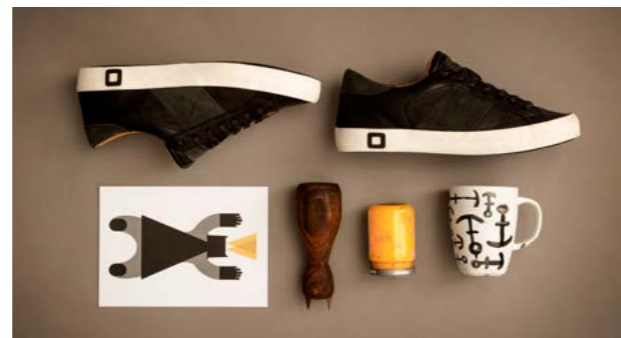
The biggest event ever on alimentation and nourishing. Milan was for 6 months the capital of a showcase discussing the theme of "feeding the planet, energy for life".



# IED FIRENZE: DESIGNING THE NEW ITALIAN RENAISSANCE



**IED Firenze finds home in a contemporary building placed at the very centre of the Renaissance architecture, just behind Brunelleschi Dome. In such incomparable place for those who wish to learn from the past and be protagonist of the future, the mix of tradition and innovation is the key element of the educational experience. IED Firenze pays a lot of attention to the enhancement of Tuscany and to the merger of different cultures to generate a virtuous relationship between fine craftsmanship and industry, mixing classical and contemporary art; old and contemporary knowledge. A relation boosted by the strong connections between IED and Tuscany industrial districts: in particular with the leather and Design district in Prato and the one of marble in Carrara. Along with that many international collaborations with companies like Adidas, Pepsi China and Tiger.**



## FIRENZE GENIUS LOCI

Florence boasts one of the world most important artistic and cultural heritage, but it is also a city with a long history in Italian design and fashion from Vespa to Gucci. It is located in the heart of a region home to major manufacturing excellence that 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. IED Firenze represents this special relationship that, when applied to training, translates into blending all these skills – both old and contemporary – which are at the basis of new professions.

### Pitti

Pitti Immagine organizes some of the most famous events speaking of fashion, lifestyle but also wine&food and fragrances: Pitti Man, Baby, Yarns, Fragrances, Taste. Besides the runway show there are many cultural events comparing fashion to other creative contemporary languages.

### Taste

The exhibition dedicated to the excellences speaking of taste and food lifestyle, the Italian parlor of eating healthy. They meet here the best international agents of the sector but also the foodies public.

### Middle East Now

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

### Fabbrica Europa

A meeting point among European cultures through dance, theatre, music, dj sets, workshops and visual arts.

### Firenze Light Festival

Organised by Florence Municipality this event embraced a IED video-design project conceived to enlighten in an original way the Cathedral of Santo Spirito.



# IED ROMA: A CROSS-MEDIA CAPITAL

**Visual Arts, Cinema and New Media, Culture Management, Luxury and Fashion are the specific fields addressed by IED Roma in its educational mission. Thanks to over 40 years of close relation with companies, institutions and associations, 90% of its graduates finds a job within 6 months from graduation. On the other hand, those choosing a self-entrepreneurial path can rely on IED Acceleration Program: a system of actions encouraging the entrepreneurial culture through strategic partnerships, advising activities and fundraising.**



## ROMA GENIUS LOCI

The leading city of the world due to the sheer scale of its cultural heritage, in its 30 centuries of history it's been the first and the largest metropolis of 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 organization adopted by Rome in its use and circulation of excellence in the world as it was then known. Modern and contemporary Rome is also an essential venue for haute couture, communication design, and all the other aspects of design, whose purpose is to generate non-material goods and services. Graphic design, visual arts, filmmaking, television, multimedia, web contents, and video art together with teaching contents related to cultural heritage and the design of services for tourism constitute the truly unique core of studies of this seat. Studying in Rome is an incomparable living/learning experience.

### Festa del Cinema

From 2006 in the prestigious Auditorium Parco della Musica setting designed by Renzo Piano, Hosts every year in fall season the prestigious international event that is definitely a landmark for all cinema professionals and red carpet lovers.

### AltaRomAltaModa

Two events per year - in January and June. During Rome Fashion Week Italian memorable maisons get along with the newest international contemporary ones.

### Romaeuropa Festival

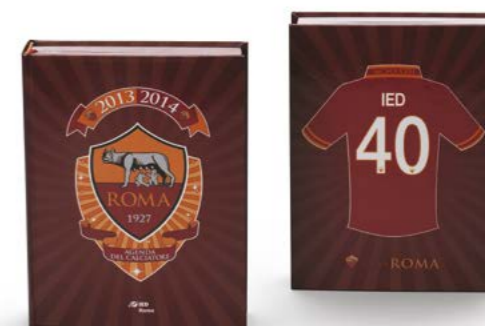
A show dedicated to the best worldwide contemporary artistic production. From over 30 years the 5 continents have been joining up in a magnificent event made of dance, theatre, music, cinema, visual arts and technologies.

### Maker Faire

It is the biggest event about innovation, merging science, science-fiction, technology, leisure and business. Involving more than 600 inventions and 90 thousands of visitors, the Maker Faire Rome affirmed in 2014 as the biggest after "Area Bay" and "New York".

### Outdoor Festival

It is an expression of contemporary culture. Outdoor Festival aims at promoting the city change through art, music, video and talks.



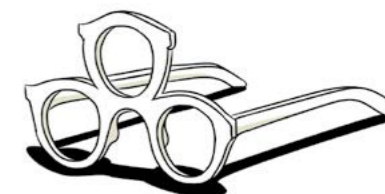
# IED TORINO: ENTERPRISE, RESEARCH AND CULTURE IN NEW URBAN SCENARIOS

**At the heart of the city since 1989 IED Torino is recognized with some authority as one of the world most important centers for the training in transportation design. Aligned with the knowledge and research typical of its context, this campus develops and focuses its design work towards concepts of future mobility and the most advanced and innovative manufacturing clusters. However, transportation and mobility are not the only focus of IED Torino including: interior and product design, fashion and jewelry 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 a 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 most important car industry capitals and, in recent decades, a world-class benchmark for a new culture of food and for research into environmental sustainability. Since 2014, Torino is part of the international network of UNESCO Creative Cities for the Design category.



### Artissima

Contemporary art event. A stage dedicated to the best research in the visual arts.

### Turin 2015 - European Capital of Sport

A sport celebration, big events, but also non competitive sport. Sport as health and wellness, integration, education, ethic and art. Turin conceives this occasion as a chance for economics development.

### Club2Club

Amongst the most appreciated music, art and electronic culture festivals in Europe, Club To Club organizes many concerts, performances and DJ sets every year in November, during the Contemporary Art Week.

### Turin Capital of Cinema

Besides the National Museum of Cinema, the city hosts every year some events such as: Torino film Festival, TGL film Festival - discussing omosexuality - the Festival CinemAmbiente, VIEW Festival and Piemonte share Festival, all dedicated to new media and their expressive codes.

### 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.

### Operae

Not only a great design exhibition, the event offers the opportunity to discover new products, take note of the emerging phenomena, get in touch with the actors of the design process as well as to stop and think about those aspects that design industry touches. Thanks to a program of meetings with personalities from the world of design, economy and culture and a full calendar of workshops, Operæ involves professionals as well as fans and curious.

### Torino International Book Fair

Every year, more than one thousand conventions, performances, debates and shows are organized, featuring more than 2,000 authors and speakers, protagonists of the literary scene from countries all over the world.



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

Present in the 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. School of creativity but also cultural center able to join knowledge and know-how, IED Venezia promotes courses dedicated to managerial and manufacturing aspects of design, in close relation with the local companies and institutions, and with the international contemporary art scene. Over the years, IED Venezia has been acknowledged as a reference place for cultural production, education and experimentation act as catalyst for projects, people and energies at local, national, and international level.



## 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 of innovation. Venice has always been a crossroads of different cultures, languages and ideas coming together and meeting local craftsmanship thus generating original design. At the same time, the city represents a world art center critically engaged into debates related to culture and arts both classical and contemporary.



### Carnival

Water parade, masks, atmosphere players: the emotional party fascinating and enchanting people from all around the world every year is in Venice, where the art of camouflage was born, where every excess is permitted.

### Biennale

Every year in spring and summer come in quick succession events of Biennial Theatre, Music, Dance and Cinema gathering actors, musicians, performers and dancers from all around the world, while Biennial Art and Architecture move on in alternance. Both the International Biennale of Art and Film Festival are the first and oldest events organized in their kind still in existence. Thanks to the Venice Biennale, the Italian word "Biennale" has acquired a wider significance and has become par excellence synonymous of great international event recurring, regardless the cadence.

### Mostra Internazionale d'Arte Cinematografica

Every year in September this event is a great manifestation about the "7<sup>th</sup> art". High-quality cinema 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 territory marrying uncontaminated quality of nature and stirring up new ideas.**

**IED Cagliari educational offer is featured by the development of Service Design concept, broadened from person 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, environment, addressing the quality of life in large contemporary cities, and new technologies applied to the media.**



## CAGLIARI GENIUS LOCI

Cagliari seems tailored on a human scale, small by size and big by 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 concentrations of Information Technology companies. Cagliari is on the edge of a new transformation addressing Sustainability, Environment and Hospitality as the new keywords of development.

Excellence is present both in traditional and innovative enterprises melting together old values of mediterranean hospitality and new technologies. Creativity in Cagliari is borderless.

### Next Cagliari

The innovation game. Cagliari is one of the 7 cities chosen for Rnext - the Republic of ideas, the game-show on innovation curated by Riccardo Luna.

### Saint Efisio

Every year from 1657 on May 1<sup>st</sup> an event merging faith, folklore and traditions: the statue of Saint Efisio Martyr, patron of Sardinia, is brought through a parade made of wagons, horsemen, devotees, from Cagliari to Nora, the city of his torture. It is a 65km walks made in 4 days.

### Sinnova Sardegna

A community entirely focused on innovation in Sardinia. From 2013 is an exhibition on innovation supporting the enterprise. A meeting place for companies, institutions and young start-uppers.

### Open Campus

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

### Monumenti Aperti

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

### Literary Festival of Sardinia - Isola delle Storie

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

### Time in Jazz of Berchidda

The Jazz Festival takes place in the birthplace of Paolo Fresu, famous jazz trumpet.



# IED COMO: RESTORING THE PAST AND DESIGNING THE FUTURE

**A cultural institution that is the pride of this city and one of Italy's finest schools of restoration, the Galli Academy joined IED Group in 2010 taking on a process of innovation that has few parallels in the leading country of the world for restoration. Capitalizing on its primacy in this field, courses have been implemented to encompass restoration of new materials so to enlarge student interventions to Contemporary Art Restoration and to let them 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 acknowledged for its great quality in manufacturing textiles – especially silk — this lakefront city was the core of last century artistic and architectural avant-gardes. Just one hour from Milan and well-connected by trains and motorway, the city overlooks Como Lake and is surrounded by mountains. Furthermore, it takes advantage of a marvellous location rich of history and records. Tourists get a kick out of visiting Como also for its magic natural environment.



### Teatro Sociale di Como

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

### RENA

It is an independent association with civic values, supported by citizens and organizations aiming at living in a country open to experiment fresh politics ideas. RENA presented "Scuola sulla Resilienza", in collaboration with Accademia di Belle Arti Aldo Galli IED Como and promoted by Rockefeller Foundation: a 4 days event, in the amazing Lake Design Academy Lab framework, dedicated to the resilience, conceived for people aiming at taking care of the environment, starting from their own community.

### Parolario

It is a literary fair featuring Como every year. Students follow actively communication and events photography sections.

### Orticolario

An undeniable meeting for people having green fingers. It takes place in Villa Erba (Cernobbio) where students are demanded to realize photo workshops entirely dedicated to flowers and plant nursery.

### Marker Events

It is a group of cultural events organisation related to Como municipality, a "box" collecting ideas and shared spaces where local excellences are put in relation with international ones. Together with Accademia di Belle Arti Aldo Galli IED Como there is a strong creative synergy through initiatives such as Smart Digital Party, Woltage or WOW Festival.

### Piattaforma Sistema Formativo Moda

It is an Association managing and promoting the growth of Italian fashion industry. It represents the highest cultural values of Italian fashion and aims at protecting, coordinating and boosting it, both in Italy and abroad. Accademia di Belle Arti Aldo Galli IED Como is partner of the Piattaforma and participated in 2015 to Milano Moda Graduate.

# IED MADRID: MERCING DESIGN AND CULTURE IN A CROSSROADS OF DISCIPLINES AND VISIONS

Centuries of shared influences have marked the historical and cultural relations between Italy and Spain. In this city, one of the most important in the world and a crossroads of European and Latin American cultures, IED develops its teaching in 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 diverse 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 an interchange of ideas and cultures, fostering a welcoming environment that combines education, culture and fun. Living in Madrid means to participate an intense and diversified environment: the quality and quantity of its museums, cultural centres, theaters and auditoriums make it an active city, Madrid boasts about having the largest public and private institutions of culture, arts and education: the National Library, La Casa Encendida, Reina Sofia Art Center Museum, Prado Museum, CaixaForum Madrid, MediaLab-Prado, La Fábrica, Matadero Madrid, CA2M, Thyssen-Bornemisza Museum among many others.

### ARCO

International Contemporary Art Fair organized by IFEMA which this year celebrates its 35<sup>th</sup> anniversary. ARCO brings together a wide artistic range that goes from the historical vanguards, to the pop and contemporary art, from modern to contemporary art. Furthermore ARCO supported the development of an art market in Spain and nowadays still fosters both institutional and private collectors and corporate.

### PHotoEspaña

International Exhibition of Photography and Visual Arts featuring exhibitions in major museums, theaters and art galleries. This festival was launched in 1998 and has gradually grown and strengthened into a reference event for the whole visual arts. In addition to the headquarters in the Spanish capital, in the various editions it had several subsites as Toledo, Aranjuez, Paris, Lisbon and Cuenca.

### MBFWM

Mercedes Benz Fashion Week Madrid the main showcase of Spanish fashion showcases the work of national and international designers both established and emergent. The gateway, organized by IFEMA and just turned 30 years old, is confirmed as the best example of Spanish design in the world, gathering in each issue the best designers of the moment, whose prestige and recognition go beyond our borders.

### Madrid Book Fair

The first Madrid Book Fair was organized in 1933 as part of Cervantes Week from 23 to 29 April. Those first houses, painted in different colors, were installed in the Paseo de Recoletos. Since 1967, the Fair enjoys his current location, Parque del Retiro, now deeply connected to this annual event with the book and reading.

### SIMO Education

The Hall of Technology for Teaching, organized by IFEMA, is the technological reference platform in the education sector. With the participation of 187 companies and the presentation of the most innovative interactive classroom tools for individualized, adaptive and collaborative learning, management and communication platforms, printing solutions, 3D printing, robotics, and other programming... many technological innovations designed to optimize the teaching.

### Madrid Fusion

After thirteen editions, it has become the greatest global stage of gastronomy. Its goals: showing the culinary vanguard, promoting a "resolution" of the cuisines of the world, encouraging discussion and reflection about food and the many areas related to it (oenology, food industry, technological innovation, scientific research and new business models) and realizing cooking demonstrations - carried out by the most important chefs on the international scene - and stunning presentations of the most revolutionary techniques.

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

IED Barcelona makes design thinking and management tool meet at 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 macrotrends 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 change: industrial powerhouse in the 19th century, Olympic city in the 20<sup>th</sup> century and smart city of knowledge in the 21<sup>st</sup> century. It is worldwide recognized for its cultural and artistic energy that combines the architectonic tradition of Gaudi and great contemporary museums. Barcelona is also a modern city, it won the 2014 European Capital of Innovation (iCapital) Award and Jumper research names Barcelona Global Smart City of 2015.



### 080 Barcelona Fashion Week

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

### Mobile World Congress

Is the world's largest gathering for the mobile industry, organized by the GSMA and held in the Mobile World Capital Barcelona.

### Barcelona Design Week

Is the annual meeting of design, innovation and business that from 2006 attracts professionals & creative businesses who are eager to learn new trends, to network and to share knowledge and projects about a wide range of topics.

### Sónar

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

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

### Barcelona Bridal Fashion Week

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 bridal fashion sector.



# IED SÃO PAULO: A NEW HOME FOR TROPICAL CREATIVITY



## SÃO PAULO GENIUS LOCI

São Paulo was home for the first IED campus in Brazil in 2005, at a time when this great country had just started its climb up 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.

**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 main design fields, the institution develops innovation projects in several Brazilian States alongside companies, organizations and government. IED São Paulo partnerships with institutions and with various different local economic interest groups has developed rapidly, building synergies that facilitate students in the process of their education and in making a start in a labour market with an international scope.**



### DW! Design Weekend

Brazil is definitively inserted on the top international Design Festivals' circuit, with the success of the largest Latin American event: DW! São Paulo Design Weekend. DW! is a creation of Lauro Andrade – CEO of SUMMIT PROMO – and joins annually, at São Paulo's city, more than 120 independent and simultaneous events, organized by companies, professionals, educational institutions and NGOs. DW!'s first edition was held in 2012, and since then has been growing and maturing year after year, reaching international quality levels.

### What Design can Do

What Design Can Do was initiated in 2011 as a platform to showcase design as a catalyst of change and as a way of addressing the societal questions of our time. To demonstrate the power of design; to show that it can do more than make things pretty. To call on designers to stand up, take responsibility and consider the beneficial contribution that designers can make to society. WDCD's last live event took place in Amsterdam over 30 June & 1 July 2016.

### São Paulo Fashion Week

Probably the biggest fashion event in Latin America, this event was originally called Morumbi Fashion Brazil, and takes place twice a year: in January and June. The event is held in the Parque Ibirapuera and features many top designer names.

### São Paulo Biennial

Founded in 1951 and inspired by the Venice Biennial Art Festival, the São Paulo Bienal has become one of the most important artistic 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. The International Biennial for Architecture and Design takes place at the same time.



# IED RIO: ON THE CONSTANT LOOKOUT FOR SOMETHING NEW

Besides offering courses in various design related areas, the purpose of IED Rio is developing the Latin American Center for Innovation in Design, with attention to the questions of the future. The idea is to experiment in practice all the possibilities that design can provide. IED Rio focuses its teaching programs not only on Design, Fashion, Communication and Visual Arts, but also on the innovative principles of Sustainable Architecture and Strategic and Service Design. Inaugurated in May 2014, IED Rio revitalized an historical and cultural heritage on the beach of Urca, the charming and historical building that housed the Cassino da Urca and TV Tupi, icons of Brazilian culture.



## RIO DE JANEIRO GENIUS LOCI

Rio de Janeiro is the synthesis of Brazil. Point of cultural convergence and stage for many important artistic movements of the country: is the birthplace of samba, bossa nova, modern architecture, theater, Brazilian television. Plastic wealth of the city, creative capacity of the people, fascinating colors, landscapes that seem to have been designed and reinvented materials are genuine expressions of the multiple Brazilian identity. It is a spontaneous, non-academic and transversal design. A reality in which the research of the evolution of forms joins the individual experience. A unique place for IED to have a seat.

### Rio Carnival

The world famous Rio de Janeiro Carnival has a history of over two centuries old. Rooted in both pagan and religious festivals, the carnival is celebrated during the four days previous to the beginning of Lent. The Rio Carnival has always been the main attraction amongst tourists. Although Carnival is celebrated in many parts of Brazil, it is Rio that is known as the Carnival capital of the world.

### IDA - Rio Design Fair

As a global trend, the so-called design art is increasingly winning admirers and collectors. Brazil has an important role in this segment, due to the work of designers who have been reference for over four decades. In order to celebrate all the talent of design art, IDA was created. IDA, the first fair in Rio dedicated to design art, presents vintage, modern and contemporary design works, gathering important names of the market in a single place. The goal is not only meeting the demand for a design fair, but also supplying the market of collectible design with high quality content: unique pieces, numbered or from limited edition.

### Festa Junina (June Bonfire Festival)

This is probably the biggest traditional folkloric event in Brazil. At the center of the festivities are the saints' days for Santo Antônio (13 June), São João (24 June) and São Pedro (29 June). Every organization, school, neighborhood and club organizes its own festa junina, with people dressed as north-eastern farmers, stalls selling traditional food, north-eastern accordion music, bonfires, dancing and a make-believe caipira wedding (a traditional wedding of people of the Brazilian countryside).



+ 100

**EVENTS  
EVERY YEAR  
IN PARTNERSHIP  
WITH LOCAL CREATIVE  
COMMUNITY  
11 LOCATIONS  
AROUND THE WORLD**

# IED COURSES

In each of the countries where IED is located the academic offerings include fully accredited Undergraduate and Masters programs as well as private diploma courses, a Summer School, Study Abroad programs and short specializing courses.

The brand new Network Courses include: Double Degrees, Joint Master courses and Worldwide Master programs boosting the power of IED Network. Learn, design, participate, make, build relations. At school, in the classes for theoretical lessons, in specialized labs, consultation rooms. IED built a network of effective structures and services to translate knowledge into know-how.

# IED UNDERGRADUATE COURSES

## **BA Bachelor of Arts**

*3-year courses in Italy* (180 CFU) at the end of which students earn an Academic Diploma 1<sup>st</sup> Level.

*4-year courses in Spain* (240 CFU) at the end of which students earn an Official Undergraduate Degree inDesign.

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

They are all legally recognized - nationally and internationally - and prepare students culturally and technically for entering the job market.

## **IED Diploma**

*3-year courses* (180 CF), at the end of which students get a private IED Diploma.

They prepare students culturally and technically for entering the job market.

## **Bachelor of Arts with Honors**

*3-year courses* (360 British CF) in English, at the end of which students earn both a IED Diploma and a BA (Hons), accredited by the University of Westminster, legally recognized nationally and internationally. (Specific subjects only).

## **Professional Training Programs**

*2-year courses* (120 CF), at the end of which students earn a private degree from IED. They prepare students technically for entering the jobmarket in a very specific field. (In local language only).

*IED Undergraduate courses rely on*

### **Official accreditation**

Ministries of Education and of Research of the countries in Italy, Spain and Brazil officially accredited the majority of IED Undergraduate courses.

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

Professors/Professionals train students in order to promote a practical approach, IED students learn to use state-of-the-art technical equipment and softwares in order to arrive to the market with ready-to-use skills.

### **Cross-disciplinary approach**

The interaction among IED departments make students learn and improve their skills from each other. Regardless the course of their choice our students must follow 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 are enabled to experience the genius loci (local spirit) of the city hosting every IED seat, as well as enjoying an international atmosphere thanks to the variety of nationalities of students (10,000 students from more than 100 countries every year!) and to the Exchange/Study Abroad programs at one of our many partner universities.

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

The final project is conceived as an official presentation made by the student in front a committee including the client/company. The briefing, the research, the development of the project are supervised by IED professors and by representatives of the company. The best projects are often developed for the market and the best students are hired.



# IED MASTER

## IED Master

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

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

Same structure as IED Master, with the added value of the accreditation by Italian Ministry for Education (MIUR). They award 60 CFU. They are offered in Italy, both in English and Italian.

## Master RSP - Research Study Program

In addition to professional tools, they provide the required knowledge to carry out an innovation management process focused on the user. 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 Lato Sensu)

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

IED Master courses enhance participants' profiles by specialized 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, to strengthen their **teamwork** dynamics and to nurture a **multidisciplinary** approach to applying the acquired knowledge during the course.

Students' ideas and personalities are developed 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 forming a tight-knit **Alumni** community.



# IED SEMESTER & YEAR ABROAD

**IED Semester & Year Abroad** programs run from 15 weeks to one year and are designed to offer participants a challenging, rewarding and immersive educational experience.

A **cultural mosaic** melting together students from all over the world, with different profiles and artistic skills. A **necessary foundation** to students who lack a fashion, design or visual communication background. A good way to transit to IED Undergraduate courses. A way for students in the creative fields to enjoy a **study abroad experience**, having credits recognized by their home university. A perfect option for graduates and young professionals from other fields seeking to define or acquire **new skills** and **perspectives** in the creative disciplines. The programs draw inspiration from the resources and opportunities of each school's unique location: different subjects are offered in Milan, Florence, Madrid and Barcelona.

In **Milan**, glamorous and industrial Italian capital, they propose a wide and updated synthesis of the Italian know-how and an overview on the most significant and contemporary Design, Fashion and Jewelry trends. Students will also be challenged through creative workshops based on IED methodology 'learning by doing'. In **Florence**, focal point of the Italian Renaissance, home of an incredible cultural, artistic and architectural patrimony, and host of luxurious fashion manufacturers and events, they offer a focused and practical introduction to the fashion industry and the central role that marketing and communication play in it. In **Madrid**, warm and lively Spanish capital, specific education is provided in three main areas: Interior Design, Fashion Communication, Visual Arts and Communication. For those who are looking for a full immersion in creativity the Total Design program is available. In **Barcelona**, vibrant and innovative city where new trends in all disciplines are constantly unfolded, the expression of creativity and development of versatility and flexibility is achieved through the Global Design program, introducing students to product design, interior design, fashion design, graphic design, advertising and marketing.

## 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 time to meet and speak with industry leaders. Due to the experiential nature of the teaching philosophy class meeting times may change due to company visits, availability of outside speakers or participation in special events.

# IED SUMMER SCHOOL

**IED Summer School** is in Milan, Rome, Turin, Venice, Florence, Barcelona Madrid, Cagliari and Rio de Janeiro and offers talented students and young professionals a unique learning opportunity to combine the IED design methodology with a deep 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 in a hands-on education experience, to enrich your CV, gain new professional skills and earn academic credits.

## 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 the discipline. A good way to transit to a 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.

## CREDIT TRANSFER

Students may earn university credits for the Semester, Year Abroad or Summer courses of their choice by previously contacting the international education office at the home institution, in order to find out the transfer credit procedure and have the course work pre-approved.



# BECOMING A IED STUDENT IS SIMPLE



## BEFORE APPLYING

### 01

#### Choose a course

The educational offer of IED group includes many programs at Undergraduate level (First Level Academic Diplomas, BAH, IED Diplomas), and Master level, but also Continuing Education Courses (Summer, Semester, Academic Year programs) or Specialization Courses.

### 02

#### Verify the Admission requirements and fee structure

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

### 03

#### Get in touch with us

If you need further information on a course click "Request Information" at the top of the course webpage. 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 webpage and your IED Advisor will get in touch with you. Follow the section NEWS, EVENTS and WORKSHOPS that you find on the pages of the different IED cities, and be always updated about the opportunities organized for your career orientation development.

### 04

#### Start the Online Admission Process

Click "Apply Online" in the webpage of the course 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 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 go on with the admission process.

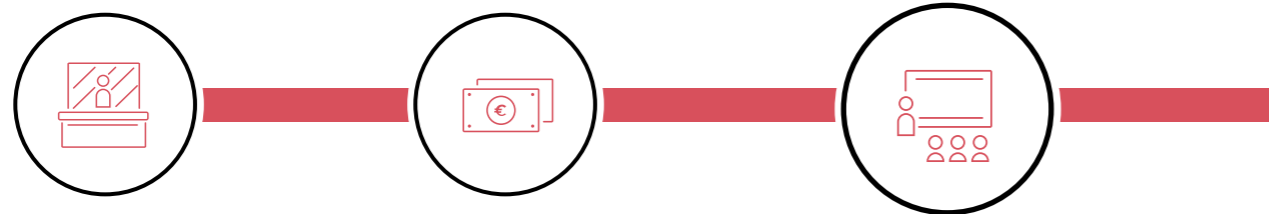
### 06

#### 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 enrollment process by signing 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 go to the Italian Embassy of your country in order to inform them of your decision to apply to IED and the proper Visa. Should you have any more question, please contact the local Italian authorities in your country.

## 08

### Complete the payment of the tuition fees

After the 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)

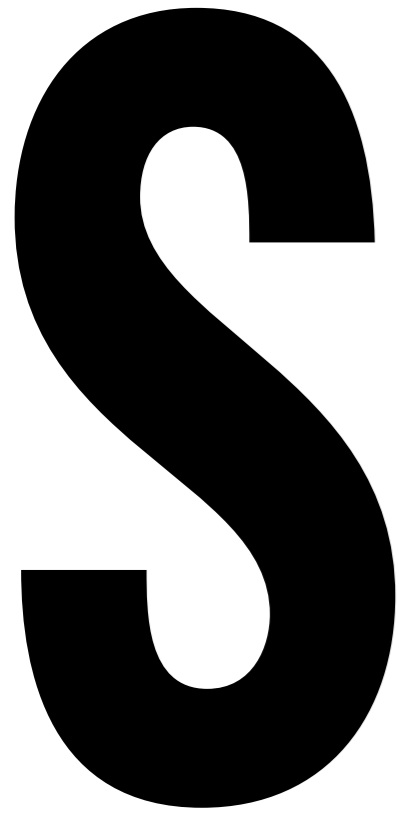
# SCHOLARSHIPS PROMOTIONS AND FINANCIAL AID

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 on the merits to particularly deserving and motivated students, usually evaluated through the submission of a project work.



# SERVICES



## Admission Center

It is the first service for those who want to acquire information about IED. Thanks to a customized interview with an Admission Advisor and according to inclinations and specific requests, it will be provided information about educational organization, course contents and objectives, and selection and admission process, as well as professional profile and opportunities at the end of the chosen course.

## Student Desk

All the students, foreign or Italian, from the very first moments in the Institute, can rely on a supporting service for integration in the social and cultural background of the city and of the location, and for enhancement of the educational experience.

## Accommodation

IED offers support to the students looking for an accommodation through different search channels. Through IED social media pages it is possible to post or directly search ads. As an alternative, through guaranteed structures and network housing Dotstay, the off-site students can find their place to stay in the city.

## Agreements

IED agrees upon many annual agreements with trading companies and authorities of any kind, from those that providing useful tools to professions to those that deal with goods, leisure time, culture and wellness.

## Faculty Office

Enrolled students, in their specific course areas, can relate with a dedicated structure with the aim of supporting the reach of appointed teaching objectives, communicating obtained progresses, comparing and testing. The Faculty Office, moreover, manages content, method and structure of the courses.

## Internship and Placement Office

IED matches students' portfolios and profiles with the many requests coming from interested companies. Interviews are arranged to start internships for freshly graduated students and support is provided to place Alumni at higher positions. Within 1 year from graduation placement rate is 86%.



# S

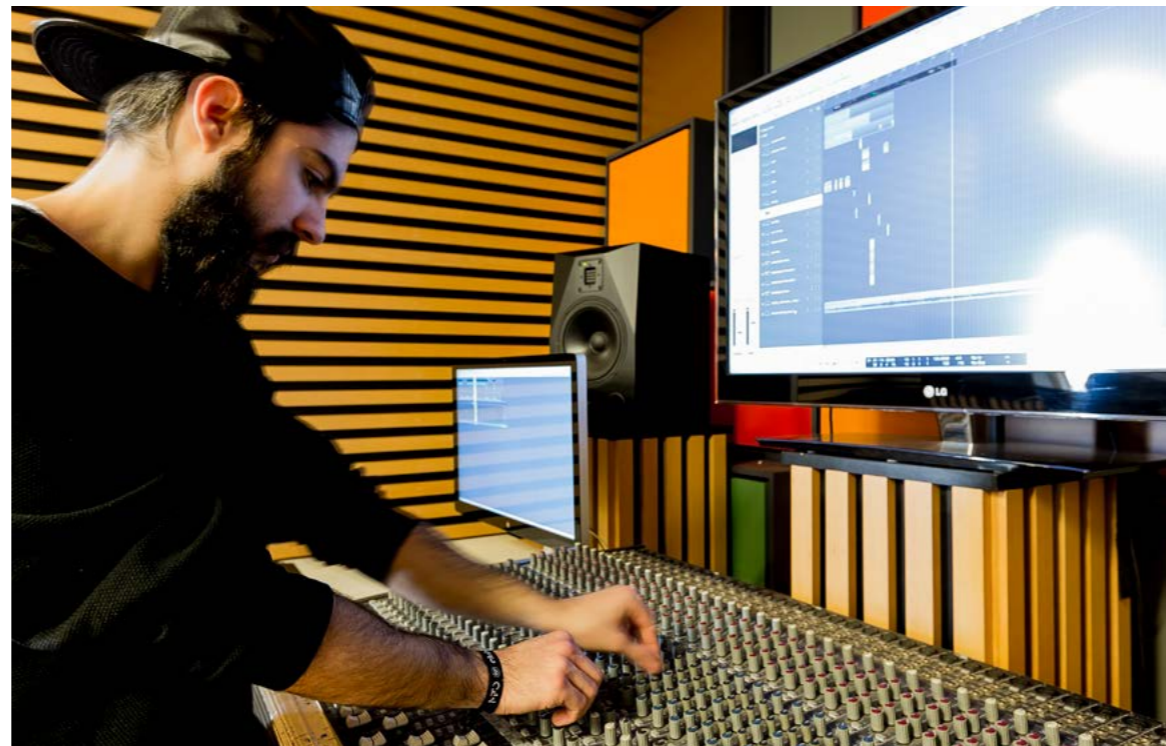
## SERVICES

**Adobe, Autodesk, Microsoft**  
IED in collaboration with these three software houses offers its students a special package to provide the most advanced tools. Together with Adobe, IED offers a Design & Web Collection package, that can be used also from personal pc. At the end of the study path students can sign up for a yearly Creative Cloud Membership subscription for a professional use of the same package, at a special price. The package includes Photoshop, Illustrator, InDesign, Dreamweaver,

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

### Internet and Wi-Fi Access

All students are provided with a personal and nominal account for Internet access, through the computer labs or the IED Wi-Fi network.



### IED E-Mail

Upon enrolment each student is provided with a IED electronic mailbox. IED e-mail represents the official communication channel between the school and the student.

### IED Labs

This is a didactic/academic management system that provides each enrolled student with the access to a dedicated online session through which it is possible to display service communications, lesson hours, course documents, the study plan and all information linked to the personal and class academic pathway.



# FACILITIES

IED classrooms are equipped with tools required for training and research activities. All labs, with high-technological equipment, support the didactic activity and individual training. Students are encouraged to use the common areas to study or socialize.

## LABS

Labs are the core of IED training, the places where theoretical skills can be translated into practice

### Modeling Lab Design Workshop

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



### MAC and PC Computer Labs

IT labs carry OSX and windows operating system, projector, printer, scanner and graphic chart. Furthermore there are set up - and constantly updated - the most advanced softwares. There are four types of Computer labs: classroom for lecturer; computer labs; students labs that can be reserved; common areas.

### Video Lab

The studio includes equipment for lighting, shooting, editing and postproduction. This lab provides a greenscreen and cold/warms lights allowing to realize different photo styles, according to different projects. Thanks to exterior screens located in the lab it is possible to check shots live, and consequently transfer them on Mac workstations for editing and post-production.

### Sound Lab

The studio includes equipment for shooting, listening and production as well as has a special acoustics system and a box for sound mixing.

### Interactive Lab

Focuses on interactive techniques and equipment for the creation of video installations. The objective is to put high-quality labs at the

students' disposal, that allow the future video makers to gain experiences linked to the realization of video installations as project tool.

### Photo Studio

The studio provides professional tools both for digital and analog recordings (shootings), as well as several light effects necessary really simulate what happens in a professional photo studio. The photo studio can accommodate several sets at the same time.

### Darkroom

It is a high-quality lab allowing the future photographers to gain experiences linked to the development and printing as project tool. 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 the models previously conceived. It is an area equipped with portable power tools and fixed machines (presses, drills, milling cutters, etc.).

### Textile Lab

It is the necessary "training area" for practice and consultation so that students can complete and develop the learnt disciplines by working with traditional as well as innovative

materials. Here different textile and color archives as well as sector-specific magazines are available for consultation. Furthermore students can carry out technical print tests.

### Tailor Lab

These area is equipped with machineries for the technical realization of paper models and clothes, essential to give a shape to students' ideas. They are equipped with linear sewing machines, zigzag sewing machines (eyelets, embroideries), cut and sew, ironing position, worktables and mannequins.

### Leather Lab

Here students realize leather fashion accessories and clothes details thanks to sewing machines with horn and post-bed sewing machine equipment, a fleshing machine and a manual cutter.

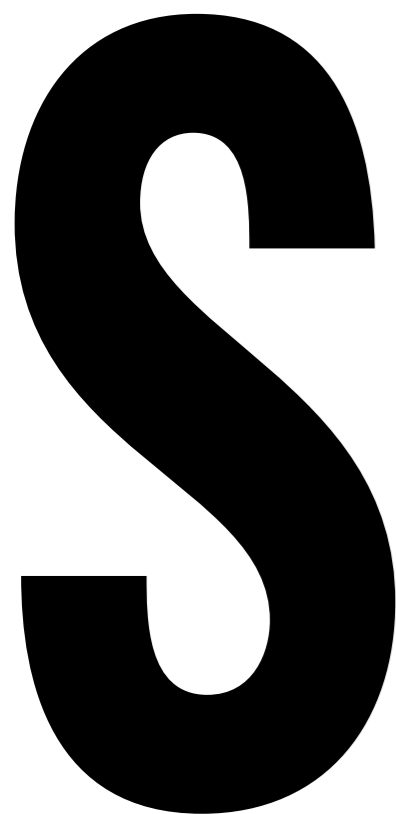
### Consultation Rooms

Books, newspapers, magazines and audiovisual material are available, for consulting and loaning.



# IED FOR COMPANIES

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



## SPECIAL PROJECTS

Project work experiences developed in partnership with public institutions, private companies, agencies and any kind of client. These cross-disciplinary workshops aim at developing real projects for the market: supported by professors and tutors students from different disciplines compete in groups with each other to get the job. Students portfolios and CVs are boosted through the experience while clients benefit from a fresh perspective ensured by the multi-disciplinarity.



### PULL & BEAR

IED developed a contest in partnership with Pull & Bear, a brand from Inditex group. The contest was dedicated to all students enrolled to 2<sup>nd</sup> and 3<sup>rd</sup> year of Fashion Design BA course. Each student could choose between menswear or womenswear for developing a summer capsule collection: 20 projects were selected and relevant designers received a gift card for shopping in stores. Pull & Bear's style and communication management chose respectively a menswear and a womenswear project. This initiative - developed together with IED Fashion school and students - was presented during the special opening of Pull & Bear Milan flagship store in Corso Vittorio Emanuele. 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 headquarter of the brand, located in the city of Naròn.



### CALVIN KLEIN WATCHES AND JEWELRY

At Baselworld - The Watch and Jewelry Show, during a special dinner gala at Fine Art Kunstmuseum, Laura Burdese, President of CK Watches + Jewelry presented to the press a special project including IED to represent Europe. This initiative was conceived as a worldwide contest, involving ten students enrolled in the following BA: Jewelry Design, Fashion Design and Accessory Major of IED Fashion course in Milan. Each student was demanded to design a capsule collection involving a watch as masterpiece. Ulrich Grimm, Creative Director of Calvin Klein's Men's & Women's Shoes & Accessories and an international panel of experts, ranging from Calvin Klein's Management up to the 3 most famous fashion bloggers Chiara Ferragni, Nicole Warne and Hanneli Mustaparta. Each of the 3 awarded prizes was granted a scholarship and the first prize winner enjoyed the realization and presentation of her work during The Watch and Jewelry Show, 2015 edition. She currently works in the style office of CK, located in Biel, Switzerland.



### FULLSPOT O BAG

In fall 2015 IED Firenze established a partnership with FullSpot company, the well-known O Bag producer. Students of the Undergraduate Course in Fashion Design realized 25 "O Pocket" prototypes, which were displayed in the most valuable FullSpot Italian stores.



## COLMAR

Young creatives in IED Firenze reworked the famous iconic item by Colmar Originals taking inspiration from the many sided moods and styles of American West. Fashion & Textile Design students introduced the exclusive project DIVINE GARMENTS looking for an author (i.e. CAPI DIVINI in cerca d'autore). The projects was then encompassed in IED for COLMAR, which was presented during Pitti 2015 edition, together with the four IED Fashion Schools, Como, Milano, Firenze, Torino.



## LAS MANUELAS

Las Manuelas is an international cooperation and development project driven by collaboration between the organizations Economists without Borders of Madrid, IED Madrid, and Peru's Manuela Ramos Movement. This project seeks the empowerment of women, alpaca farmers, in the high areas of the southern region of Puno in Peru. A team of designers from IED Madrid, after learning and studying the women's local context, their resources, future trends and the fashion industry's demands, conceptualized 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 distance. The result generates pieces in baby alpaca, created by the artisan women who also intervene in the area of design, introducing a little of their unique identity to the final product.



## 360° FASHION FILM PROJECT

A project showing IED Madrid commitment to integrating the latest technological advances into the world of fashion. This project was the result of research and experimentation in the intersection between fashion and new technologies, including: Arduino, 3D printing, digital art, wearables, biotechnology, laser cutting and virtual reality. "Fragments" 360° FASHION FILM is the result of the collaboration between the student Sonia Carrasco, her teachers and the multidisciplinary artist, Toño Cabanelas.



## CIPI

IED together with CIPI Spa, an Italian company since 1964 working in design field with more than 40.000 client companies - as Official Merchandising Partner in Italy Pavilion at EXPO 2015 realized the contest "Green Mind for Green Economy". The goal was to suggest a consideration upon poverty, recycle, and creativity potential in order to find new solutions for environmental issues, according to EXPO philosophy. Students had to design objects for office, house, free time, following sustainability philosophy, as well as the idea to design environmentally-friendly products with recycled material/ clean energy. The best 12 products were prototyped at IED modelling lab and exhibited in CIPI section of Italy Pavilion at EXPO. During the award ceremony at Intesa The Waterstone space in Expo, a committee of experts IED by Domenico Guzzini, the three best students got a scholarship and the chance to have their items put into production getting royalties back.



## PIMP MY TEMPO 2.0

Second edition of the contest by IED and Tempo. 14 students at the 2<sup>nd</sup> year of the BA in Interior Design, Product Design, Graphic Design, Illustration and Animation worked on the design of a limited edition of Tempo Classic packaging. Jury and Audience votes declared the winner, whose design has been printed and distributed on 21 millions tissue packs.



## HYUNDAI

During the 84<sup>th</sup> Car Exhibition in Genève, it was offered a sneak peak of the concept car PassoCorto, 10<sup>th</sup> model - full scale - made by IED Torino in collaboration with Hyundai Design Center Europe, thesis project of MA in Transportation Design. In order to better develop their work, students identified themselves both as young professional car designers as well as potential customers. The result was PassoCorto, a project developed by 16 Master students coordinated by car designer Luca Borgogno, Lead Designer at Pininfarina.



## HAPPYTUDE

Anniversaries are the right occasions to draw conclusions and set new projects: what's going on in the future? Coca Cola celebrated its 100-year-old glass bottle in 2015 and on this occasion Coca Cola HBC Italia wondered: "What's going on in the next 100 years?". IED students got inspired by the contour bottle shapes for the set up of a brand celebrating exhibition. During a workshop held with a weekend formula, 32 students, worked on a project aimed at expressing their own innovative vision of the future. They were asked to imagine the contour bottle of next Millennium and how this could be perceived in the fields of design, fashion, visual arts, communication and cinema. Students restyled Coca Cola bottle in a creative and artistic way, playing with reality and with the different uses of an iconic object, well-known, easily recognizable and which can be considered, for some aspects, a piece of art as well. The projects were shown at "HAPPYTUDE" exhibition open to the public and located in IED Headquarter in Milan.



## MONDADORI

To celebrate 50 years of "Oscar Mondadori" series, the essential classical pieces of literature in every bookshop, IED students realized the special project "Young people and evergreen books", a special contest to refresh 10 covers of some 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 2000 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

MaxMara

SIEMENS



Canon



3M



Samsonite

D&G

Y&R



SECTOR



PRADA



RALPH LAUREN



GIORGIO ARMANI



Coca-Cola

SAATCHI & SAATCHI

CK

Alitalia

FIAT

Powellato

Whirlpool



S.PELLEGRINO



swatch

VOGUE



# TAILOR MADE



©Stefano Casati

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

A service built around the specific needs of each customer: modular didactic paths, flexible and carefully conceived calendars, a team of qualified professionals, reputed locations, direct experience of handmade and productive realities, tutoring and especially a solid didactic methodology of co-design.

A modular path made of experiences.  
A dedicated team of didactic designers.  
A system of professional with specific thematic competences.

### For Companies

Since 1966, year of foundation, IED has developed joint projects with Italian and foreign companies. Flexibility and adaptability are the key words of the educational offer. A dedicated team leads this co-design training process, while the most renowned professionals in creative and managerial fields provide the most updated know-how.

### For Universities

IED boasts a long experience in the comprehension of the different educational systems. The academic accreditation in Italy, Spain and Brazil - the countries where IED is located in - but also the several courses developed in collaboration with universities in the UK, China, Korea and Turkey, are proof of that. IED can build targeted paths, respectful of foreign partners' academic needs. All the criteria are set in advance and participants are provided with the certificates necessary to get the accreditation of credits in the 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 organization. The focus can be on professional or academic aspects as well as recreational or even technical ones.



©Stefano Casati

+ 500

**PARTNER  
COMPANIES  
AND TAILOR MADE COURSES**

#### **IED MILANO**

IED Design  
IED Arti Visive  
IED Comunicazione  
Via Sciesa 4  
20135 Milan - Italy

IED Moda  
Via Pompeo Leoni, 3  
20141 Milan - Italy

#### **IED ROMA**

IED Arti Visive  
Via Alcamo 11  
00182 Rome - Italy

IED Design  
Via Casilina 51  
00182 Rome - Italy

IED Moda  
IED Comunicazione  
Via Giovanni Branca 122  
00153 Rome - Italy

#### **IED TORINO**

Via San Quintino 39  
10121 Turin - Italy

#### **IED VENEZIA**

Palazzo Franchetti  
S. Marco, 2842  
30124 Venice - Italy

#### **IED FIRENZE**

Via Bufalini 6/R  
50122 Florence - Italy

#### **IED CAGLIARI**

Viale Trento 39  
09123 Cagliari - Italy

#### **IED COMO**

Accademia  
di Belle Arti Aldo Galli  
Via Petrarca 9  
22100 Como - Italy

#### **IED MADRID**

C/ Flor Alta 8  
28004 Madrid - Spain

#### **IED BARCELONA**

C/ Biada 11  
08012 Barcelona - Spain

#### **IED SÃO PAULO**

Rua Maranhão 617  
São Paulo - Brazil

#### **IED RIO**

Av. João Luis Alves 13  
Rio de Janeiro - Brazil

[ied.edu](http://ied.edu)



[facebook.com/IEDesign](https://facebook.com/IEDesign)  
[twitter.com/IED\\_Official](https://twitter.com/IED_Official)  
[instagram.com/ied\\_official](https://instagram.com/ied_official)