



**MILANO**  
**SUMMER SCHOOL**  
JUNE > AUGUST > 2010

Milano



Comune  
di Milano

**NABA**  
NUOVA ACCADEMIA  
DI BELLE ARTI MILANO

COURSES / **DESIGN** / PRODUCT DESIGN /

## **INTRODUCTION TO PRODUCT DESIGN**

### **DISCOVERING THE DESIGN PROCESS**

#### **OBJECTIVES**

Market trend research, material sourcing in Italy, and creativity, are used to design a model. Working as a member of a team, students will create a concept and develop an original prototype design. The course will introduce participants to a practical approach to design, with its respective cultural values, namely “the art of doing,” similar to the techniques adopted in the crafts workshops of past centuries (in Italy, the botteghe of artists and craftsmen). This approach can be thought of as a creative laboratory, and it reflects the method of learning adopted by Leonardo da Vinci. The technique is typical of the Humanistic philosophy fostered by the Italian Renaissance cultural movement, more than six centuries ago.

#### **MAIN TOPICS**

The course will enable participants to savour the experience of working in a “bottega” or art workshop; a full immersion activity based on a combination of lessons, laboratory experience and workshop activities as a team.

In fact, this course is structured as a workshop, and it provides a practical approach to the theme of “building”. The course was designed to apply art to micro-architecture. The motto for AtelierFORTE is “Verum in somnis”, meaning reality in dreams. The intention is to connect the realm of imagination to everyday reality.

AtelierFORTE’s educational approach consists of the classical method used at a “bottega” or art workshop; a full immersion activity based on a combination of lessons, laboratory experience, and workshop activities as a team. In the past, before the rise of art academies, working in a “bottega” (being trained in a professional workshop led by an expert) was an extremely rare opportunity to gain knowledge from masters. The greatest artists of the Renaissance acquired their own knowledge through this sort of experience. Generations of designers and artists have experienced this learning method, such as Leonardo da Vinci, Botticelli, Raphael and Perugino, and they succeeded in bringing Italian art to its highest levels. AtelierFORTE was founded in the aspiration of following this tradition. It proposes the same teaching method, based on practice and empirical studies, inspired by the famous Latin proverb “Verba docent exempla trahunt” (teach with words, lead by example). Through practice and by following the example of a master, students tackle topics from the ArkiZoic style, applying the heuristic method to order and hierarchy, and considering aspects such as zoomorphism and nature’s mathematics. From an operational point of view, the project will be focused on manual work (students will be directly involved in all the issues concerning the creation of iron sculptures) and on the students’ ability to transfer all the dynamics and processes that they have learnt during the course to a paper booklet (they will have to create their own notebook, binding all the sheets, and making the cover).

Students will learn how to work with wood: they will cut wood boards, assemble them with bolts



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and nuts, and brand them with numbers to facilitate assembly and disassembly. Various product design issues will be developed: examples include door-window fixtures, and heating units (such as the installation of a wood-stove sauna). Deal boards of various sizes and lengths (over 5 metres) will be used. Students will also have the opportunity to work iron (building hinges, joining elements by welding, cutting iron profiles). Part of the work will also be dedicated to the creation of ladders and scaffolding, and learning to use knots, levers and lifting tackle.

## LANGUAGE

English

## CALENDAR AND ATTENDANCE

5 July - 16 July, 2010

45 hours' lessons: on Monday 5 July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lessons again from 2 pm to 5 pm. On the other days there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm. There will be no lessons on Friday 9 July. Attendance is mandatory.

## CANDIDATE PROFILE

Applicants should have the following skills:

- Knowledge of the English language
- Basic drawing skills
- Flexibility, and an aptitude for manual work

## ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html> and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure). The deadline for application form acceptance is 25 June 2010.

## ASSESSMENT AND FINAL QUALIFICATION

The final output of the course is the creation of a Personal Notebook (the notebook will also provide a means of preserving the student's experiences, personal impressions, and workshop activities) and the creation of an art-design piece (through active, creative practical work with hard and soft materials in the AtelierFORTE workshop).

At the end of the course students will be awarded an attendance certificate as long as they have completed 80% of the course.



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**E.C.T.S.**

Currently not available.

**TEACHING STAFF**

Course Leader and Professor:

Duilio Forte

**LOCATION**

Nuova Accademia di Belle Arti Milano

Via Darwin 20

20143 Milano

AtelierFORTE

Via Corelli 34

Milano

**FEE**

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

**CONTACTS**

**Evelina Scrivani**

Summer Programs Office

Nuova Accademia di Belle Arti

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