



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano

NABA
NUOVA ACCADEMIA
DI BELLE ARTI MILANO

COURSES / **FASHION** / FASHION DESIGN - STYLING /

FASHION DESIGN STUDIO INTERMEDIATE

(MILAN UNIT OF THE PARIS TO MILAN "FROM HAUTE COUTURE TO PRET-À-PORTER" PROGRAM)

OBJECTIVES

The Milan course program is focused on site studies and lectures with the aim of teaching students the similarities and differences in cultural traditions, lifestyle, fashion concepts and markets, with regard to two leading fashion countries, France and Italy. The objective is to give students the opportunity to experiment the different methods and objectives in designing pret-à-porter collection or haute couture collections, using different techniques and media, from mood board to product prototype.

MAIN TOPICS

The course will provide the students with a general knowledge of the history of Italian style and the Italian fashion system, from small-scale ateliers in the 1940s and '50s until the present situation in which many Italian fashion companies are expanding in the worldwide luxury goods market. The lessons will offer a social and cultural analysis of the fashion phenomenon in Italy, and they will illustrate the philosophy, style and the economic structure of the most important Italian fashion brands. Throughout the history of the Italian fashion system, students will be able to compare brand characteristics with those in the French fashion system, and likewise compare the rules and general policies of the Camera Nazionale della Moda Italiana (Italian Fashion Chamber) with the Federation Française de la Couture. In Italy (particularly in Milan and in Florence) there are many fashion fairs specializing in fur, shoes, leather accessories and women's wear, attended by thousands of buyers and journalists from all over the world: throughout lessons, students will receive information on the most important fashion trade events, fairs and exhibitions, and they will visit some of them.

LANGUAGE

English

CALENDAR AND ATTENDANCE

5 July – 16 July 2010

45 hours' lesson: 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. On Friday 9 July there will be no lessons.

Attendance is mandatory.



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CANDIDATE PROFILE

Applicants should have a background in Fashion, and knowledge of the English Language.

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).

* Please note that this course is structured as a combined Paris session – Milan session course and therefore we strongly recommend that you enrol for both sessions (for further information go to <http://www.design-summer-courses.com/parsonsparis.html>). If you want to enrol for the Milan session only, please be aware that priority will be given to students wishing to attend both sessions, as places are limited. In the case that there are no available places, you will be offered the possibility of attending one of the intermediate level courses in the fashion design, styling and accessories area taking place in Milan from 20 July to 30 July.

The deadline for application form acceptance is 31 May 2010.

ASSESSMENT AND FINAL QUALIFICATION

Course work will be geared towards experimenting different project approaches to haute couture collections or pret-à-porter collections, through mood boards, illustration, text, video or moulage prototype in fabric (depending on students' technical skills).

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

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor: Liuba Popova

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

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



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CONTACTS

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