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ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

A learning journey
in contemporary design

18 students from

Czechia, Hungary, Poland and Slovakia

One month blended course

**Experience the
"Italian way of design"**

- Interactive lessons
- Real design project work
- Company visits
- Lectures on Italian design
- Career day



Tomas Bata University in Zlín
Faculty of Multimedia Communications



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GRUPPO RAINBOW

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..THE IDEA

A dynamic blended **month-long** contemporary and intercultural journey that explores the different aspects of **Italian design** and **manufacturing**, taking place in the **Marche**, a region that comprises all the notable features of the Italian peninsula in terms of production, **fine art, history, architecture and landscape**.

The **2-weeks online course** plus **2-weeks on site in Ancona** represents a unique opportunity to discover how the scientific and specific methodology of the **Italian design process** can respond to current global and societal needs. It's a condensed version of the course, featuring all the **essential elements of the Poliarte Academy of Design's experience and teaching methodology**, enriched with a chance to experiment with **project-work** and site **visits** under the direction of our fully-qualified teachers.

Professionals working in the design field will place you in **design companies** where you can explore the authenticity and history of **Italian craftsmanship: the success of the Italian Design**

System based on the dialogue between **artisanal methods and advanced technology**.

An innovative teaching methodology that combines **research, innovation, hands-on projects** and techniques to create real-life solutions that meet the contemporary needs of companies and end-users.

Creative and design activities will be accompanied by additional work designed to improve **collaboration, communication and relationship-building**.

You will also learn how to collaborate and interact with colleagues and teachers, with speakers and company management.

Inquiry and experiential learning components are combined in an **atelier-like environment**.

Seminars and **workshops** become the framework in which students, alongside the professors, became the protagonists in design discourse, challenging the project's boundaries as well as developing and applying a critical mindset.

The methodology and good practices used by Italian designers will be communicated initially through theoretical and then later through **real-life examples**, in order to be subsequently used and adapted to the **students' countries and local economies**.

The **Italian approach to design** can be integrated into the strategies and processes of foreign **companies, studios** and **artisans**, translating this regional expression of the transformation of society and markets into **contemporary** and socially **useful products and services**.

History, tradition and age-old methods are combined and improved with a strong **innovative** drive and fresh, **out-of-the-box thinking**.

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..THE AIM

Students, experienced professionals, critics and intellectuals, the world's most esteemed Italian design companies as well as artisans and emerging startups, gathered together to **discuss and investigate the world to come.**

Together, how can you and these designers contribute and **predict change, examine systems,** challenging the status quo to construct and reflect on how the future may look?

Young, talented students who attend the Italian Design Experience one-month course will be the future **decision makers,** choosing **best practices** to be implemented for the **prosperity of existing economic sectors** and the emergence of new ones in their home countries.

Youth have the moral obligation to:

\ \ promote their countries and ensure, through design as an integral part and in a systematic and organised way, that regional excellence is preserved, protected from

contingencies, allowing it to grow on a local and international scale

\ \ identify niches that can create new economic opportunities and autonomous sectors

Theoretical and practical tools provided to students, and a real insight into Italian/Marche Region case studies - who were those able to create, prosper and adapt to continuous changes (financial crises, pandemics, work, etc..) - will offer a clear example of **how it is possible to grow and prosper in the face of existing competition.**

Design is seen as a **strategic** and **integral discipline,** at the service of public and private companies and society, regardless of the sector they belong to and the objectives in question. Young talent is capable of generating project innovation to improve production performance and fully achieve objectives.

You will become **ambassador** and promoter of **good design practices,** introducing and influencing your network, future companies and colleagues as to how the Italian way of design can have a positive impact on your and their businesses.

Go beyond the immediate and think above the horizon, for returning, informing, or reformulating the particular issue at hand.

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..THE JOURNEY

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Inquiry and experiential learning components are combined in an **atelier-like environment**. **Seminars** and **workshops** become the framework in which students, alongside the professors, **became the protagonists in design discourse**, challenging the project's boundaries as well as developing and applying a critical mindset.

Main goals are to:

\\ **broaden theoretical knowledge** relating to the roots of Italian design and its contemporary evolution

\\ **comprehend** and learn how to apply **Italian creative methods** and experiment with new approaches to design

\\ give an **authentic** and **practical design experience** and **direct contact with companies**

\\ develop the **ability to generate a project** in line with the requests of the **client** and the **market**

\\ acquire the ability to face challenges and deal with **complex topics**, aimed at improving **professional, human, cultural, and social growth**

A stimulus to deepen understanding of new subjects and enhancement of current abilities, through **direct experience** with different visions, methodologies, and organizational processes.

2-weeks course JULY 2023

40 hours - interactive online lessons
Milestones of a conscious contemporary design

- \\ **History** of Italian design
- \\ **Contemporary trends** of Italian design
- \\ **Ergonomics** and design
- \\ **Project culture**
- \\ **Design Methodology:** the Italian approach
- \\ **Design Management**
- \\ Project and **Portfolio presentation**

2-weeks course SEPTEMBER 2023

60 hours - at the **Poliarte Academy - Ancona**
Getting to grips with a real glimpse of Italian design

- \\ **A real-life project** assigned by an Italian company
- \\ International **Italian company visits | cultural trips**
- \\ Italian design methodology **lessons**
- \\ **Lectures** on Italian design
- \\ **Final project presentation**
- \\ **Career day – portfolio exposition**

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..PRODUCT + INTERIOR SPECIALIZATION

ITALIAN DESIGN EXPERIENCE

Design
Ancona | Marche | Italy

Design process

Design culture

Business for design

Conceptualization

Ergonomy

Product strategy

Experience design

Interaction service design

Trend researcher

Green & sustainable design

Environmental psychology

Visual and video languages

Entrepreneurship through design

A product is an object or idea that is a **human-based combination** of diverse **cultures, technologies, needs** and **physical conditions**.

An original interpretation of these interactions generates an integrated design artefact, which stimulates users to further adapt, discover and analyze their everyday experiences. A designer's scope is to investigate **social, cultural and contemporary scenarios, present and future customer behavior, habits and interests**, with an eye towards experimentation and clever manipulation to create a unique creative identity.

Combining **style, ergonomy, sustainability, branding, visual storytelling, communication, business intelligence** and **market requests**, to develop the ability to decipher what is 'contemporary' and translate it into **meaningful, genuine products, environments and services**.

The designer breaks boundaries with their inventive approaches: material and

immaterial aspects must be continuously analyzed throughout the process of **project development**, including innovative emerging technologies, new perspectives of communication and unique business strategy.

This specialization looks closely at the origins and **traditions of Italian design**.

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..PRODUCT + INTERIOR SPECIALIZATION

Through the analysis of high-level design connected to the world **from craftsmanship to corporations** and the country's main sectors, students will be able to develop their own ideas and projects.

Students will be introduced and exposed to **the product and environment design process**, in order to understand what lies behind the creation of an item or service. They will have the opportunity to dive into intensive project work geared towards **creative thinking** and exploring both **form** and **functionality**. It's a unique **multidisciplinary** and **cross-cultural approach** through hands-on experience in collaboration with companies that are at the forefront of **design, engineering** and **commerce**.

The program ensures students will gain the skills and attributes to:

\\ **develop concepts** employing techniques to **deliver innovation** for future product and space design, expanding opportunities

\\ conceive, design and implement creatively, design **concepts, collections, scenarios, and solutions** at different scales, using cross-disciplinary creative and business approaches

\\ combine **theoretical** and **practical** approaches for understanding the value of each, and define a **sustainable, healthy, ergonomic, comfortable, productive** and **people-oriented products** and **environments**

\\ **document, present, communicate,** and justify a **contemporary approach** to product and interior design development through critical thinking

\\ develop **critical thinking** and undertake inter-disciplinary research to interpret **market influences, trends, client needs** and **contexts** to deliver innovation for future design, marketing and business opportunities

\\ engage in **cross-cultural creative dialogue** and **collaborative experiences** to achieve cutting-edge creative business solutions responding

to contemporary and future concerns

\\ become **inspired designer**. Create innovative designs with a **personal vision**, backed up by a through **understanding of history** and current scenarios to anticipate new trends

\\ empower your creative self. **Develop critical thinking** to **evolve your own style** and **innovative collection design** and development while adapting to changing multicultural environments, influences, technologies and consumers

\\ enjoy unique opportunities with **professionals** and **cutting-edge brands** to gain industry-relevant experience and transition their **brand-management knowledge** from theory to practice. Engage in **cross-cultural creative dialogue** and **collaborative experiences** to achieve **cutting-edge creative business solutions** responding to contemporary and future concerns

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FASHION + ACCESSORIES

SPECIALIZATION

ITALIAN DESIGN EXPERIENCE

Design

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Fashion culture

Fashion identity

Fashion collection

Fashion styling

Fashion marketing & management

Textiles and print styling

Fashion trend researcher

Slow fashion

Sustainable fashion

Shoes and accessories

Entrepreneurship through design

Fashion Design entails the ability to decipher what is “**contemporary**” and translate it into **meaningful, genuine** products and **services**.

Investigating social, cultural and contemporary scenarios, with an eye towards **experimentation and clever manipulation** to shape a **unique creative identity**, combining **style, ergonomics** and **market requests**.

An approach that mixes **fashion studies, design thinking** and **practice**, introducing you to the language and the codes of the fashion world.

You will be involved in the exploration of other design-related disciplines to produce outcomes that combine **conceptualization, textile manipulation, garment prototyping, ergonomics, sustainability, branding, visual storytelling** and **business intelligence**.

You will learn to understand the fashion system, gaining an awareness of the various professions in the value chain, understanding that the fashion's value is not only in the brand, but in its **function, wearability, inclusivity** and ability to adapt to our **contemporary needs**.

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You will be guided to formulate and execute relevant research-based projects: to **analyze, evaluate** and **make informed decisions** to arrive at creative and commercially viable strategies coherent with the brand identity. You will be taught to **question, refine** and **strengthen** your individual **creative vision** as well as the challenge of designing for existing fashion brands.

The program ensures you gain the skills and attributes to:

\\ become **inspired fashion designers**. Create innovative designs with a **personal vision**, backed by a thorough understanding of **fashion history and current scenarios** to anticipate new trends

\\ **empower your creative-self**. Develop **critical thinking** to evolve your **own style** and innovative collection design and development while adapting to changing multicultural environments, influences, technologies and consumers

\\ **conceive, design and implement creatively**, fashion design concepts, collections, scenarios, and solutions at different scales, using **cross-disciplinary creative** and **business approaches**

\\ document, present, communicate, and justify a contemporary approach to fashion design development through **critical thinking**

\\ undertake inter-disciplinary research to **interpret market influences, trends, client needs** and contexts to deliver innovation for **future design, marketing** and **business opportunities**

\\ engage in **cross-cultural creative dialogue** and **collaborative experiences** to achieve cutting-edge creative business solutions responding to contemporary and future concerns

\\ address present and future challenges. Learn the impact of the fashion industry on society and the **environment**, to develop **ethical** and **responsible** solutions and contribute to a more **sustainable fashion future**

\\ enjoy unique opportunities with professionals and cutting-edge brands to **gain industry-relevant experience** and transition their brand-management knowledge from theory to practice

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..POLIARTE

ABOUT US

Poliarte - Academy of Fine Art and Design is an international design and fine art Academy based in **Ancona, Italy**. It has created and organised post-graduate design courses since **1972**.

Its mission is to **train professionals** and **innovative key personnel** in the constantly evolving world of work.

For **over 50 years** Poliarte has been a point of reference for design and applied arts, recognised at both Italian and international level.

Among the first establishments to deal with education in the design sector, it has immediately become a **source of inspiration** and a **benchmark**, thanks to its teaching methodology combining **research, technical expertise and innovation**.

For Poliarte learning means **exploring, investigating** and **developing** ideas and cross-disciplinary projects.

From 2016 Bachelor Degree courses have been granted formal academic status - 1st level Academic Diplomas

- thanks to **accreditation** from the **Italian Ministry of Education, University and Research - MUR**.

The Educational Syllabus is divided across **5 departments**:

\\ **Film industry design**

\\ **Fashion design**

\\ **Industrial design**

\\ **Interior design**

\\ **Visual design**

Additionally, Poliarte offers **short courses** for students and professionals in specific design areas.

The founding element of Poliarte's philosophy is to create connections and continuous exchange with the **world of industry, commerce and business**.

Poliarte has established **an extensive network of connections with many of the most prestigious companies**

and studios.

A relationship of mutual interest that guarantees continuous updates and **high-level training**, offering places for talented individuals in companies through **real-world assignments, internships** and **job placements**.

From this advantaged position, Poliarte is able to monitor employment opportunities and prepare students to take advantage of them.

Thanks to our privileged contacts with the commercial and professional world (more than 2.000 companies/studios), Poliarte has an **employment rate of 98% within 2 years of completing Bachelor studies**.

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\\ History

With a history going back nearly **50 years** since its foundation in **1972**, enriched by a raft of successes and awards, Poliarte is a generator of valued design for the country, as well as an established center of educational excellence in Italy and abroad

\\ Accreditation

Poliarte courses have a statutory value - 1st level Academic Diplomas, thanks to the **accreditation** received from the **Italian Ministry of University and Research – MUR**

\\ Interdisciplinary Curriculum

Compulsory attendance, plus a strong balance between **theory** and **practice**. **Theoretical, creative, and design activities** are completed by those aiming at learning to **collaborate**, how to **communicate**, and how to **build relationships**.

Add to this interdepartmental assignments within the different areas of design, to develop a contemporary and global vision

\\ Professional Teachers

The faculty is composed of **national and international professionals**. **Experienced educators** who are also **highly talented designers**. Founders of design studios and company design managers, with a **long and in-depth work experience**, as well as **proven educational skills**

\\ Real Projects and Internships

There are two compulsory **internship activities** in the second and third year, as well as the inclusion in the educational program of **real projects** commissioned by **companies** and **studios**. Experiences aimed at **training young professionals** for the job market, facilitating the transition from the academic to the working world

\\ Job Placement

Poliarte Academy can boast an **employment rate of 98% within 2 years of completing studies**. Thanks to the educational method developed through constant contact with the working world, creativity and tutoring the necessary skills to respond to society's endless changes and challenges

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1972

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..Czech Technical University in Prague PRAGUE – CZECH REPUBLIC

České vysoké učení technické v Praze, Fakulta architektury

The independent Faculty of Architecture of CTU was founded in the mid-1970s, but the teaching of this field has an almost three-hundred-year tradition in Prague. From the mid-18th century, architecture education was taught as a synthesis of art, science, and technology as part of the teaching of building construction at the Estates School of Engineering, founded in 1707. The faculty offers 3 study programs: Architecture and Urbanism, Landscape Architecture and Design. The study is organized into three study levels (Bachelor, Master, and Doctoral) allowing students to individually plan and implement their study activities, including study abroad, professional practice, and further education. The Bachelor's cycle lasts 3 years, followed by a 2-year Master's cycle. The doctoral

program is at least four years long. In the academic year 2020/21, 1009 students studied in the Bachelor cycle. 548 students, 61 of whom are foreign, studied in the follow-up Master's program. There were 157 students in the doctoral program. The faculty has 23 professors, 48 associate professors, and 126 assistant professors. At the Faculty of Architecture, a large part of the studies is traditionally conducted as teaching on specific projects developed in studios. The possibility of choosing a studio project leader for each semester ensures direct feedback between students and teachers. Teaching takes place in so-called "vertical" studios in which

students from the second to the fifth year work side by side on different types of projects. The projects are led by leading architects, urban planners, and designers from the Czech Republic and abroad.

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FAKULTA
ARCHITEKTURY
ČVUT V PRAZE

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..Tomas Bata University in Zlín
ZLÍN – CZECH REPUBLIC

Univerzita Tomáše Bati ve Zlíně, Fakulta multimediálních komunikací

Founded: 2021

Number of students: 1,150

Number of staff (FTE): 110
(incl. academic and technical)

Located in three buildings
in centre of Zlín
Own art gallery (G18)

Structure:

- Animation Studio
- Audiovisual Studio (Editing, Screenwriting, Sound, Directing, Production, Visual Effects)
- Department of Marketing Communications (approx. 500 students, the rest study in other studios)

- 10 Design Studios (Graphic, Digital, Game, Product, Industrial, Spatial, Fashion, Shoe, Product, Glass)

- Arts Management

International:

90 partner agreements (Erasmus+)
40 incoming & 50 outgoing students
each semester
Member of ELIA and CILECT

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..University of Creative Communication PRAGUE – CZECH REPUBLIC

Vysoká škola kreativní komunikace

The University of Creative Communication was founded 10 years ago. Very soon it became a leading institution in Prague and also in Central Europe, instructing outstanding students in the field of advertising, visual arts, and creative writing. Today the university has more than 600 hundred students from all over the world. Our study programmes/specializations Creative Marketing and Communication (Digital Marketing and Communication, Creative Marketing), Literary Arts (Literary Arts, Commercial Writing in Media) and Visual Arts (Photography and Audiovisual Arts, Animation and Visual Effects, Graphic and Media Design) are linked to the practical operation of advertising agencies, graphic studios, publishing companies and media institutions. During the

studies, our students are working on real orders. And what distinguishes UCC from other Czech colleges and universities? We are a world-class institution! We are inspired by the model of Scandinavian and British schools, so our students will acquire not only knowledge and craftsmanship throughout the studies, but also experience and contacts, which are a guarantee of success in finding a job in the chosen discipline. Under the guidance of experienced professionals, our students will become sought-after lyricists, journalists, PR consultants, graphic designers, photographers,

filmmakers, and animators, artists of special or visual effects. Graduate of UCC is a professional that exquisitely masters his or her craft, modern technology and self-promotion.

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VYSOKÁ
ŠKOLA
KREATIVNÍ
KOMUNIKACE

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..Academy of art in Szczecin **SZCZECIN – POLAND**

Akademia Sztuki w Szczecinie, Wydziału Architektury Wnętrz

Academy of Art in Szczecin - a Polish public university conducting research and education in the field of music, fine arts, theater and humanities. It is supervised by the minister responsible for culture and protection of national heritage. The education of students is conducted at the first and second degree, in the fields of music (including instrumental studies, vocal, artistic education in the field of musical art) and visual arts (including graphics, interior design, new media, design). The Faculty of Interior Design will prepare the future designer to work in a design team, as well as for independent work related to the broadly understood design of interior architecture, small architecture, furniture, exhibition spaces, virtual space or scenography. At the first-cycle studies in the specialty

of interior design, students learn to design residential and public spaces, small architectural forms in a traditional approach, but they also have the opportunity to present their project in virtual space using the most modern tools, which is becoming very desirable on the design market. The second degree of studies combines interior design, scenography and virtual space.

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AKADEMIA SZTUKI

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..Eugeniusz Geppert Academy of Art & Design in Wrocław WROCLAW – POLAND

Akademia Sztuk Pięknych im. Eugeniusza Gepperta we Wrocławiu, Wydział Architektury Wnętrz, Wzornictwa i Scenografii

The Eugeniusz Geppert Academy of Fine Arts in Wrocław is a state university with five faculties, educating students in full-time studies in eleven faculties and in five faculties in part-time form. The academy's educational offer also includes a Doctoral School in the field of art, in the discipline of fine arts and conservation of works of art conducted in full-time form with English as the language of instruction. The academy allows you to develop your interest in the field of art through a wide range of postgraduate courses and further education courses in drawing, painting and sculpture. Our main occupation is the study of culture and visual art. We are specialists in our fields with the competence, knowledge and experience to enable teaching, research and commercial

work at the highest level. At the same time, we are constantly improving our skills in all possible areas of our academic activity.

We are a unique community that collectively strives to stimulate what is special in the people we teach and co-create with. We ask questions and teach to seek answers - we don't stick to established patterns, we are constantly improving the processes of which we are a part. We invariably strive to be a center of understanding between culture, science and art. The Faculty of Interior Architecture, Design and Scenography educates comprehensively prepared designers. The values that such professors

as Władysław Wincze and Michał Jędrzejewski brought to the didactic process are continued and constantly developed. Study programs are diverse and respond to contemporary design challenges. The Department provides education in the Interior Design major including the Interior Design Department and the Furniture Department, in the Design major the Design Department and in the Scenography major the Scenography Department. These departments bring together studios, subjects and their respective workshops.

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IM. EUGENIUSZA GEPPERTA
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..Slovak University of Technology in Bratislava **BRATISLAVA – SLOVAKIA**

Slovenská technická univerzita v Bratislave, Fakulta architektúry a dizajn

The Faculty of Architecture and Design is the largest and the oldest school of architecture in Slovakia, educating the experts capable of designing the engineering activities in the areas of architecture, urban planning, spatial planning, design of residential, civic, industrial buildings and agricultural buildings and their complexes, in the reconstruction of cities, restoration and protection of monuments and in the product, industrial, automotive, interior and exhibition design. The Slovak University of Technology in Bratislava offers university education in engineering disciplines. Its education system is based on the scientific research, as well as the artistic, engineering and other creative activities. The University faculties, departments, institutes and experts cooperate

directly with industrial companies and social organisations, while actively participating in international cooperation. The Slovak University of Technology in Bratislava keeps long-term relations with foreign universities and institutions, while systematically signing new cooperation agreements, creating thus favourable conditions for cooperation with faculties, departments and individuals. Contractual partnerships enable participation in the international projects. Belonging to the University key activities, those projects produce financial sources and contribute to further development of the University, while simultaneously providing

for mobility of teachers as well as postgraduate and undergraduate students. So far, we have signed 432 Erasmus+ agreements on international cooperation with 276 institutions from 28 countries from all around the world.

More information f.e. here:
<https://cumulusassociation.org/our-community/our-member-institutions/slovak-university-of-technology-in-bratislava/>

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..Technical University in Zvolen ZVOLEN – SLOVAKIA

Technická univerzita vo Zvolene, Katedra dizajnu nábytku a interiérového dizajnu

Since 1952, the Technical University in Zvolen (also known as TUZVO) is a modern higher education institution in Slovakia providing education in all three levels of studies. TUZVO has a unique specialization with a focus on the spheres of the forest – wood – ecology – environment with an appropriate expansion in other technical, natural, security, economics as well as design, and art spheres. In the field of research, the TUZVO fulfils its mission by solving research projects and programs of national and international character. The department of Furniture and interior design is a part of the Faculty of Wood Sciences and Technology at TUZVO. In 1988 was established the study program Industrial design of Furniture and in 1993 bachelors study program Interior design and consulting. Since 2015 after complex accreditation, the department guarantees the study program for Furniture and interior design in the

accredited field of Art in all three degrees of university studies. The provided education covers a complex area with the focus on furniture design, interior design, presentations, history and theory of art, graphic techniques, ergonomics, typology, methods of design thinking and sustainable design, historical furniture analyses, artwork, architectural creation, prototyping techniques, and materials and production techniques with overlaps to science and engineering disciplines which are ensured by other departments of TUZVO and their staff. The research activities of the department are dealing with a wide spectre of areas related to relations of the living environment, housing, humanity, and sustainable development. Applied research is aimed at the creation of innovative furniture and interior elements in the context of different research goals of particular projects. The main target of the Department is

to emphasize the creativity of design and products and their correlation to create space relations in interior and exterior environments with unique value, emotion, user experience, and aesthetics. Department focuses its activities also at exhibitions of design projects in art galleries and furniture fairs and expos.

Department of Furniture and interior design in numbers:

The current number of students in all 3 degrees in 2022: 108.

The average number of alumni per year in all 3 degrees: 27.

Number of pedagogical employees in the Department in 2022: 13.

Technical and research staff: 3.

Number of active national and international projects for 5 years: 8.

Number of exceptionally and internationally recognizes artworks made by pedagogical staff during last 5 years: 28

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TECHNICAL UNIVERSITY IN ZVOLEN

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..University of Győr, Faculty of Art Design Department
GYŐR – HUNGARY

Széchenyi István Egyetem Művészeti Kar Design Tanszék

Széchenyi István University is located in Győr, at the centre of Central Europe's "Golden Triangle". Our university offers unique training and research in the region, which serves engineering-focused production activities, helping build the North-Transdanubian economy and its social and institutional infrastructure. Our activities provide students with a high-level, professional, and practical education. Graduates are thus able to adapt to the highly competitive and changing marketplace. As evidence of the University's strong commitment to internationalization, from September 2019, twenty-four English-taught programmes at all Academic levels are on offer, as well as a range of international programmes for Hungarian language students. One of the University's newest prides is the Design

Department of its Faculty of Arts, which launched its BA and MA in Architecture, Design and Graphic Design in the academic year 2021/22, followed by the Design MA in English the following academic year. The lecturers of the Design Department are prominent professionals in the Hungarian creative industry, many of them internationally well known and award-winning. The aim of the Design courses is to transfer competitive market knowledge and to provide the broad education, openness, innovative thinking and flexibility needed to succeed in the creative industries in the long term.

To develop these skills, we believe that mobilising students to participate in international projects is an excellent opportunity. To embed and develop the skills of students internationally, we would join the project to be submitted by the Accademia di Belle Arti di Ancona.

More information about the Design Department can be found here: <https://designcampus.hu/>

For more information on the activities of Széchenyi István University, please visit: <https://admissions.sze.hu/welcome>

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..University of Pécs
PÉCS - HUNGARY

Pécsi Tudományegyetem, Művészeti Kar

The Faculty of Music and Visual Arts is located in the inspiring setting of the Zsolnay Cultural Quarter, in the renewed buildings that formerly belonged to the Zsolnay Porcelain Factory founded in the 19th century.

Pécs is the only center of higher education in Hungary that integrates training in music and visual arts.

The Faculty was facilitated by the traditionally strong, nationally outstanding artistic life of Pécs.

This background enabled the Faculty, with its some six hundred students and hundred faculty members, to become a pioneering center that shapes the cultural life of the region. The high-quality work performed here is unique in a sense that it provides training in music and the visual arts in the context of an arts and sciences university.

The Faculty of Music and Visual Arts is devoted towards internationalization; some 10 per cent of our students come from all over the globe and this community is continuously expanding.

The Faculty is proud to have outstanding personalities as Honorary Doctors both in music and visual arts:

Jun Kaneko (2018), Plácido Domingo (2016), John K. Grande (2015), Peter Weibel (2013), José Carreras (2007), Horst Peter Maentele (2007), Lóránd Hegyi (2006)

Training and research in the arts are run by four units of the faculty with the following departments:

- **Institute of Fine Arts** – painting · sculpture · art history and art theory
- **Institute of Design and Media Arts** – ceramics design · graphic design · electronic music and media arts
- **Institute of Music** – solo instruments · string · wind · brass and percussion · orchestra · music theory and choir · chamber music · conducting
- **Doctoral School (DLA)** – painting · sculpture · music

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy



UNIVERSITY OF PÉCS
FACULTY OF MUSIC
AND VISUAL ARTS

www.international.pte.hu

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ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

..THE PARTNERS

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GRUPPO LUBE

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

The company was established in the year **1967** in the little town of Treia (Marche Region), in the heart of Italy, thanks to the experience and insight of its two founders, and soon became renowned for the quality of its products and the aggressive business strategies.

Gruppo **LUBE** includes the **Cucine LUBE** and **CREO Kitchens** brands and is currently the number one Italian kitchen company, both for the turnover (**270** million Euro in the year **2022**) and the quantity of the manufactured kitchens (**350** daily, over **85.000**/year), that are exported in over 85 countries worldwide.

The heart of the company growth strategy is the Store concept, with over **700** single-brand stores inaugurated just in Italy in the recent **3 years**. The Cucine Lube and Creo Kitchens brands offer wide collections, ranging from classic to modern models and including **480** different door finishes.

The Gruppo Lube strength is the flexibility, meaning as the capacity to satisfy every request of the client regarding style, materials and customization.



www.cucinelube.it

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..CLEMENTONI

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

Today, Clementoni is an important well-established player in the industry, proudly Italian and strongly focused on foreign markets whilst rooted in its place of origin, where it invents, designs, and develops all of the products in the catalogue. Clementoni is a trailblazer and standard-bearer of Italian excellence in Europe and all over the world, exporting to 83 different countries and boasting a turnover of 210 million euro (April 2021 – March 2022), 28 million games sold each year, 7 product lines, 1,100 new codes yearly, 600 employees, 9 sales subsidiaries in addition to the headquarters in Italy (France, Germany, Spain, UK, Portugal, Belgium, Holland, Turkey, and Poland) and 1 operational branch in Hong Kong.

MADE IN CLEMENTONI:

production chain and know-how

Clementoni is a completely integrated Italian enterprise able to create a game in its entirety, from initial idea to end product. What are the constituent elements that underpin our know-how?

1. A manufacturing tradition that goes back 60 years and is based on Mario Clementoni's down-to-earth philosophy that he used to sum up with the words: "if you don't know how to make something, you can't buy it either". Since that time back in 1963, Clementoni has never looked back.

2. The integrated production chain: all the games and toys are designed, developed and industrialised in Italy with a R&D team made up of over 60 toy practitioners.

3. Clementoni's toy practitioners are one big team of youngsters with an approximate average age of thirty. 50% are women and they have university degrees in a wide range of subjects, ranging from educational studies, psychology, design to graphics, etc. and they are able to follow the whole process from A to Z, meaning concept development to design and right up to the graphics stage.

4. Support for the local area: the company has always been acutely aware of the importance of a short production chain and in 2012 it started to bring back some of its outsourced China production to Italy in a move to favour local businesses and re-assume direct control of the process.

5. In 2022, 40% of the company's suppliers come from the Marches region.

6. Familiarity with consumer needs through ongoing conversations not only with families and children, but also with schools (over 100 across Europe) and teachers. A dense network made up of enduring relationships based on mutual trust.

7. Receptiveness to innovation: our conversation with the outside world is fuelled by constant contact with start-ups, universities and research centres which gives us insight into new trends and drives our product development.

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CLEMENTONI

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

CLEMENTONI believes in the social value of play

People and their welfare have always been a central part of Clementoni's work and projects and the company has striven tirelessly to create games accessible to everyone, regardless of age or personal circumstances. Accessible in the sense of affordable, accessible in the sense of easily available and accessible in the sense of simple to use.

... and in 2023

28 million games sold

4% of consolidated turnover invested in R&D
Ranked 11th on the European toy market
(internal reclassification of NPD data)

83 countries reached worldwide

90% of our production activities take place in Recanati, Italy

50,000 sq. m. is the size of our plant

All Play For Future Products are made in Italy at the Recanati plant.

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POLTRONA FRAU

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

Poltrona Frau has been a leader in the world of Made in Italy furnishings since 1912. It values artistic aptitude and meticulous craftsmanship, using only the highest-quality raw materials, like Pelle Frau® leather which makes it the ideal go-to for high-end furniture for the home and office. The search for style has led Poltrona Frau to create classic pieces that express a unique and intimate elegance, from Chester and Vanity Fair, designed by the founder Renzo Frau, to Dezza by Gio Ponti and Titanio, a project by Pierluigi Cerri that won the brand its first Compasso d'Oro Award. Today collections include iconic pieces from Jean-Marie Massaud, Ludovica + Roberto Palomba, Roberto Lazzeroni, GamFratesi and Neri&Hu. Poltrona Frau fosters an exquisite blend of tradition and innovation in its two other business units, Interiors in Motion and Custom Interiors.

Interiors in Motion specializes in developing exclusive interiors for luxury cars, yachts, rail and aviation and has

collaborated with many of the world's most respected luxury brands, including Ferrari, Porsche, Ducati, McLaren, Ferretti Yachts, Pershing, Riva and Singapore Airlines to name just a few. Custom Interiors develops seating and interiors solutions for auditoriums, theatres, airports, public spaces, office and store showrooms and hotels, working closely with many of the most influential architects and designers globally. It has partnered with the likes of Renzo Piano, Foster + Partners, Frank O.Gehry, Jean Nouvel, Zaha Hadid Studio and David Chipperfield to support many of their most important international projects.

The heart of all operations is in Tolentino, in the heart of the Marche region in Italy where the brands expertise that has passed from generation to generation, and has proudly earned numerous certifications for environmental sustainability and recognition of policies that protect the health and safety of employees.



www.poltronafrau.com

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RAINBOW

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

Rainbow S.p.A. has been operating in the children's and teen entertainment segment since 1995 and is one of the leading international players in the production of television and film products, as well as one of the leading European players in the creation, development, and licensing of content.

The Rainbow Group's business consists of the creation and development of both animated and live action content, the creation of television and film products inspired by them, and their subsequent commercialization, including through licensing.

During its more than 28-year history, the Rainbow Company has created and developed several properties. The portfolio of products is broadcast in more than 130 countries through different broadcasting platforms, and the same are marketed through leading companies in their fields of reference on a global scale.

In addition to the main property Winx Club, for which eight television series have been produced, including a spinoff (PopPixie), three dedicated feature films, and a parallel series called WOW – World of Winx, the Company has produced many other series such as Monster Allergy, Huntik – Secrets and Seekers, Mia and me, and the feature film Gladiators of Rome. Between 2018 and 2021, Rainbow also produced animated hit series 44 Cats and Club 57, a live action coproduction with MTV Networks Latin America Inc, a company of Viacom Group. Furthermore, in 2021 the latest animated properties Pinocchio and Friends and Summer & Todd have been launched. In addition to animated productions, Rainbow has also been expanding its product offer in the TV and film production market dedicated to adults and families.

In 2017 Rainbow acquired Italian leading Group Iven and its TV formats and film library owned by Colorado Film Production, an Iven Group company

that has been active in the market for over 30 years. Among the TV formats, new products including "Big Show" and "Enjoy" were added to "Colorado," which is now in its 20th edition. 2022 saw the release of miniseries "Me contro Te: La famiglia reale" airing on PrimeVideo since September 2022, but also two editions of TV show "Only Fun - Comico Show" airing on Channel NOVE since May 19, 2022. The thriller "My Name is Vendetta" was launched internationally on Netflix end of November 2022, and comedy film "The Price of Family", was released on Netflix on December 19, 2022. The comedy "Tre di troppo" directed and performed by Fabio De Luigi was distributed by Warner Bros in theaters from January 1, 2023, and comedy film "Me contro te 4: Missione giungla," also distributed by Warner Bros Pictures, was released in theaters from January 19, 2023.



www.rbw.it

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TOD'S GROUP

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

The **TOD'S Group** is a symbol of Italian excellence. It is deeply rooted in Italy's artisan traditions, with a wealth of values that distinguish its vision: a passion for craftsmanship, superb quality and timeless style.

Quality and creativity, tradition and modernity. A harmonious blend of these factors runs through the DNA of the TOD'S Group and its brands, each with its own identity: Tod's, Roger Vivier, Hogan and Fay. This overall vision draws strength from the brands' synergy in high-end design; it has enabled the Group to emerge as a leader in the footwear, leather goods and clothing sectors with a significant presence in all the global markets.

At the turn of the 20th century, Filippo Della Valle, Diego's grandfather, set up a small shoemaking workshop, pursuing the ancient profession with care and dedication. Driven by his passion for the work, Filippo refined his shoemaking business over time, elevating it to a level of excellence and passing his skills

down to his children. These authentic codes of style and quality have since become essential assets for the Group and still characterise its DNA today.

Over the years, the TOD'S Group has expanded its production by launching and acquiring prestigious brands. But it has always stayed true to its original set of principles: unique, uncompromising quality. Under the guidance of Diego and Andrea Della Valle, this clear vision has enabled the Group to become a benchmark in the international luxury market.

By skilfully combining craftwork traditions with innovation, the TOD'S Group has become a key player in the production and distribution of luxury footwear, leather goods, clothing and accessories, a global ambassador for Italy's deeply rooted manufacturing traditions, a symbol of the Italian lifestyle and of unparalleled quality.



www.tods.com

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..THE PLACE

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

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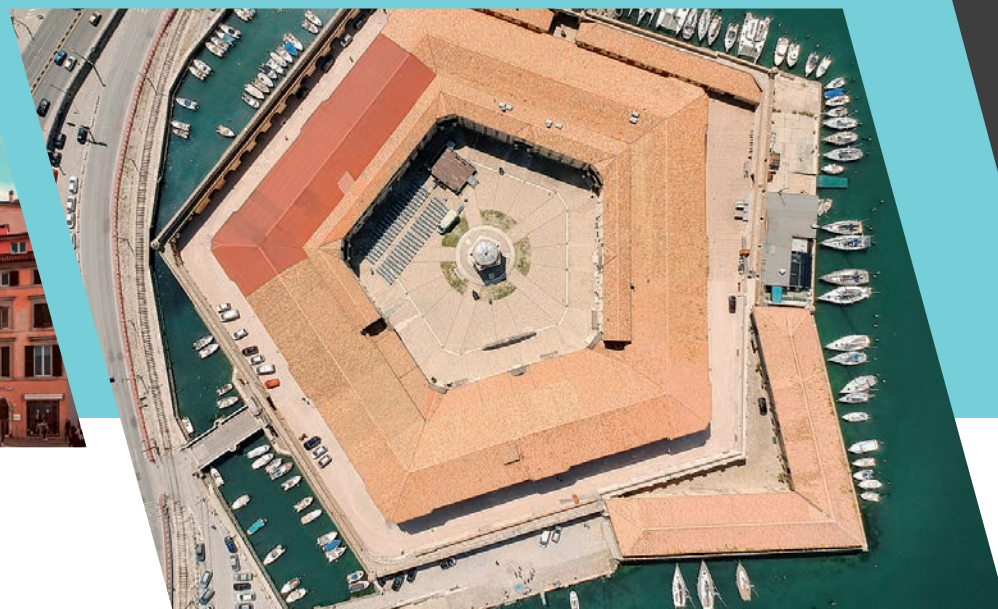
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ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

ANCONA AND MARCHE REGION



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..ANCONA AND MARCHE REGION

Ancona, the capital of the Marche region, has a thousand-year history, recently celebrating its **2.400-year anniversary**. As the **ancient gateway to the East**, it still maintains its **international** and constantly **evolving vocation**, adapting to the contemporary economic, cultural, and social challenges that have transformed the city in recent years, making it more **open** and **world-oriented**.

In this process of rebirth, Ancona has not lost its spirit and attitude towards **design, art, innovation, and technology**, confirming itself as a point of reference for the region and the entire Adriatic coast.

Design and creativity represent the tools for responding to incessant change.

\\ Best in Travel - Lonely Planet

Lonely Planet placed the Marche region in **second position among its 30 places not to be missed in 2020**, and the only Italian destination listed in the most famous travel guide in the world.

A comprehensive museum nestled between the sea and the mountains.

\\ Italy in One Region

The Marche, the only region on the peninsula in the **plural form**, is also celebrated because it gathers all the magical qualities of the country in one place: from beaches to **mountains**, from **national parks** to **ancient villages** and **castles**, from places of **spirituality** to **theaters and music**, and on through **food** and **wine** excellence.

\\ Arts, Crafts, and Industrial Excellence

Luthiers, bobbin lace, accordions, hats and paper, **ancient handicrafts**, alongside more than **30 modern manufacturing zones** of household appliances, footwear, wooden construction, naval engineering, superyachts, pharmaceuticals, lighting, animation, leather goods and musical instruments.

These industries represent the natural evolution of **traditional crafts**,

connected across time by the **art of know-how**.

\\ Marchigiani in The World

From **Raffaello Sanzio, Bramante, Gioacchino Rossini, Giovanni Battista Pergolesi, Gaspare Spontini, Giacomo Leopardi, Beniamino Gigli, Renata Tebaldi, Maria Montessori, Enrico Mattei, right up to the modern era of Valentino Rossi and Roberto Mancini**.

\\ Ancona 2022

The capital of the Marche Region, where Poliarte is located, was chosen as the finalist, from amongst 28 competing locations, as the **Italian Capital of Culture 2022**, awarded the title by the Council of Ministers.

ITALIAN DESIGN EXPERIENCE

Design

Ancona | Marche | Italy

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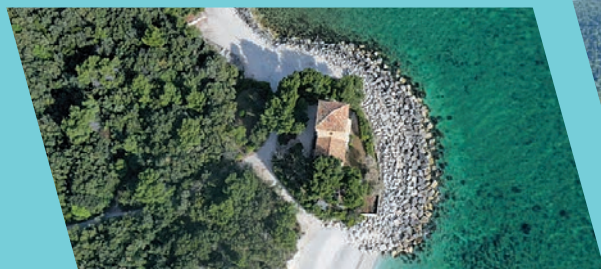
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ANCONA AND MARCHE REGION

ITALIAN DESIGN EXPERIENCE

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..DISTRICTS AND TRADITIONAL CRAFT: AN ALL-MARCHE HISTORY

The Myth of the “Metalmezzadro” and the Modern Manufacturing Zones: an all-Marche History

In a self-made region, where non-existent industry was nurtured, a methodology, a production process, and a multitude of famous brands, **Poliarte** was able to immediately insert itself into the corporate mechanisms of the “**Marche model**”, making its **contribution** and **promoting** design as a fundamental tool for the growth and development of the local economy.

In over **30 industrial zones** and myriads of **artisan** and **artistic micro excellences** of the Marche region, Poliarte has contributed to the success by carving out an active involvement with its students and professional teachers, supporting companies, participating in the **creation of an economic role model, exporting products and services to Italy and all over the world.**

This is thanks to the adoption of the use of **design** as a tool to create more than simply aesthetic value, and to the promotion of the discipline of **ergonomics**, of which Poliarte has pioneered a center of excellence since **1980** at an international level through the **IPSE**, the **European Institute of Psychology and Ergonomics**, an integral part of the academic structure.

Some of Marche region’s **stand-out brands**: Tod’s, Hogan, Loriblu, Scavolini, Ernesto Meda, Lube, Cesare Paciotti, Clementoni, Elica, iGuzzini, Guzzini, Ariston, Nuova Simonelli, Faber, Poltrona Frau, Arena, Fiam, Eko, Riva, Pershing, CRN, Fincantieri, Nero Giardini, Santoni, Angelini Pharma, Church’s, TVS, Alluflon, Rainbow, Paolo Soprani, Pigini and more

Marche region most prominent **productive sectors** are:

- \\ **Leather, footwear, and accessories**
- \\ **White goods and household appliances**
- \\ **Knitwear and accessories**
- \\ **Shipbuilding and superyachts**
- \\ **Precious metals and religious articles**
- \\ **Musical instruments**
- \\ **Pharmaceuticals, health and well-being**
- \\ **Cartoons, animation**
- \\ **Publishing**
- \\ **Kitchens, wooden furniture and accessories**
- \\ **Extractor hoods**
- \\ **Paper and paper conversion**
- \\ **Molding and plastic**
- \\ **Oil and agricultural equipment**
- \\ **Hats and straw processing**
- \\ **Denim articles**
- \\ **Refrigerated counters and shop furnishings**
- \\ **Stone**
- \\ **Tubing**

ITALIAN DESIGN EXPERIENCE

Design

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..HOW TO REACH US

By Plane

Ancona International Airport is located 18 kilometers from Ancona, and is connected with main Italian and European airports.

It's reachable by car and with the local Aerobus Raffaello bus service from Ancona's main train station and city center.

By Train

The central train station is connected with other main Italian cities, and is located about 1,5 km from Poliarte, and about 2 kilometers from the center, reachable on foot or by bus.

By Ferry

Ancona is the main port on Adriatic Sea, connecting Croatia, Greek, Albania and Turkey. It forms the heart of the city center.

By Car

Ancona is located on the A14, the highway that connects the entire Adriatic Coast from Bologna to Taranto.

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POLIARTE

GRUPPO RAINBOW