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ITALIAN _DESIGN_ EXPERIENCE

A learning journey in contemporary design

12 students from

Czech Republic, Hungary, Poland, and Slovakia

One month blended course

Ancona / Marche / Italy

design

Final publication



POLIARTE *design*
ACCADEMIA DI BELLE ARTI



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Career day partner



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How It Started

How It Started



Poliarte Academy is open to the world.

Since its foundation in 1972, the academy has promoted **international mobility** through the creation of collaborations with **foreign universities, academies, and other educational and cultural institutions.**

By sharing its creative skills and improving the experience of students, **building bridges of knowledge** with partners, the aim has consistently been the **mutual enrichment of knowledge and experience.**

The internationalization process and common exchange with European and non-European educational entities represent a fundamental and unique benefit in the enrichment of Poliarte and its partners' **training methods, student experiences,** and the departments involved, with the main objective of **cultural, social, professional, and linguistic development.**

Starting with this remit, Poliarte decided that the first international experience with east European countries will be on Italian design, and will involve all the V4 countries: Czech Republic, Hungary, Poland and Slovakia.

Whilst searching for partners, the Visegrad Fund was immediately identified as a vital resource that could help Poliarte in spreading the culture of Italian design and an innovative teaching methodology combining research, innovation, hands-on projects and techniques. Communication, exchange of opinions and ideas were fast and detailed: once everything was clear, Poliarte decided to proceed with the selection process of universities and partners.

The Idea

The Idea



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

12 students in design and fine art from the Czech Republic, Hungary, Poland and Slovakia will attend 2-week online courses plus 2 weeks in person in Ancona to discover how the scientific and specific methodology of the Italian design process can respond to the current regional and societal requirements of V4 students.

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.

Foreign students will learn to relate to each other and with teachers/speakers. The methodology and best practices used by Italian designers will be shared initially through theoretical and then later through real-life examples, in order to subsequently be used and adapted to the students' countries and local economies.

Inquiry and experiential learning components have been 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 and developing and applying a critical mindset.

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

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

Once back in their home countries, these young students will act as ambassadors and promoters of good design practice, introducing and influencing their network and future companies and colleagues as to how the Italian way of design can have a positive impact on their businesses.



The Participants

**Poliarte – Accademia
di Belle Arti e Design**
**Poliarte - Academy
of Fine Arts
and Design**
Ancona - Italy
www.poliarte.net

The Participants

Universities and academies that focus on design and fine arts were the primary candidates for involvement in the project. We chose to invite institutions from across the entire V4 area, not focusing solely on the big cities and capitals.

Poliarte - Academy of Fine Arts and Design is a design academy based in Ancona, Italy. Since 1972 it has created and organized post-graduate design courses.

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, recognized 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 that combines research, techniques, and innovation.

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 - MIUR.

The Educational Syllabus is divided across 5 departments:

- // Fashion Design
- // Industrial Design
- // Interior Design
- // Video-Film Design
- // Visual Design

Additionally, Poliarte offers short courses focusing on other design areas. It's a syllabus requiring compulsory attendance, striking the perfect balance between theory and practice. Theoretical, creative, design and workshop activities are undertaken with the aim of teaching students how to collaborate, how to communicate and build relationships, as well as inter-disciplinary studies across all the various areas of design.



POLIARTE *design*
ACCADEMIA DI BELLE ARTI

The Participants



The founding element of Poliarte's philosophy is the following: to create a connection and continuous exchange with the world of industry, commerce and business. A relationship of mutual interest that guarantees continuous progress and high-level training, offering places for talented individuals in companies through research projects, internships and job placements.

Design is seen as a strategic and integral discipline, at the service of business and society, regardless of the field and the final application.

Thanks to their privileged contacts with the commercial world (more than 2000 companies/design studios), Poliarte has an employment rate of 98% within 2 years of completing a Bachelor Degree qualification.



Technická univerzita v Liberci
Technical University of Liberec
Liberec – Czech Republic
www.tul.cz



The Technical University of Liberec – TUL – is a mid-sized progressive institution based in Liberec, marrying technical education with the wider university education system. Within six faculties and university institutes, it offers a wide spectrum of qualifications in technical and scientific subjects, humanities, as well as artistic and interdisciplinary studies. TUL has well-equipped laboratories and top-quality teams of research workers for humanities. TUL has actively participated in the creation of common European education areas and common European research areas. The Technical University of Liberec boasts excellent results in the field of science and research.

Magyar
Képzőművészeti Egyetem
Hungarian University of Fine Art
Budapest – Hungary
www.mke.hu



The Hungarian University of Fine Art – MKE – was the first and continues to be the most prestigious art academy in Hungary. Its traditions date back 150 years, and it represents and embodies a rich cultural heritage of which it is extremely proud, providing a home where future artists can nurture their talents and learn to navigate the world of art in the 21st century. An essential element of MKE is their spirit of innovation in partnership with tradition, the diversity of which is captured in their programs ranging “from pigment to pixel”. The old and the new are not vying with each other for dominance, but instead form an organic collective of the experience and knowledge of successive generations who learn from and draw on one another. Education, artistic research and the sharing of knowledge are the triple pillars of MKE’s mission statement.

Krakowskie Szkoły Artystyczne
Cracow School of Art and Fashion Design
Krakow – Poland
www.ksa.edu.pl



Cracow School of Art and Fashion Design – KSA – was established 30 years ago in Krakow, the cultural capital of Poland. The School offers tuition in Polish in the following fields: Fashion Design, Interior Design, Photography, Visual Merchandising, Drama, Choreography and Pattern Making.

KSA also offers tuition in English in Fashion, Jewellery Design and Creative and Commercial Photography.

Nearly 1000 students study at our school each year, with groups of 15-20 students on each course. KSA represents a point of reference for the whole of Poland – and abroad – for young people that want to study and train in design in the country.

Technická univerzita v Košiciach,
Fakulta umení
Technical University of Košice,
Faculty of Art
Košice-Sever - Slovakia
www.tuke.sk



The Technical University of Košice, Slovakia - TUKE - is a public college. It plays a key role not just in the East Slovak region as the only science, research, and education center in Slovakia, but also in Central Europe. The Faculty of Art provides higher education in architecture, design (Industrial, Innovation, Space, 2d and Visual Communication), fine art and media art, and is an active institution in the implementation of art, research and exhibition projects in Slovakia and internationally. The Department of Design is one of the three departments that make up the Faculty of Art at TUKE, and has been in operation since its establishment in 1998. TUKE students continue a long tradition of winning major awards at both Slovak and international competitions, as well as taking part in renowned exhibitions both at home and abroad.

The Participants



Opening video

<https://www.youtube.com/watch?v=qoV7KH9Jrig>



Students

<https://www.italiandesignexperience.it>

ITALIAN DESIGN EXPERIENCE USA TEAM PARTNERS COMPANIES Workshops Gallery Non-Discussion Policy

TEAM

- Fanni Galati**
Budapest - Hungary 1998
I always strive for being well organized but flexible at the same time. I've never known what else of education, experience you are going to give, I've got to be adaptable enough. The question is what I try to keep in my mind during the week on work.
- Laura Bernabe Dotti**
Budapest - Hungary 1998
I studied the Hungarian University of the Arts in Budapest. I like to work different, more manual approach to projects, which is also an issue in my life. I'm studying the history of projects with the time of space and materials, to make alternative covers for my favorite musical artists, of which I also collect their albums on vinyl.
- Veronika Anna Csizsar**
Budapest - Hungary 1998
Creative has always been an important part of my life. I keep experimentation and education as the main elements of my working method. My passion is to make my projects be diverse as possible and find ways to be unique, current and innovative.
- Caterina Santovito**
Lecce - Italy 1998
I'm currently studying industrial design. While designing, I try to incorporate nature and geometry into my projects. I enjoy working outdoors and going to those new things.
- Karin Kolesarova**
Prague - Czech Republic 1995
I'm a student of product design and I'm interested in people's behaviors and in solving problems. I've always been trying different areas of design to gain experience and gain a broader perspective. The most important for me is the communication and joint creative process.
- Stefania Sorichini**
Bologna - Italy 1998
I'm a product design student from Italy, in my work I try to combine culture and playful design together with User and Functional processes. My design and often inspired by functional elements I prefer to use to become regular in design or everyday life.
- Karin Kolesarova**
Prague - Czech Republic 1995
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The Objective

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Young, talented V4 students who attend the one-month Italian Design Experience course will be 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.

The V4 need to get away from their idea of their total independence from Western European economies and markets. V4 countries have countless examples of productive and artisanal excellence with their own identity as a result of their history, environment, and local traditions. But this local excellence needs to adapt in order to flourish, whether on an industrial or artisanal scale in order to be recognized outside their local region.

V4 youth have the moral obligation to:

// promote their nation and ensure, through design as an integral part and in a systematic and organised way, that regional excellence is preserved, protected from contingencies and allows growth 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 the ones 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.

The Journey

The Journey



A dynamic, contemporary, and intercultural journey that explores the different aspects of Italian design and manufacturing, taking place in the only region that comprises all the particular features of the Italian peninsula in terms of production, fine art, history, architecture, landscape, food and wine.

2-week interactive online lessons – Milestones of a conscious contemporary design:

- // History of Italian Design
- // Contemporary Trends in Italian Design
- // Ergonomics and Design
- // Project Culture
- // Design Methodology: The Italian Approach
- // Design Management
- // Project and Portfolio Presentation Strategies

2 weeks at the Poliarte Academy – 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 + Graphic and Multimedia design
- // Lectures on Italian design
- // Final project work presentation
- // Career day – portfolio and project presentation

The main goals of the course are:

- // To broaden theoretical knowledge of the roots of Italian design and its contemporary evolution;
- // To comprehend and learn how to apply Italian creative methods and experiment with new approaches to design;
- // To give an authentic and practical design experience and direct contact with companies;
- // To develop the ability to formulate a project that responds to the needs of both the client and the market;
- // To 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.



The Companies



Elica

Fabriano – Italy | www.elica.com

Elica, active in the sector since the 1970s, is the global leader in the production of cooker hoods and induction hobs, as well as the European leader in manufacturing of motors for domestic ventilation. Chaired by Francesco Casoli and led by Giulio Cocci, it has a production platform divided across seven sites in Italy, Poland, Mexico and China, with over 3,200 employees. Extensive experience in the field, great attention to design, refined materials and advanced technologies that guarantee maximum efficiency and reduce consumption are the elements that distinguish the Elica Group in the marketplace, and that have enabled the company to revolutionize the traditional image of cooker hoods: no longer simple accessories but uniquely designed objects capable of improving the quality of life.



iGuzzini

Recanati – Italy | www.iguzzini.com

iGuzzini illuminazione was founded in 1959 and is a leading international group in the architectural lighting industry, with 1,243 employees focused on researching, designing, and producing both internal and external lighting systems. It is based in Recanati (Macerata) with operational activities in more than 20 countries spread over 5 continents. Using light, iGuzzini works to improve the relationship between humans and their environment through research, industry, technology and awareness in places of culture, work, retail, cities, infrastructure and hospitality. iGuzzini has been part of the Fagerhult Group since 2019. The culture of light as a social innovation is iGuzzini's distinguishing feature. It has been working with the best architects, lighting designers and engineering firms for over seventy years to create innovative, high-performance lighting solutions capable of enhancing architecture and spaces. For iGuzzini, light allows the creation of safe, aggregate and comfortable places, and defines a person's mood, the colors and shapes of nature and works of art. This is why its vision is Social Innovation Through Lighting, developed along four guidelines: light culture, design, connectivity and sustainability.

In 2021, iGuzzini's turnover was €203.4 million, selling 82% of its production abroad and 18% in Italy, proof of its leading position in the domestic market and primary position in Europe and the most dynamic international markets.

The Participants

The Participants



Lube

Treia – Italy | www.cucinelube.it

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

Gruppo LUBE includes the Cucine LUBE and CREO Kitchens brands, and is currently the number one Italian kitchen company, both for turnover (249 million Euro in 2021) and the quantity of manufactured kitchens (350 daily, over 85,000/year), that are exported to over 85 countries worldwide. At the heart of the company's growth strategy is the Store concept, with over 500 single-brand stores inaugurated in Italy alone in the last 3 years. The Cucine Lube and Creo Kitchens brands offer extensive collections, ranging from classic to modern designs, including 480 different door finishes. Gruppo LUBE's strength is its flexibility, meaning it has the ability to satisfy virtually every client request with regards to style, materials and customization.

Poltrona Frau

Tolentino – Italy | www.poltronafrau.com

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 both 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 ventures, Interiors in Motion and Custom Interiors. Interiors in Motion specializes in the development of 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 centre of all operations is in Tolentino, in the heart of the Marche region in Italy where the brand's expertise has been 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.



The Participants



TOD'S Group

Sant'Elpidio a Mare – Italy | www.todsgroup.com

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 characterize its DNA today.

Over the years, the TOD'S Group has expanded its production by launching and acquiring other prestigious brands, but 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.

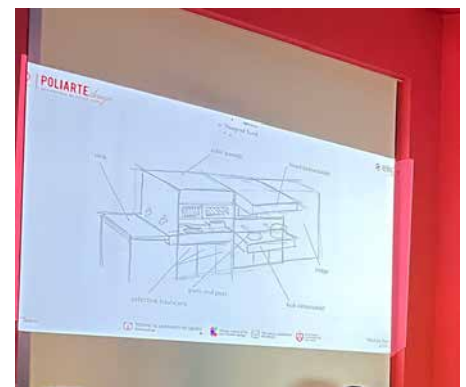
By skillfully combining craftwork traditions with innovation, the TOD'S Group has become a key player in the production and distribution of luxury footwear, leather goods, clothing and accessories, a global ambassador for Italy's deeply rooted manufacturing traditions, a symbol of Italian lifestyle and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



The Activities

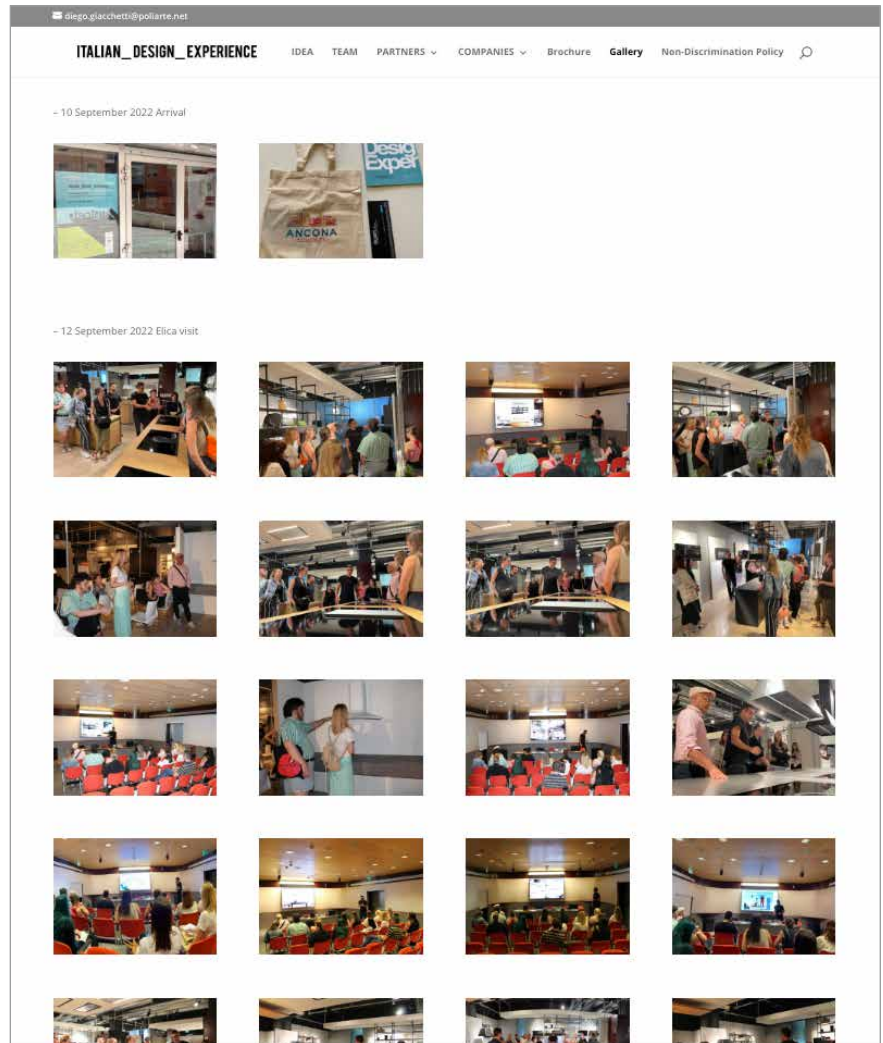


The Projects





<https://www.italiandesignexperience.it/foto/>



Career Day Partners





Video

Video

<https://www.youtube.com/watch?v=9PbQmYjag4E&t=24s>





What's Next?

What's Next?

The course represents an exciting experience not only for students, but also for us as the organizer too.

Being an integral part of the development of students, our Academy has reinforced its position as a potential point of reference in Italy for the V4 in the arena of design and fine arts.

Applicants and partners are planning to:

- Present the 2023 edition of the Italian Design Experience inside the Visegrad+ grants, involving new V4 academies and universities, plus new representatives from the Western Balkans and Eastern countries.

- Create an event in the summer of 2023 to assess how the careers of the 12 students from 2022 have been influenced by their experience, and how they shared what they learned. Comprehend through specific interviews how knowledge and understanding acquired from the summer course has influenced their academic and professional careers, and which tangible results they witnessed.

- Instigate a series of meetings and conferences involving the V4 plus Western Balkans and Eastern countries for understanding and disseminating world-renowned Italian design methods/success stories for boosting local economies.

- Organize at least 2 more editions through Visegrad Fund programs, involving students and companies.

Videos and a final report created following the first edition will in turn become the source material, publicity and advertising for future editions, which will involve:

- V4 plus Western Balkans and Eastern countries academy/university students, with the same sense of purpose given to their understanding and experience of Italian design, spreading this methodology to boost local economies;

- V4 academy/university teachers, adapting the teaching of design and workshop/practical subjects for remote and hybrid-learning environments. Additionally, fostering a consciousness of the use of design as leverage for the improvement of individual and mutual wellbeing;

- V4 companies/small business/arts and crafts, enabling them to discover, understand and network with local Marche Region businesses, creating an array of firms that support each other in developing a model based around the use of design as a tool to create a lasting competitive advantage suited to the specific characteristics of the V4 countries.

Conclusion

Conclusion



It's vital to create a generation of students and teachers conscious of the business and market reality beyond the confines of their academies and universities.

Teachers and influencers in the educational life of future designs must have a full and profound knowledge of the reality of the world of work, the production process and market dynamics.

Students must be taught, during their placements in business, how products and services are created in the real world, how company departments function and interact, how to present themselves professionally, connect and work meaningfully with diverse colleagues, manage daily issues arising from their role as designers, and how to deal with shortages of raw materials and energy, and the pandemic.

Since its foundation in 1972, the fundamental objective of Poliarte has been to create a connection and continuous exchange with the world of industry, commerce and business.

Poliarte has established an extensive network of contacts with many of the most prestigious companies and studios. A relationship of mutual interest that guarantees continuous progress 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 the analysis of high-level design connected to the world of craftsmanship and the main regional actors, V4 students will then be able to develop their own ideas and projects, tailor-made for their home countries.

Combining style, ergonomics, sustainability, branding, visual storytelling, business intelligence and market research, students will develop the ability to decipher what is 'contemporary' and translate it into meaningful and tangible products and services for their home regions and countries.



Contact

Contact

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www.poliarte.net



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Main partner



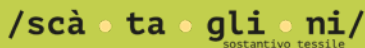
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