



## DS 223 ITALIAN DESIGN: THEORY AND PRACTICE

IES Abroad Milan

### DESCRIPTION:

This course introduces students to the history and evolution of the Italian Design and to the methods of the design process. We will explore the reasons and the context that gave birth to a worldwide trend that still influences our contemporary lifestyle. Italian Design will be presented through the life and work of the greatest designers and of the most innovative Italian companies. During the course, field trips will be organized to allow students to visit the most famous Milanese design locations, such as the Triennale di Milano and Museo Achille Castiglioni, and to participate in the international Design Week (held in Milan during the spring semester). To highlight the craftsmanship and hands-on nature of design, each student will develop his/her own design project, following the project from its initial concept to the production of a real object.

**CREDITS:** 3

**CONTACT HOURS:** 45

**LANGUAGE OF INSTRUCTION:** English

**PREREQUISITES:** None

### METHOD OF PRESENTATION:

Lectures, discussions, creative sessions, case studies, field studies, student presentations

### REQUIRED WORK AND FORM OF ASSESSMENT:

- Course Participation – 10%
- Midterm Exam – 20%
- Final Exam – 35%
- Design Project and Presentation – 35%

### Course Participation

An important part of the learning will be done in class through discussions and presentation of case studies. Students are expected to take an active part in these discussions by contributing their own experiences as well as concepts learned from assigned readings, homework, and lecture materials.

### Midterm Exam

The exam is a written essay based on the readings and lectures held during the course.

### Final Exam

The exam is composed of the design project developed during the course and a written paper related to the same theme (see: Design Project and Presentation below).

### Design Project and Presentation

During the course, students will work in teams to develop a project by following all the design phases. Students will first receive a brief describing the target, the context, the technology of production, and the price.

They will then be guided through the design process to create a real object. At the end of the course, as part of the final exam, the student teams will be asked to present their projects to the class, showing the evolution of their design and evaluating the final result. In addition, each individual student is required to deliver a written paper of 6-8 pages that accompanies the final design project and presentation. The paper will account for the thought processes that motivated their design choices throughout the project and will situate their project in relation to the historical examples learned in class.

### LEARNING OUTCOMES:

By the end of the course students will be able to:



- Understand the role of Italian design in influencing design practice
- Recognize how the relationships between artisans, industry, and designers contributed to the creation of a unique Italian design culture
- Know how to innovate using design methodologies and phases by applying a trial and error approach
- Design a working prototype of their final object
- Test their creative skills and become familiar with the production world

**ATTENDANCE POLICY:**

Regular class attendance is mandatory. Students are expected to attend classes each day. IES Abroad Milano allows a maximum of two excused absences per course, to be used for emergencies related to health, family, and/or religion. Each further absence will automatically result in a penalty of 2 points off (2/100) the final grade. Please note that this rule does not apply to exams: failure to attend your Midterm and/or Final exam will automatically result in an F grade on that paper/exam. Seven absences per course will result in a failing grade (2 excused absences included). Furthermore, an absence on the date of a scheduled test, presentation, quiz, or exam does not entitle you to recover/reschedule such tests. If using absences for travel, students must be aware that they may remain with no excusable absence in case of illness.

**CONTENT:**

Week	Content	Assignments
<b>Week 1</b>	<p><b>Introduction to the course &amp; Historical Background 1</b></p> <ol style="list-style-type: none"> <li>1. Framing the main contents of the course and exploring students’ expectation</li> <li>2. Introducing the Italian historical context and the reason for the world-wide success of Italian design</li> </ol>	<ul style="list-style-type: none"> <li>• <i>Made in Italy: Rethinking a Century of Italian Design</i>, Grace Lees-Maffei, Kjetil Fallan (pg. 9-20)</li> <li>• <i>Brief History of Italian Industrial Design</i>, <a href="http://goo.gl/H78ZbP">http://goo.gl/H78ZbP</a></li> <li>• <i>What is Italian Design? A look to history for ideas</i>, Giampero Bosoni <a href="http://italianjournal.it/what-is-italian-design-a-look-to-history-for-ideas/">http://italianjournal.it/what-is-italian-design-a-look-to-history-for-ideas/</a></li> <li>• Make a short PDF of PPT Presentation on the object assigned to you, explaining its history and the reason for its success</li> </ul>
<b>Week 2</b>	<p><b>Masters of Italian Design 1 &amp; Creative Thinking</b></p> <ol style="list-style-type: none"> <li>1. New lifestyle icons: Italian design through its objects</li> <li>2. What is creativity? How to think outside the box? The Bruno Munari method</li> <li>3. The design of light: project launch</li> </ol>	<ul style="list-style-type: none"> <li>• <i>The Scooter – A Short History of a Cultural Icon</i>, Mike Hanlon <a href="http://goo.gl/IYV4Qg">http://goo.gl/IYV4Qg</a></li> <li>• Lambretta <a href="https://en.wikipedia.org/wiki/Lambretta">https://en.wikipedia.org/wiki/Lambretta</a></li> <li>• FIAT 500 NUOVA <a href="http://goo.gl/8t3rGY">http://goo.gl/8t3rGY</a></li> <li>• <i>Design as Art</i>, Bruno Munari (pg. 89-112)</li> <li>• <i>Creative Confidence: Unleashing the Creative Potential within us all</i>, Tom Kelly <a href="http://www.creativeconfidence.com">www.creativeconfidence.com</a></li> </ul>
<b>Week 3</b>	<p><b>Course-Related Trip 1 &amp; Design Project</b></p> <ol style="list-style-type: none"> <li>1. Course-Related Trip: Triennale Ettore Sottsass, guided tour</li> <li>2. Counter Brief</li> </ol>	<ul style="list-style-type: none"> <li>• Make a short research on the project assigned to you (due next lesson)</li> </ul>

<b>Week 4</b>	<b>Masters of Italian Design &amp; Course-Related Trip 2</b> 1. Achille Castiglioni and the design of light 2. Course-Related Trip: Castiglioni Design Studio	<ul style="list-style-type: none"> <li>• <i>The Secret History of the Arco Light</i>, Kate Watson-Smyth <a href="http://goo.gl/WS37c9">http://goo.gl/WS37c9</a></li> <li>• Make a short research on the topic assigned to you (due next lesson)</li> </ul>
<b>Week 5</b>	<b>Masters of Italian Design &amp; Midterm Exam</b> 1. Olivetti 2. Midterm Exam	<ul style="list-style-type: none"> <li>• Develop 3 concepts on the counter brief (due at a later date given by professor)</li> </ul>
<b>Week 6</b>	<b>Design Project &amp; Masters of Italian Design</b> 1. Concept 2. Enzo Mari	<ul style="list-style-type: none"> <li>• Develop the concepts through mock-ups (due at later date given by professor)</li> </ul>
<b>Week 7</b>	<b>Course-Related Trip 3 &amp; Design Project</b> 1. Danese Showroom 2. Development	<ul style="list-style-type: none"> <li>• Develop a series of prototypes (due at a later date given by professor)</li> </ul>
<b>Week 8</b>	<b>Design Project</b> 1. Prototyping	<ul style="list-style-type: none"> <li>• Develop the final prototype and drawings, start to develop communication and commercial strategy (due at a later date given by professor)</li> </ul>
<b>Week 9</b>	<b>Course-Related Trip</b> 1. Design Week: Evening at the FuoriSalone	
<b>Week 10</b>	<b>Course-Related Trip</b> 1. Studio Musero Vico Magistretti	<ul style="list-style-type: none"> <li>• Guided tour</li> </ul>
<b>Week 11</b>	<b>Project Production 1 &amp; Project Production 2</b> 1. Producing your idea 2. Producing your idea: selecting materials and tools	<ul style="list-style-type: none"> <li>• In collaboration with local FabLab at IES Abroad Center (due at a later date given by professor)</li> </ul>
<b>Week 12</b>	<b>Project Production 3</b> 1. Producing and presenting your idea	<ul style="list-style-type: none"> <li>• Produce the materials for the final exam (due date of the final exam)</li> </ul>
<b>Week 13</b>	<b>Project Presentation &amp; Final Exam</b>	

#### COURSE-RELATED TRIPS:

- Museo Castiglioni – Milano
- Museo del Design e Triennale – Milano
- Studio Museo Magistretti – Milano
- Showroom Danese – Milano
- Design Week – Fuori Salone - Milano



#### REQUIRED READINGS:

- *Milan Since the Miracle: City, Culture and Identity*, John Foot
- *Masterpieces of Italian Design*, Michele De Lucchi, Catharine Rossi
- *Creative Confidence: Unleashing the Creative Potential Within Us All*, Tom Kelly. <http://www.creativeconfidence.com/>
- *Achille and Pier Giacomo Castiglioni*, Matteo Vercelloni - Minimum design – English edition
- “It is in the Use of an Object that its Destiny is Written: The director of Milan’s Triennale Design Museum reflects on the functional side of design,” Silvia Annicchiario, architect, Director of the Triennale Design Museum
- “What does Italian Design Mean to You?: The design world answers the Italian Journal’s question,” Laura Giacalone
- “The Scooter – The Short History of a Cultural Icon,” Mike Hanlon

#### RECOMMENDED READINGS:

- *Made in Italy. History of Italian design*, Renato De Fusco – Laterza Editore
- *Italian Design*, Giampiero Bosoni, Paola Antonelli - MoMA Design
- *Italian Design Beyond The Crisis - Autarky, Austerity, Autonomy*, Beppe Finessi - Corraini Edizioni
- *The Enzo Mari Method*, Domus <http://www.domusweb.it/en/from-the-archive/2012/08/11/the-enzo-mari-method.html>
- *100 Objects of Italian Design*, Silvana Annicchiario - Gangemi edizioni