

# IED Design milan • rome • turin • madrid • barcelona • são paulo



Interprets the excellence of Italian design through a process of training whose roots are embedded in the culture of Made in Italy: creativity, entrepreneurial drive, technological innovation and familiarity with the market.

Alert to evolutions in taste and new trends, IED Design has always been one step ahead with its contents, languages and expressive and formal codes in all sorts of different sectors: from street furniture to children's toys.



## **INDUSTRIAL DESIGN** \* *also available in English in Milan milan - rome - turin - madrid - barcelona - são paulo*

This course enables students to develop theoretical and practical knowledge suitable for designing products for the manufacturing system. By applying their familiarity with technological tools, production processes, materials and cultural trends, industrial designers are capable of analysing and understanding the market, interacting with business to create products.

## **INTERIOR DESIGN** \* *also available in English in Milan and Barcelona, also available in Korean in Milan*

*milan - rome - turin - madrid - barcelona - são paulo*

Interior designers are the interpreters of the individual and collective requirements of contemporary living: their task is to compose and organise the habitats of the home, the workplace and public venues. They must know how to co-ordinate technique with aesthetics, technology with innovative products and functionality with refinement.



“Designers **ARE THE ARTISTS** of our industrial society. They can transform our everyday landscape and our cities. They can enrich our collective imagery with new shapes. Theirs is a cultural as well as a material mission, to be pursued with creativity, responsibility and enthusiasm”.

**Gillo Dorfles**  
Art and design critic,  
Member of the IED Advisory Committee



## PARTNER & COLLABORATIONS

The IED's partners include: 3M Italia, Acquario Romano, Acropoli per Abitare il Tempo- Verona, Adecco, ADI, AEM, Aldabra, Alitalia, Alessi, Artemide, Artesanias de Colombia Ministerio de Desarrollo Economico, Assufficio, Automobilismo, Benetton Group, Bisazza, Boffi, Bombardier Transportation, Caimi Brevetti, Cisco Systems, Città Fiera- Gruppo Bardelli, CMF Marelli, COREPLA, Degw, De Sisti Lighting, DMG, Dupont "Imagineering", Emergency, Fiat Auto - Centro Stile, Filo d' acqua - Regione Piemonte, Fondazione Peggy Guggenheim, Flos, Formec Biffi, GdA (il Giornale dell'Arredamento), General Electric Plastics, GiòStyle, Green Cross Italia Onlus, Hitachi GmbH, Honda, Kartell, Ideal Standard, I Guzzini Illuminazione, Il Bagno, ILTI LUCE, Imaginarium, Jaguar, Kraft Jacobs Suchard, Lancia, Larusmiani, Lego, Lever Fabergé, l'Oreal, Luxottica, Maserati, Mattel Toys Italia, My Chef, Nokia, Philips, Philip Watch, Piaggio & C., Pininfarina, Piquadro, Pirelli Pneumatici, Poltrona Frau, Prima Classe di Alviero Martini, Provincia di Milano, RAI Educational, RAI International, Redbull, Renault Veicoli Industriali Italia, Rotary Club, Salone di Ginevra, Schopenhauer - Gruppo Fontana Arte, San Carlo, SEA Aeroporti, Seat, Sector, Studi cinematografiche Cinecittà, Swarovski International, Teatro Nazionale Eliseo - Roma, Theatre du Rond Point - Paris, Unicef, Viaggi del Ventaglio, Villa Reale di Milano, Whirlpool, Zanotta.



## SET - THEATRE DESIGN

*milan - rome*

Concrete, fleeting and virtual: theatre design uses the tools inherited from a great tradition and the very latest digital technologies to enable its practitioners to conceive, design and create the spaces destined to host theatrical performances, cinema, television, communication events, culture and sport.

## EXHIBIT DESIGN \* conducted in English

*barcelona*

The Exhibition Designer is a professional whose skills cut across and co-ordinate the specialised fields of visual communications, interior architecture and design to create public and private exhibition spaces.

These professionals make accurate choices of every detail - from material and furnishings to finishes and colours - to create and interpret space, providing an overall vision of the project.

## TRANSPORTATION DESIGN

*barcelona*

This course develops the topics related to the design, the style and the development of systems of transport, in partnership with the most important firms operating in the industry. The aim of the course is to train a professional profile with an aptitude that cuts horizontally across categories, on the one hand alert to the psychological and emotional mechanisms that trigger consumer actions and, on the other, capable of designing transportation systems, accessories and vehicles in the broad sense.

## TRANSPORTATION DESIGN: CAR DESIGN \* also available in English

*turin*

This course enables students to develop the theoretical and practical knowledge suitable for designing automobiles and their interiors. By applying their familiarity with technological tools, production processes and cultural trends, car designers are capable of analysing and understanding the market, anticipating the forms, functions and colours that will set future trends.



The IED's locations are equipped with libraries containing extensive collections of specialised publications, workstations with computers equipped with design software and broadband Internet access and PC and MAC workshops. According to their syllabus requirements, some locations have:

- Model making workshops
- Rapid prototyping workshops
- Lighting technology workshops
- Photography workshops