



QUASAR SUMMER SCHOOL

PRODUCT DESIGN DEPT.

New Design Scenario of Self Made in Italy

When	13 july 2015 - 26 july 2015
Duration	two weeks session (80 hours of lesson over 9 days) II session: 24 august 2015 – 6 september 2015 from 10:00 AM to 19:00 PM (with 1 hour break)
Credits	(recommended) 8 ECTS

ORGANIZING INSTITUTION

QDU Quasar Design University – via Nizza 152 Rome ITALY
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INTRODUCTION

During his summer, the most innovative exponents in the fields of new design scenario share their creative process with students in practice-based workshop that have been developed specially for Quasar Summer School.

Our hands-on, free-style and interdisciplinary seminar pull in curious, ambitious and talented students as well as professionals from all over the world for an intense and unique period of research, exchange and enjoyment in a refreshing and inspiring environment like Rome city.

If you are a designer and you are looking to broaden your competences and find inspiration, this our workshop is designed for you.
Quasar Summer School integrates innovative design into the splendid setting of ancient city of Rome.

We invest in a culture that respects the past and builds for the future, research into a sustainable relationship between the artisan technical and the innovative method and offer a creative environment for people of all cultures to share. The new trend of self-production can therefore become the main way for the new generation of young designers.

TOPICS

- Contemporary Design in Italy
- Introduction to Self Made Design
- Analysis of economical and cultural scenario
- Artisan and craftsmanship
- Developing 2D Concepts into 3D Prototypes
- Introduction to branding and communication strategy
- Introduction to Social Media Marketing

TEACHING STAFF

Course leader: Arch. Luca Leonori



Luca Leonori

Is the founder of 'Graphite design', a team of architects specializing in industrial, graphic and interior design. Since 1990 he has been engaged in educational activities at Rome's renowned Quasar Design University, where he became Director in 2009.

In 2001, he started teaching industrial design at the Faculty of Architecture 'Ludovico Quaroni' in Rome, and taught a Masters in Industrial Design at the University of Industrial Design in Montevideo, Uruguay in 2004. Since 2006 he has been teaching industrial design also at the Faculty of Architecture in Valle Giulia, Rome.

Luca won several awards for his work, including seven nominations to the ADI (Industrial Design Association) golden compass.



This course is led by the tutors of our Product Design department. Every tutors area established professionals designer with several year of experience.

Teaching staff:

Valerio Ciampicacigli - Paula Studio

Giulio Patrizi - GiulioPatriziDesigner

TARGET GROUP

This course course is aimed at current product designer students or new professionals who wish to enrich their design experience in great city Rome. Studio sessions will be supported by artisanal workshop visits and tour of the city. Rome it's a place where tradition, new technologies and craftsmanship coexist.

Entry criteria

To attend this practical course participants must have completed a bachelor degree in industrial/product design or have at least two years product industry experience.

COURSE AIM

In this saturated market of industrial products, the self-produced design is becoming increasingly popular. The product categories are varied and range from decorative items to those for the person, the result of the creativity and the work of designers who manage the entire design process, from the definition of the idea until its production and distribution. A new phenomenon now at the center of the debates of the international design week, a place less known and less reviewed, but definitely very productive. The self-production, of theoretically constitutes a kind of affirmation of autonomy in practice often results in a real self-promotional strategy, with which the young designers trying to get in touch with the industry. Other times it is rather a step towards forms of production handled precisely, between crafts and small series, is emerging as a figure of designer / craftsman or designer / entrepreneur. Moving ever by a renewed interest in the manual and direct experimentation on the subject, the self-production can therefore become the main way for young designers.

CREDITS INFO

Upon successful completion you will receive a certificate of attendance for a level of attainment expected by our academic staff. If you wish to receive credit for your time in Italy you will need to arrange this with your faculty at home before you attend. QDU can supply module specifications to assist in calculating a credit equivalency. As a guide the summer programme is equivalent to 4 ECTS per week.

TUITION FEES

• Course + course materials + Q-card	€ 1.490,00
• REDUCED PARTICIPATION for students from other universities	€ 1.290,00
• REGISTRATION BONUS UNTIL 13 June 2015	€ 1.290,00
• GROUP DISCOUNT AT LEAST N° 5 PARTICIPANTS	€ 990,00

Not included: tickets for exhibitions or museums, transportation, final realization in digital print of the photobook, and all topics not specially described.

SCHOLARSHIP

QDU one scholarship for every 10 participants is provided for this course. The amount is one half of the participation fee. The scholarship will be assigned to the author of best final work.

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