

I

50 YEARS
OF EXPERIENCE
100% ITALIAN NETWORK
11 LOCATIONS
AROUND THE WORLD
10,000 STUDENTS A YEAR
35% OF FOREIGN STUDENTS
+ 100 NATIONALITIES
+ 1000 PARTNER COMPANIES

IED IS A GROWING INTERNATIONAL
HIGHER EDUCATION NETWORK
IN THE FIELDS OF DESIGN,
FASHION, VISUAL ARTS,
COMMUNICATION AND MANAGEMENT.

E

IED
EDUCATIONAL OFFER
INCLUDES
UNDERGRADUATE COURSES,
MASTER COURSES,
ACADEMIC YEAR AND
SEMESTER COURSES,
SUMMER/WINTER COURSES,
CONTINUING EDUCATION COURSES.

MILAN, BARCELONA,
CAGLIARI, COMO,
FLORENCE, MADRID,
TURIN, ROME, SAO PAULO,
RIO DE JANEIRO, VENICE.

D

IED nasce nel 1966 da una felice intuizione del Presidente Francesco Morelli ed è oggi un'eccellenza di matrice completamente italiana, che opera nel campo della formazione avanzata e della ricerca, nelle discipline del Design, della Moda, delle Arti Visive, della Comunicazione e del Management.

A cinquant'anni dalla sua fondazione, IED è una scuola internazionale, un luogo di cultura e formazione articolato in un network di 11 sedi. Milano, Roma, Torino, Venezia, Firenze, Cagliari e Como quelle italiane; Barcelona, Madrid, São Paulo e Rio de Janeiro le sedi internazionali.

La sua mission è chiara e condivisibile: offrire ai giovani creativi una preparazione completa, una "Cultura del Progetto" che li accompagni per tutta la vita, dove sapere e saper fare convivono grazie a professionisti affermati coinvolti nella didattica e partnership con aziende prestigiose. In questa semplice frase è racchiuso il manifesto dell'Istituto fin dalle sue origini.

La cultura spirituale e materiale dei luoghi, il Genius Loci, moltiplica l'importanza dell'interazione tra le culture, come parte del patrimonio dell'intero pianeta. Vivere il Genius Loci delle diverse sedi IED rappresenta per gli studenti una straordinaria occasione di immergersi in quegli stessi luoghi in cui la materia che hanno scelto di apprendere ha avuto origine o si è sviluppata.

IED was established in 1966 thanks to the intuition on the part of the President Francesco Morelli and today is a 100% Italian international excellence, operating in the fields of advanced training and research in the disciplines of Design, Fashion, Visual Arts, Communication and Management.

After half a century of activity, IED is nowadays an international network, a centre of multifaceted culture and training comprising 11 locations. In Italy, IED is present in Milan, Rome, Turin, Venice, Florence, Cagliari and Como. Barcelona, Madrid, São Paulo and Rio de Janeiro mark its international presence.

IED has a clear mission: to offer young creatives comprehensive training, through a "Project Culture" that will accompany them throughout their lives. Knowledge and know-how are developed together thanks to partnerships with prestigious companies and outstanding professionals teaching in IED courses.

The spiritual and material culture of local areas, the so-called "Genius Loci", strengthens the importance of interaction among cultures, as heritage of the planet. Experiencing the Genius Loci of each IED location offers students the extraordinary opportunity to really live the place where their chosen subject originated or developed.

El IED nació en 1966 de una intuición del Presidente Francesco Morelli y hoy es una red internacional de excelencia italiana que opera en el campo de la formación y la investigación en las disciplinas del Diseño, la Moda, las Artes Visuales, la Comunicación y el Management.

Cincuenta años después de su fundación, el IED es una escuela internacional, un lugar de cultura y formación articulado en una red de 11 sedes. Milán, Roma, Turín, Venecia, Florencia, Cagliari y Como las italianas. Barcelona, Madrid, São Paulo y Río de Janeiro las sedes internacionales.

Su misión es clara y comprensible: ofrecer a los jóvenes creativos una formación completa, una "Cultura del Proyecto" que los acompañe a lo largo de sus vidas, gracias a un cuerpo docente compuesto por expertos y profesionales, y acuerdos con empresas prestigiosas, donde el saber y el saber hacer crezcan juntos.

La cultura espiritual y material de los lugares, el Genius Loci, multiplica la importancia de la interacción entre las culturas, como parte del patrimonio de todo el planeta. Vivir el Genius Loci de las diferentes sedes IED representa para los estudiantes una oportunidad extraordinaria de sumergirse en aquellos mismos lugares donde el sector que han escogido aprender nació y se desarrolló.

O IED nasce em 1966 de uma feliz intuição do Presidente Francesco Morelli, é hoje, uma matriz de excelência completamente italiana, que opera no campo da formação avançada e da pesquisa, nas disciplinas do Design, da Moda, das Artes Visuais, da Comunicação e do Management.

Hoje, cinquenta anos após a sua fundação, o IED é uma instituição internacional, um lugar de cultura e formação articulado por um network de 11 sedes. Milão, Roma, Turim, Veneza, Florença, Cagliari e Como, em território italiano, e Barcelona, Madrid, São Paulo e Rio de Janeiro, como unidades internacionais.

Sua missão é clara e compartilhada: oferecer aos jovens criativos uma preparação completa, uma "Cultura do Projeto", que os acompanhará por toda vida graças a um corpo docente constituído por excelentes profissionais e à parceria com empresas de prestígio, em que saber e o saber fazer crescem juntos. Esta simples expressão se destaca no manifesto do Instituto Europeu de Design (IED) desde sua fundação.

A cultura espiritual e material de cada lugar, o Genius Loci, multiplica a importância das interações entre as culturas, como parte do patrimônio de todo o planeta. Viver o Genius Loci nas diversas sedes do IED representa para os estudantes uma extraordinária oportunidade de imersão nos mesmos lugares nos quais a matéria que escolheram aprender teve origem ou se desenvolveu.



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06





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12



SCOUT OUT ING

14



MELTING



16

POT



19





21





22

24



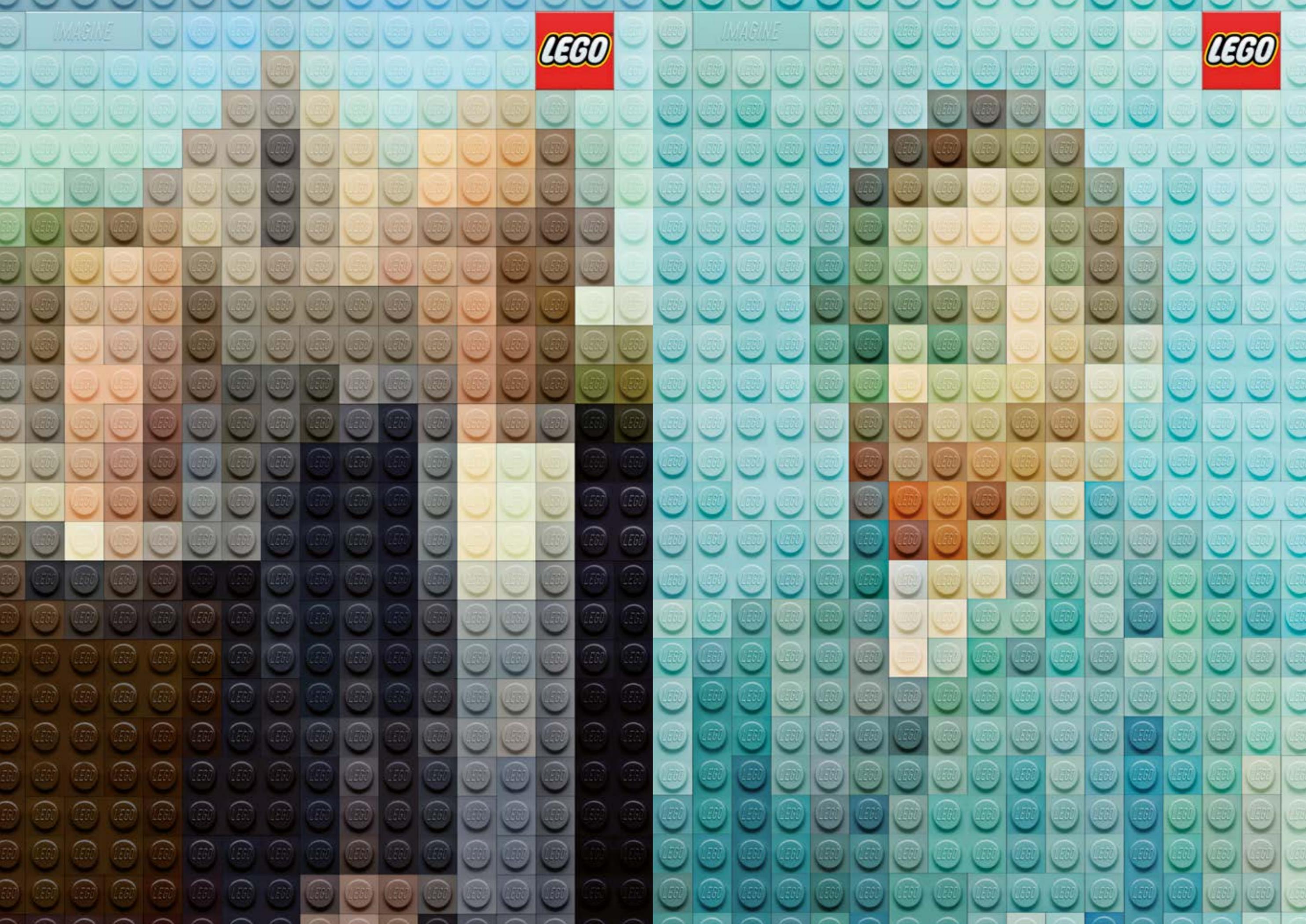
ATTITUDE



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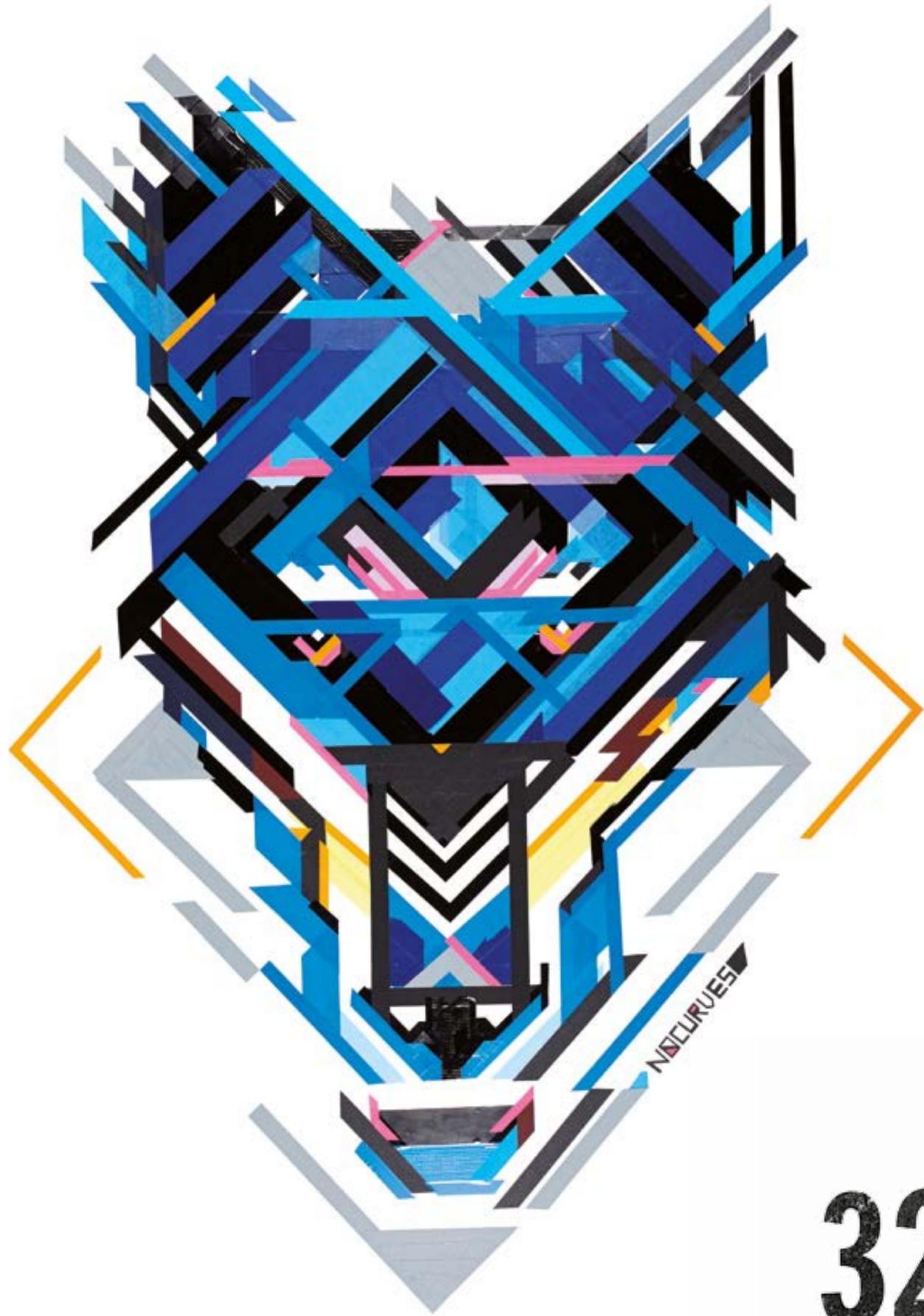


IMAGINE

LEGO

IMAGINE

LEGO



32





36

INCUBATOR





41



LAB



43

44



46



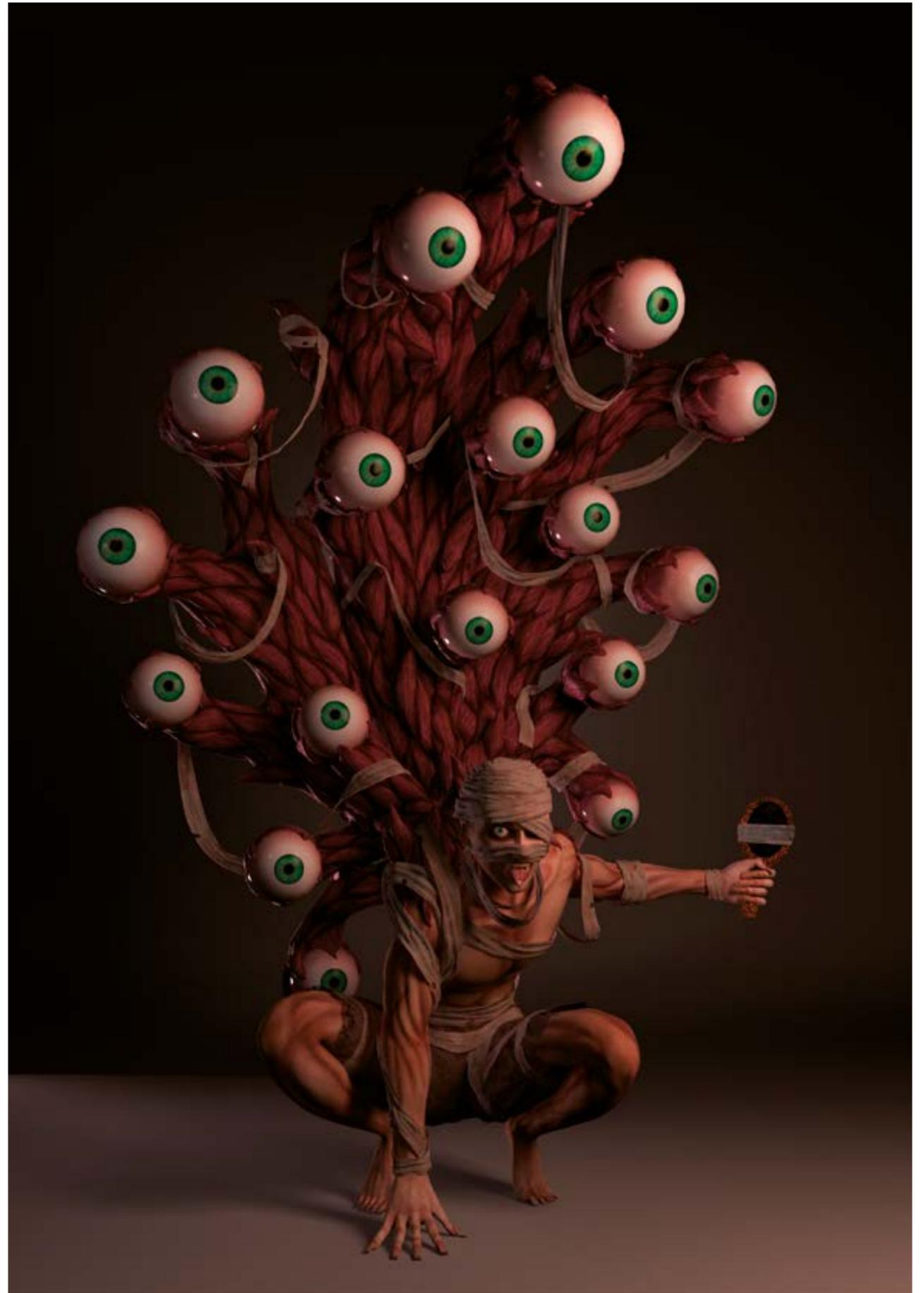


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FEAR

52



VISION

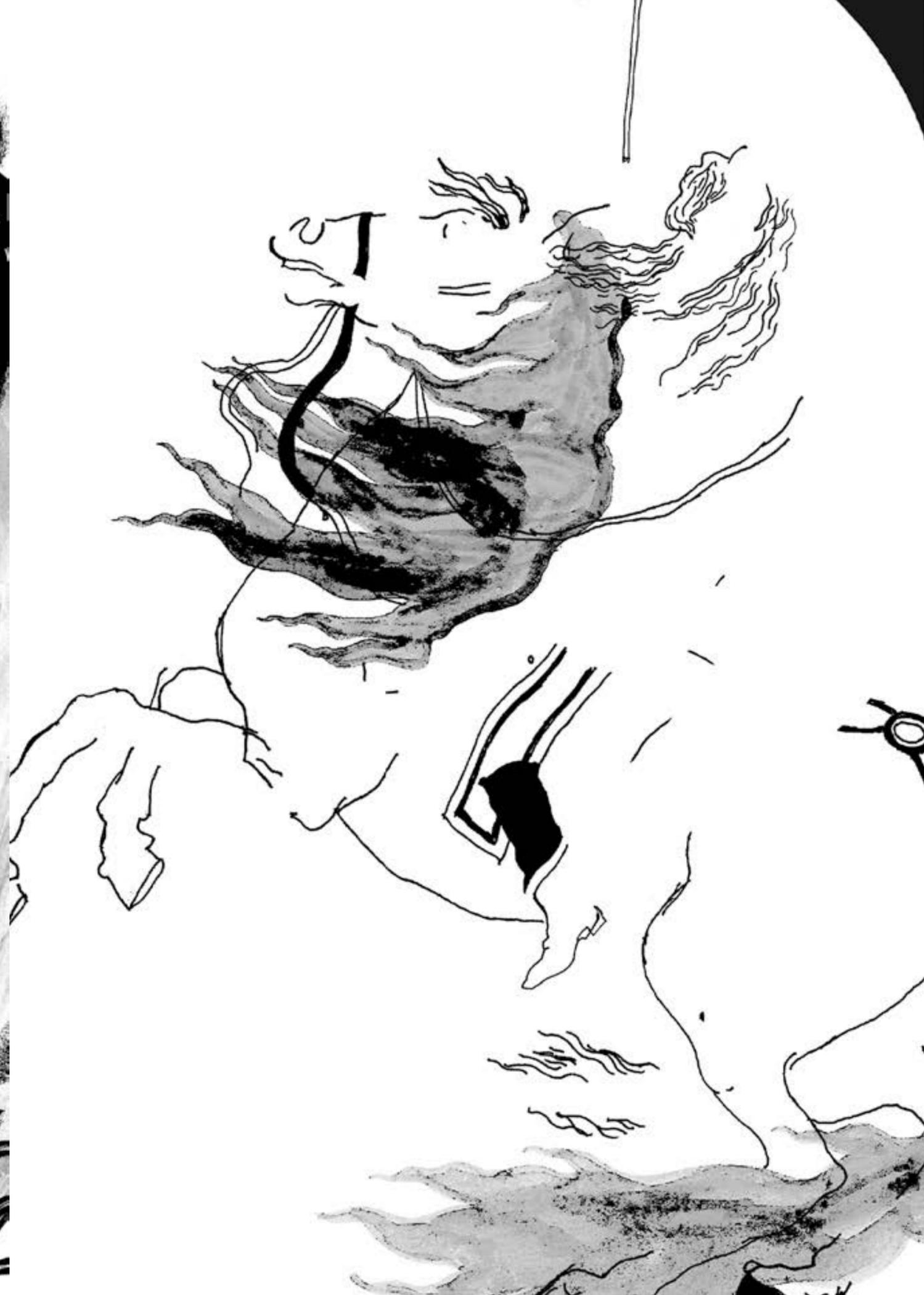


54

57

PROFESSIONS



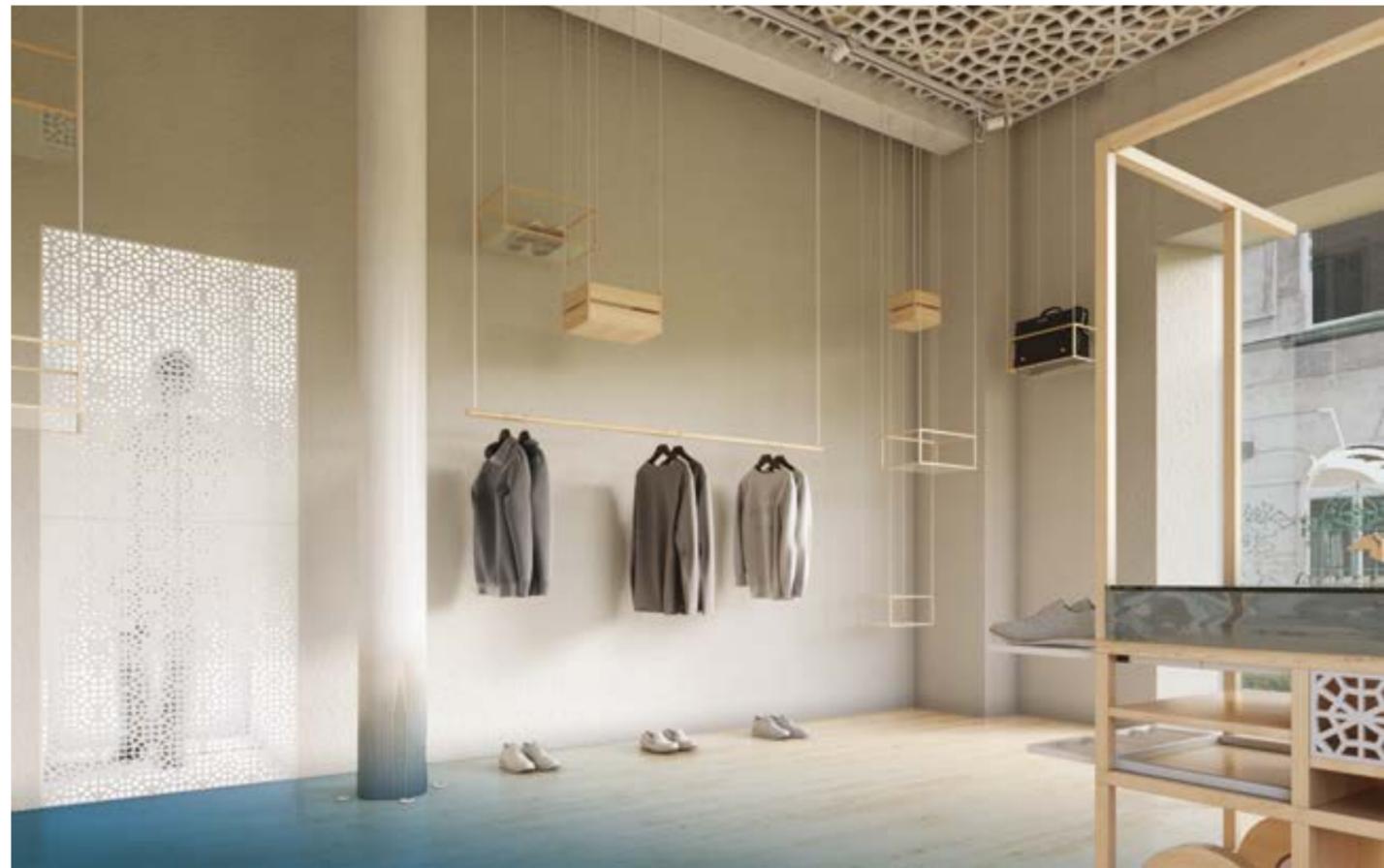


60









INDUSTRY

69







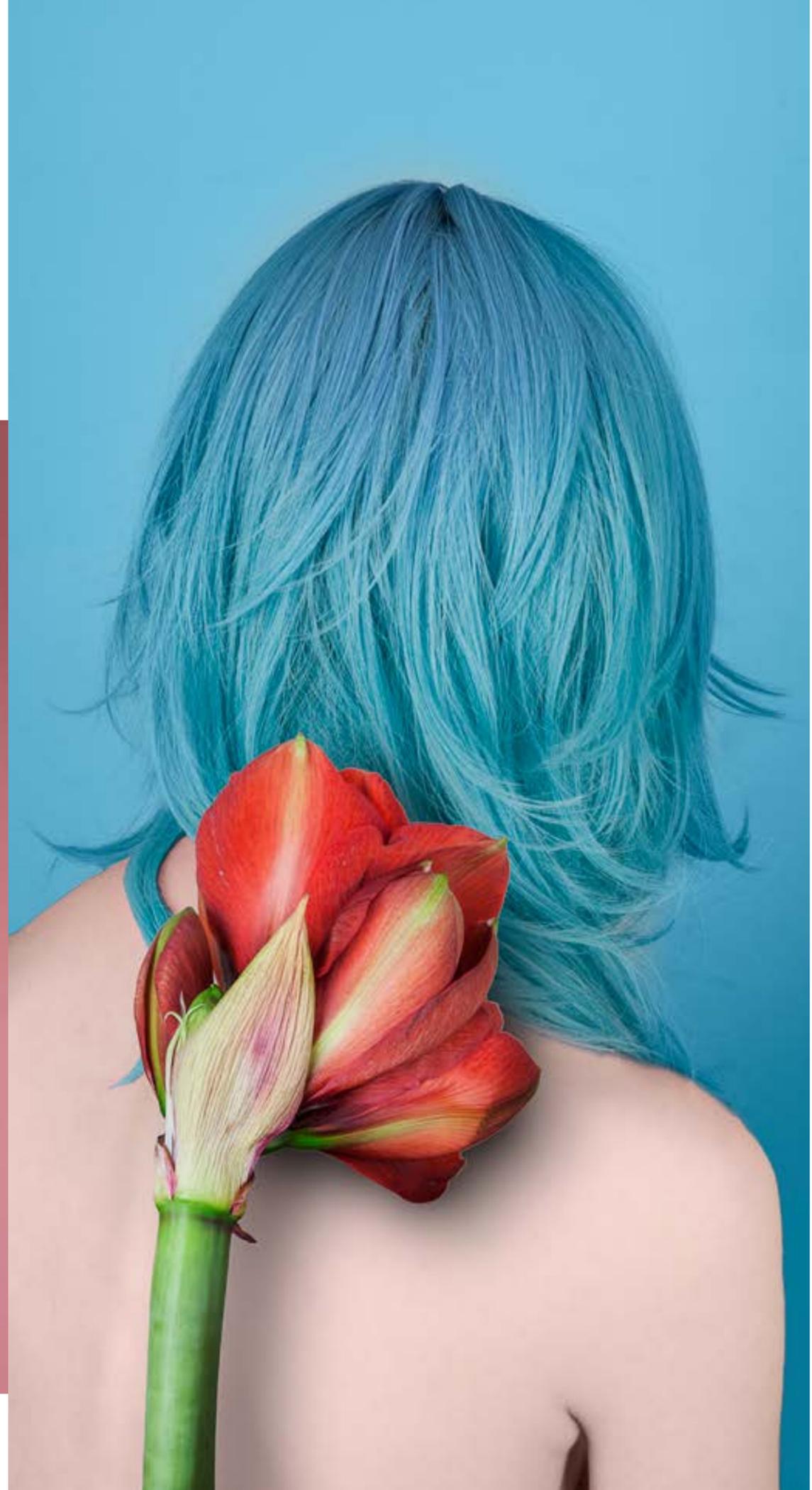
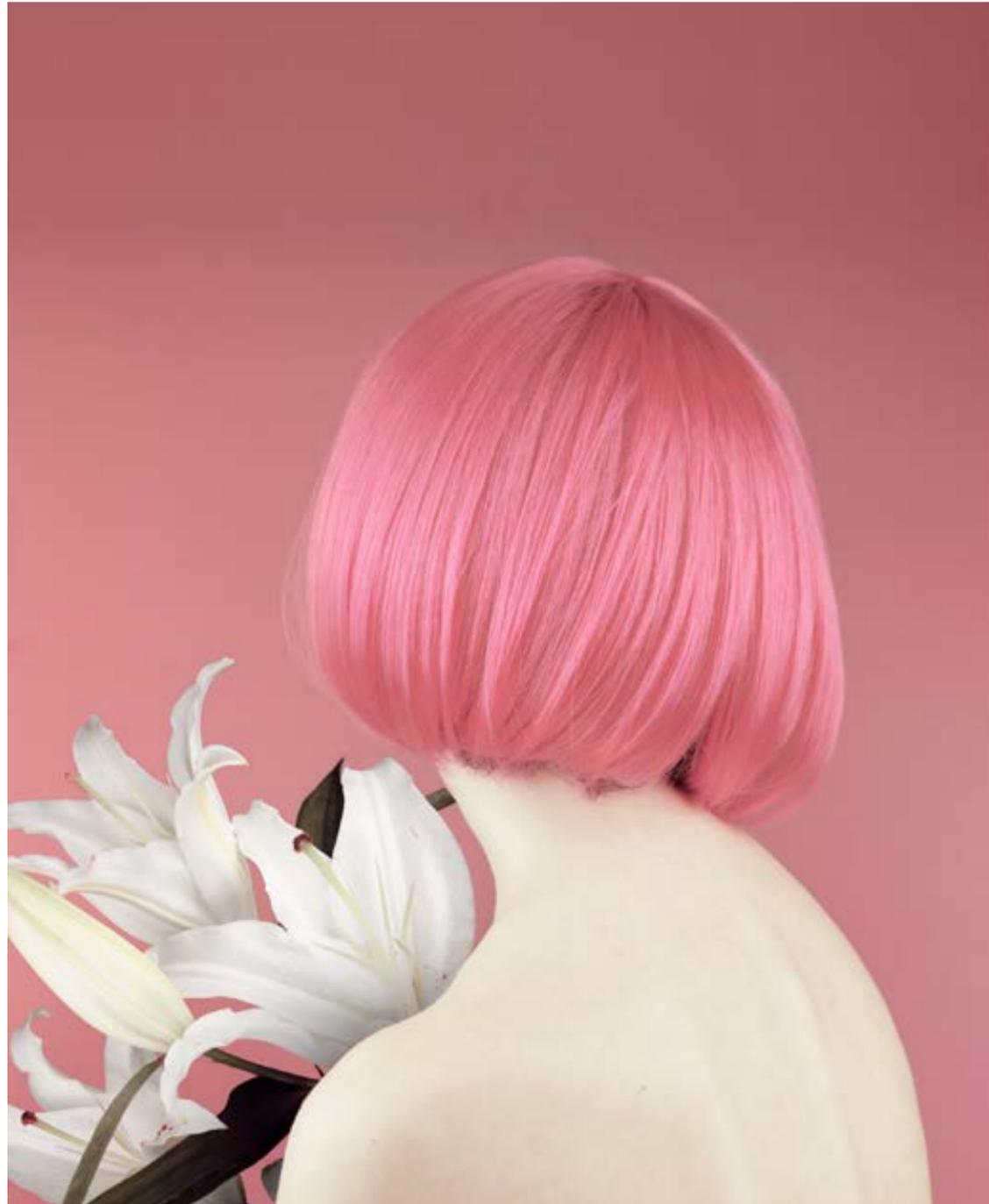
MUSEO DEL FERROCARRIL
• MADRID •

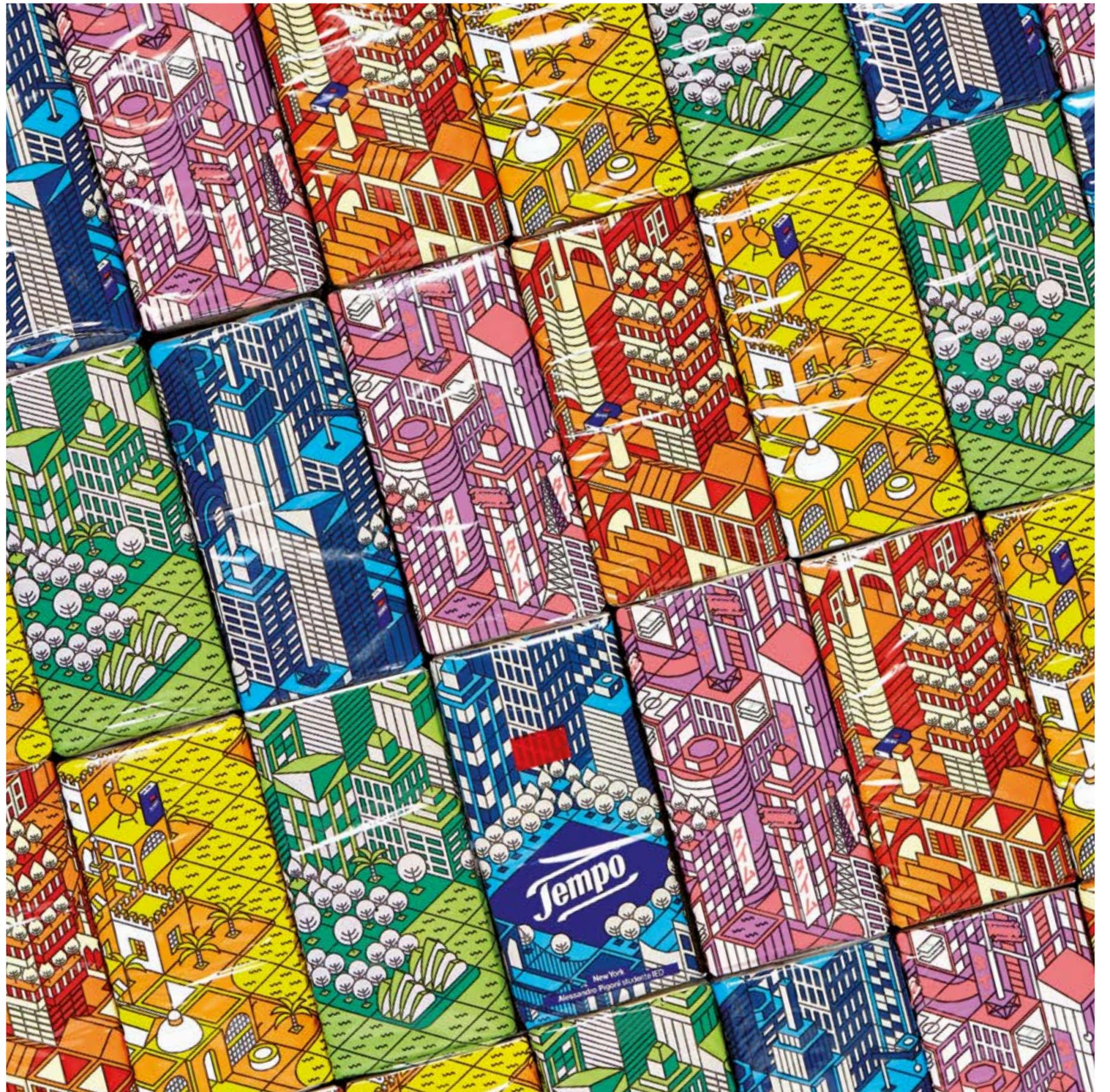




HERITAGE

77





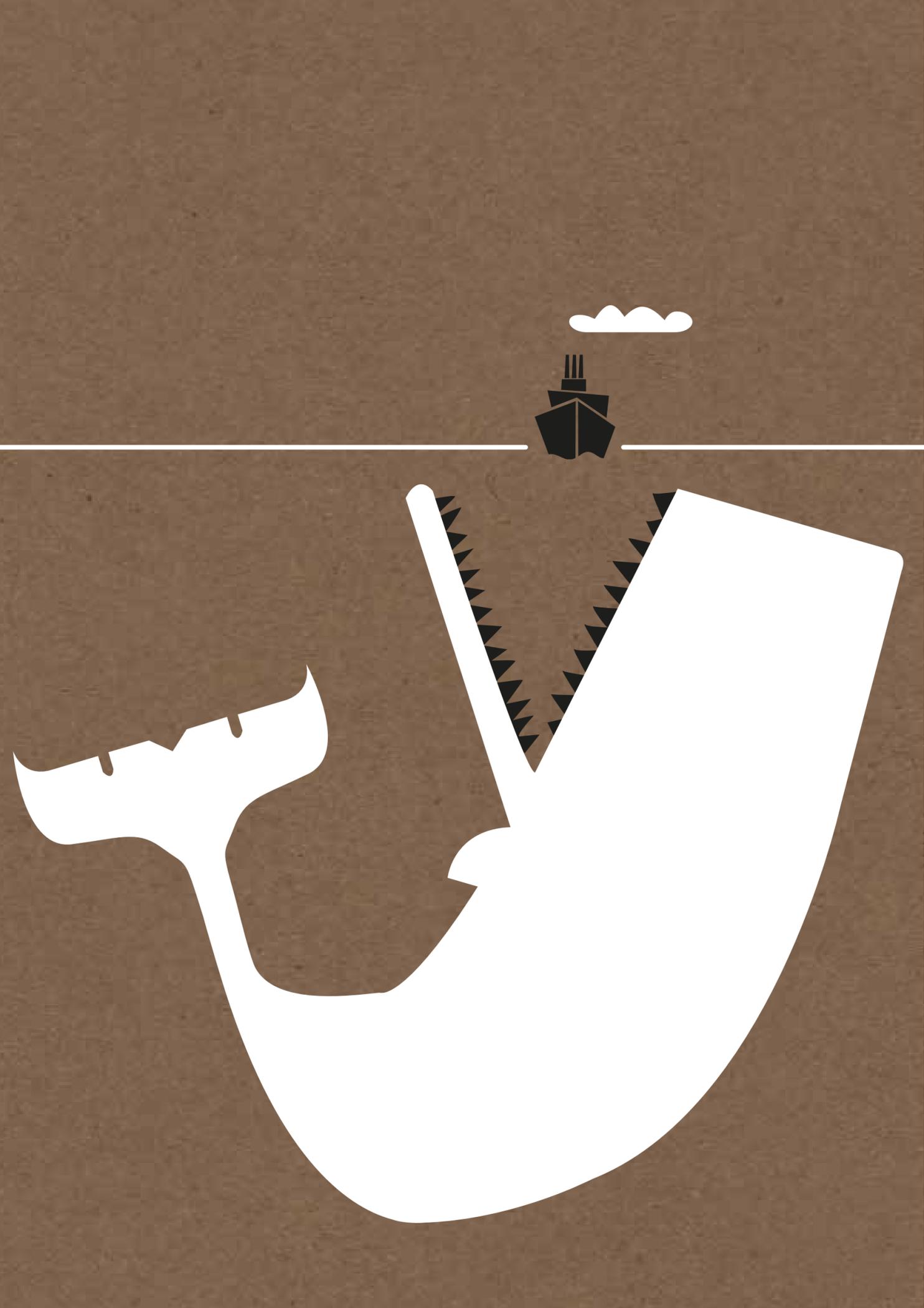






Skills

85



87



PASSION

88





CI SONO
GOMME CHE
CANCELLANO
LO STRESS.



Riscopri la città. Riscopri la bici.

CI SONO
CATENE CHE
TI REGALANO
LA LIBERTA'.



Riscopri la città. Riscopri la bici.

CI SONO
RAGGI CHE
MOSTRANO
MILANO
SOTTO UNA
NUOVA LUCE.



Riscopri la città. Riscopri la bici.

93



95

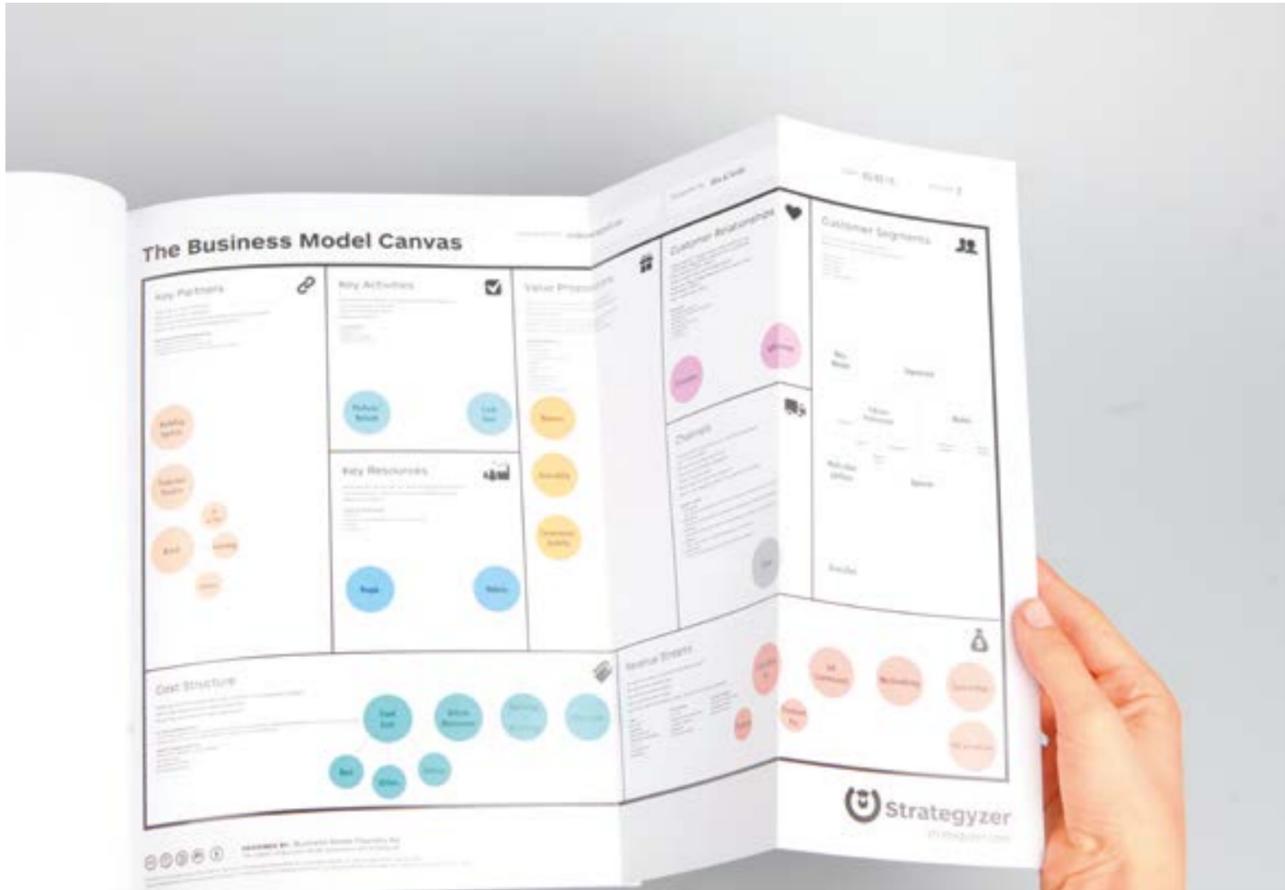




97



DISCOVERY





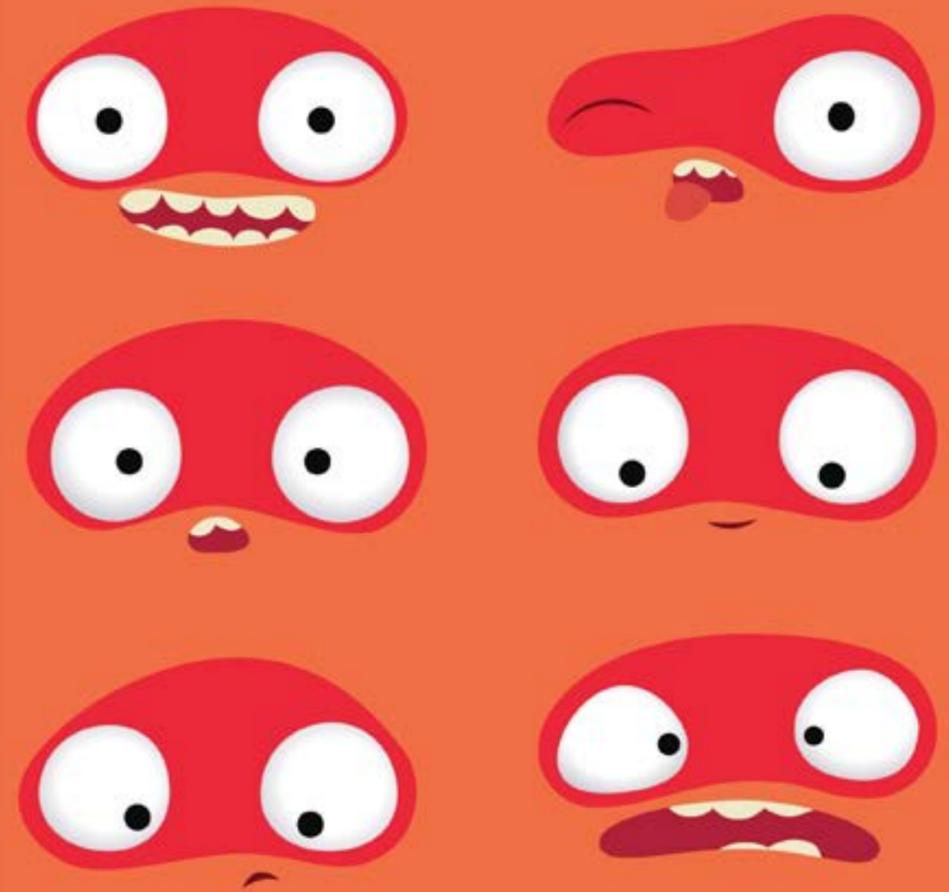
103





105







109





PERFORMANCE EXPERIENCE

114



#FACEYOURSELF



#FACEYOURSELF



#FACEYOURSELF



#FACEYOURSELF





117

FUTURE

WGSN TREND FORECASTING

A IED Business Hub special project, a trend forecasting with WGSN, one of the world leading companies in the area of strategic style information and trends: starting from a full day workshop in Milan with the trend guru David Shah and a selected group of students coming from Rome, Milan, Barcelona and São Paulo, to upcoming new challenges.

SPECIAL DESIGN FOR ENVIRONMENTAL PROJECTS

With a special project launched at EXPO Milan 2015 at the Italian Pavillon by IED Business Hub, IED students showed their creativity potential to contribute to solve environmental problems, in line with the important reflections promoted by the world exposition. Coordinated by IED Business Hub, the students are working on some cutting edge projects, from the vase that makes grow vegetables without water and soil, to a photographic machine entirely in paper that prints pictures right after every shoot.

SAVE FOOD SYSTEM

IED Milano faces the debate about the value of food, designing a system made of a product and an app reducing the domestic food waste. Save Food System follows the consumer from purchase to consumption. The product is conceived to explain how to store food properly; the app informs the conscious consumer about the environmental impact of his/her purchases.

ROBERTO CAVALLI COACHELLA STYLE CONTEST

IED Business Hub collaborated with Roberto Cavalli, one of the most famous luxury fashion brand worldwide renowned, opened a call for Fashion Design, Graphic Design and Illustration's students to offer a full paid internship in Florence. More than 100 projects valued for 2 winners that are still working for the Maison.

INDITEX ASSESSMENT DAY

A special assessment project created by IED Business Hub with Inditex Group: a full day with a selection of students coming from all IED Italian schools: interviews and portfolio presentations to get the chance to face real, professional interviews with the HR of the all 8 Inditex brands.

APPLE TALENTS SCOUTING

IED Business Hub developed a talent scouting project with Apple, presenting its brand new strategies and meeting the students to find new talents, in order to give the opportunity to place them in the Cupertino prestigious company.

MILLENNIALS AND MOBILITY IN 2020

IED Masterbrand Milano developed an in depth study of mobility in 2015 (assigned from Piaggio Group and afterwards Ducati holding). Millennials is the largest generation ever, native digital, independent and the global world is their playground. Mobility for them means sharing, A to B, no more property. Big brands are trying to seduce them but, at the same time, they need to reshape the conversation completely. The study ended up with the creation of a new brand directory not focused anymore on products but on services, experiences and physical places such as flagship stores to interact with the brand rather than buying.

APP & IoT* - FUTURE, NOW

Born in collaboration with IED Milano Interaction and Sound Design courses, Soundwhere represents a big step forward for the interaction process among Human Being, Artist, Environment and Technology. It is an App allowing the user to live a complete sound experience. Walking down to an old factory, a city or a country and feel at each step a satellite sound signal - just wearing your smartphone and some earphones. An interface leads the user to just listening to, exploiting the technology with the single goal of "feeling" everything the world emphasizes through its artists. Changing the relation between machine and music, approaching the IoT* in a totally new way. Directing an orchestra just using your own arm and a smartphone. Impossible? No, if you looking at the world in a different perspective.

*Internet of Things

LANDSCAPE – PARADISE – NATURE – ART

IED Cagliari and IED Milano measure with design of services and urban development marketing through a project managing new Villa Asquer park in Cagliari: collection, library and heavenly gardens. An innovative project with didactics/creative goals allowing to experience the relation between nature and technology, companies and objects. Ecology, memory, technology and art build ties with each other in a miscellaneous story where the visitor is plunged and projected in different dimensions.

TEATRO DELL'OPERA

IED Roma and Teatro dell'Opera set a partnership broadening out several directions: web series - dedicated to careers in theatre field, reinterpreted, developed and communicated as video - and seasonal posters redesigned by visual arts students, as digital native. The purpose is a reshape of traditional plays in a contemporary way, emotionally approaching them as typical of this "sharing age".

HYPERLOOP

IED Torino is in partnership with Hyperloop Transportation Technologies Inc. Hyperloop consists of a low pressure tube with (air-cushion supported) suspended magnetic linear accelerated capsules that are transported at both low and high speeds throughout the length of the tube. Passengers and freight may enter and exit Hyperloop at stations located either at the ends of the tube, or branches along the tube length.

122

MULTIFUNCTIONAL TEACHING SPACE

The Peggy Guggenheim Foundation in Venezia has always distinguished itself for its commitment to developing important projects for the museum education with specific interest in the younger generation, from the very early childhood. IED Venezia supports this program by proposing advanced solutions in interior design for a new multifunctional teaching space. This area marks the beginning of the great expansion project that will affect the foundation in the coming years.

RETAIL FUTURE

Students of IED Firenze are designing the store of the future for Adidas and UniCoop. A "no-place" where the company interacts with customers in new ways and dialogues with new keywords. The place when the purchase is completed does not matter anymore! What matters is where the experience begins. The store of the future will change skin between online and offline, the sale will have different mechanisms and the customers will be located anywhere, indoor, outdoor.

CAREER CARD

IED Como students of Fashion & Textile Design course constantly experience a strong relation with local textile companies during their educational path, as incentive for learning professional and sector-based skills. This way they enrich their CV and their relation with the job market.

OPENCARELAB

For 40 years IED Como has been continuing its missions for preservation and valorization of cultural heritage with the 5 year masterful course in Renovation, now opening to contemporary arts perspective. Students enter and actively work in OpenCare labs - Services for art in Milan - one of the integrated services for conservation, management and enhancement of contemporary art pieces.

FABLAB

The Fablab is an investigation laboratory: a space of production in small scale with the latest digital technology and equipment applied to design. The Fablab IED Madrid is part of the Fab Foundation network promoted by MIT.

CAMPUS IED

Campus IED is the e-learning platform of IED Madrid: a practical, intuitive and always available online support to enrich the learning of Design and Communication disciplines.

IED + CERN

IED Barcelona students collaborate with CERN (European Organisation for Nuclear Research) a pioneering particle-physics centre at the forefront of the search for new solutions for the future of humankind. Their mission was to create new products and services that solve some of the problems currently facing society in three areas: engineering, management and design.

I+ED LAB IN COLOMBIA

I+ED Lab, the innovation centre within IED Barcelona, has signed an agreement with Squadra Group, a Colombian company specialising in design, architecture and construction. The agreement meets the needs of companies in Latin America, particularly in Colombia, that see innovation as the motor for organisational development. Its aim is to promote new ideas in the market and develop new products and services in an academic setting.

123

ROUTE, THE FIRST DESIGN WORKSHOP IN SENEGAL

Route Artlantique is a social design project whose first workshop took place in Senegal in July 2015 with the participation of 25 European design students and the sponsorship of IED Barcelona. It aims at becoming a laboratory to promote the exchange of creative experiences between African and European young people.

DESIGN NET

DesignNet project was born in Madrid (MadridDesignNet) with the aim of linking professionals, institutions, universities, companies, citizens and designers around the world bringing solutions to real necessities through design thinking and methodology. The second edition was held in Mexico (MexicoDesignNet) and the third one in Peru (PeruDesignNet) in collaboration with PromPeru (Government Commission for the Promotion of Peru for export and tourism) to transform the country in an example of change, innovation and progress. Where will the next DesignNet take place?

BARATTI AND POPULONIA

Future projects of Accademia di Belle Arti Aldo Galli - IED Como include the restoration project of the archaeological Baratti and Populonia park, site of the ancient Etruscan and Roman city of Populonia (Tuscany). Back in time with our students to store and transmit our treasures and cultural heritage to future generations.



EMPEROR'S NEW CLOTHES 7
- Fashion Stylist
Nicola Baratto, Marta Modena,
Fanny Muggiani Piccioli
© photo Diego Diaz



(IN)FENOMENOLOGIA DELLO SPIRITO
- Fashion Design
Claudio Cutugno
© photo Francesco Scotti



PASSOCORTO
- Master in Transportation Design
in collaboration with Hyundai
Design Center Europe
© photo Edoardo Piva



MATCH THE COVER
- Graphic Design
Special Project for Mondadori
LUCANO CELEBRATING LAB
- Packaging Design
Special Project for Amaro Lucano
© photo Diego Diaz



PERFORMANCE DESIGN WEEK
- Illustration
Special Project for Acqua di Parma
© photo Diego Diaz



LA GUERRA, LA GENTE
- Fashion Design
Bao YunJi
© photo Diego Diaz



FEED THE PLANET
- Photography
Valeria Trasatti



MED WINDS
- Interior Design
Ali Lahlou
In collaboration with Med Winds
Company



IMPERMANENZA
- Photography
Alice Schillaci



HOLES
- Photography
Eleonora Agostini



IDENTIDAD VISUAL
- Corporate Identity Redesign
Laura Adrover Delgado
In collaboration with Museo del
Ferrocarril, Madrid



RICORDI
- Jewelry Design
Stefano Leggieri



GAIWAN - Product Design
Marco Grimoldi, Tommaso Pardini
In collaboration with Ceramiche
Rometti
AFRODITE - Product Design
Monica Albini, Cara Judd,
Benedetta Leonardi
In collaboration with TVS
© photo Diego Diaz



FLY WITH APP
- Photography
Michela Malanca



METAMORPHOSIS_MARBLE
- Photography
Clara Giaminardi



BEHIND THE COVER
- Graphic Design
Special Project for HTC Italia
© photo Diego Diaz



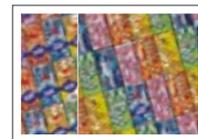
LE VUOTE STRUTTURE PIENE
- Fashion Design
Alessandro Cafarelli
© photo Diego Diaz



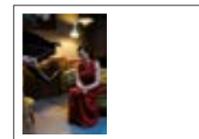
FLIP THAT BAR
- Graphic Design
Special Project for La Marzocco
© photo Diego Diaz



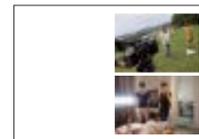
PORTFOLIO BEAUTY
- Photography
Giulia Pittioni



PIMP MY TEMPO 2.0
- Graphic Design
Special Project for Tempo
© photo Diego Diaz



MARINA - OffiCine (IED/Anteo)
In collaboration with
Elle Decor Italia
In photo: Anna Ferzetti
© photo Marco Valli



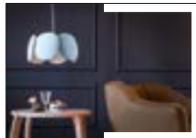
SWING - OffiCine (IED/Anteo)
In collaboration with
Elle Decor Italia
In photo: Giuseppe Battiston
© photo Marco Valli



RUSSIAN FONT
- Graphic Design
Ekaterina Zhurkina



SONORA - THE COEXISTENCE OF SOUNDS, NOISES AND SILENCE
- Fashion Stylist
Nathalia Haeffner
© photo Jakelyne Lechinewski



BLOEMI
- Product Design
Mario Alessiani
In collaboration with Formabilio
© photo Airprod + Aurelio Toscano



LEGO MASTERS
- Art Direction
Marco Sodano
In collaboration with Geometry
Global Agency



NIGHT WOLF / CYBER BEAR
- Tape Art
NO CURVES
© photo Federico Lanzani



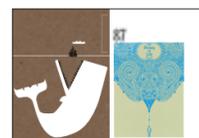
BODY AS MEDIUM
- Fashion Design
Giorgia Laureti
© photo Diego Diaz



THE DARK SIDE OF VENICE
- Photography
Federico Scarchilli



SOLARI
- Product Design
Bodin Hon
© photo Miray Kuzucu,
Alessandro Sorci



COVER DESIGN PER QUADERNI FAVINI
- Graphic Design
Raffaello Cuccuini, Ilaria Paganelli
In collaboration with Cartotecnica
Favini



CREATIVE ADVERTISING
- Advertising Communication
Anastasia Yakovleva



FROM 2D TO 3D
- Jewelry Design
Nahye Ko
© photo Olimpia Rende



CICLOCRAZY
- Institutional Advertising
Communication
Veronica Maggi, Virginia Ottina,
Francesca Ranieri
In collaboration with Comune di
Milano



E-TECH
- Transportation Design
Mariano Suñé
In collaboration with Formula
Student Competition



THE DARK SIDE OF FAIRY TALES
- Fashion Stylist
Flaminia Faenza
© photo Christian Milo
TRANSCENDENT
- Fashion Stylist
Sara Lecci
© photo Marta Bevacqua



GLORIA
- Master in Transportation Design
In collaboration with Alfa Romeo
© photo Edoardo Piva



FULLNESS OF EMPTY
- Jewelry Design
Arianna Caressa
© photo Diego Diaz



L'ALTRA RIVA
- Photography
Giovanni Pulice



ALBE VENEZIANE
- Fashion Design
Alice Illi
© photo Diego Diaz



HN20
- Fashion Design
Sofia Cucchi
© photo Diego Diaz



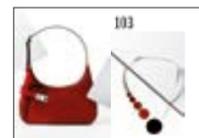
THE GUARD
- CG Animation
Gianluca Squillace
DUBBIO
- CG Animation
Fabio Salvi



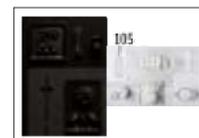
FRESH FACES UNIQUE EDITION
- Graphic Design
Farida Henawy, Aleksander
Nikolov
In collaboration with
Modelmanagement.com



ANIMALI
- Photography
Cristiana Bezerra De Menezes,
Tiziano Castelli



PORTFOLIO
- Photography
Clara Giaminardi



FOODTONE_MONOCHROME
- Photography
Isabella Vacchi



IMMERSIONE
- CG Animation
Ambra Arioli, Francesca Falasca,
Alice Gaffo



LINK COLLECTION
- Product Design
Serena Bonomi
In collaboration with BMW
Creative LAB and Napapijri
© photo Diego Diaz



TRICRUISER
- Transportation Design
In collaboration with MV Agusta
© photo Edoardo Piva



DISTUSTER
- Fashion Design
Vito Michele Nitti
© photo Diego Diaz



TECH A WALK ON THE WILD NATURE
- Accessories Design
Francesco Forlini
In collaboration with Fratelli
Rossetti



LE DONNE CONTRO NAPOLEONE
- Illustration
Marika Rosa Sorangelo
In collaboration with Fermo
Editore



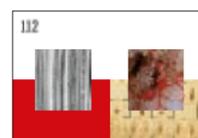
IDENTIDAD GRÁFICA
- Graphic Design
Aitor Baigorri
In collaboration with D.O.
Montes de Toledo



FASHION WITH ROOTS
- Photography
Andrea Cimino



THE DARK SIDE OF FAIRY TALES
- Fashion Stylist
Flaminia Faenza
© photo Christian Milo



OLHARES
- Accessories Design
Adriana Hjertquist Carneiro



#FACEYOURSELF
- Advertising Communication
Giulia Copercini, Andrea di Lelio,
Lea Gobo, Martina Leo, Giulia
Mangano, Nicolò Poggetti
In collaboration with Diadora



THE COLLECTOR
- Fashion Design
Martin Across

3 COUNTRIES 11 LOCATIONS



IED MILANO
Via Sciesa 4
20135 Milan - Italy
Ph. +39 02 5796951



IED BARCELONA
C/ Biada 11
08012 Barcelona - Spain
Ph. +34 93 2385889



IED CAGLIARI
Viale Trento 39
09123 Cagliari - Italy
Ph. +39 070 273505



IED COMO
ACCADEMIA DI BELLE ARTI ALDO GALLI
Via Petrarca 9
22100 Como - Italy
Ph. +39 031 301430



IED FIRENZE
Via Bufalini 6/R
50122 Florence - Italy
Ph. +39 055 29821



IED MADRID
C/ Flor Alta 8
28004 Madrid - Spain
Ph. +34 91 4480444



IED RIO
Av. João Luis Alves 13
Rio de Janeiro - Brazil
Ph. +55 21 36833786



IED ROMA
Via Alcamo 11
00182 Rome - Italy
Ph. +39 06 7024025



IED SÃO PAULO
Rua Maranhão 617
São Paulo - Brazil
Ph. +55 11 36608000



IED TORINO
Via San Quintino 39
10121 Turin - Italy
Ph. +39 011 54111



IED VENEZIA
Palazzo Franchetti
S. Marco 2842
30124 Venice - Italy
Ph. +39 041 2771164

STUDENTS AWARDS

- Art Directors Club New York
- Azimet Yachts Design Award
- BASE - Biennale d'Arte degli Studenti Europei
- BMW Creative Lab
- Bogota Fashion Week
- Braun Prize
- Clio Awards New York
- Compasso d'Oro ADI – Targa Giovani
- Contest Red Bull
- Contest Suspended Formabilio
- European Fashion Design Competition
- Expo Zaragoza y Adidas Original
- Fashion Film Festival Milano
- Ferrari World Design Contest
- Festival di Cannes
- Festival International du film d'Animation Annecy
- Gold Spikes Asia at Singapore Festival of Creativity
- Graphis Awards
- IF Concept Award
- Image Impact Design Contest - GE Plastics
- Interior Motives Design Awards
- ISPO Award
- ITS – International Talent Support
- James Dyson Award
- Koizumi Internationale Lighting Design Competition
- LG HIMACS European Competition
- London International Advertising Awards
- M.Y.D.A. – Millennium Yacht Design Award
- Merit Award FEP Emerging Talent Award (FETA)
- Moda FAD
- Movistar Award
- New Talents Contest – The Brandery
- Next Generation
- Plastic Technologies Award
- Première Vision
- Red Dot Design Award
- Rometti Award
- São Paulo Pret-à-Porter
- Shiseido "Make up the wall"
- Cannes Lions International Festival of Creativity
- Social Design Award to Cel Obert Project
- Society of Illustrators New York
- Taiwan International Design Contest
- Targa Rodolfo Bonetto
- Triumph Inspiration Award
- Videobrasil em Contexto
- Who is on Next?

