

1	<b>FURNITURE DESIGN</b>
2	COMPULSORY
3	EQF LEVEL 6
4	2
5	3+4
6	6
7	UMBERTO DATTOLA
8	<ul style="list-style-type: none"> <li>- Short introduction about materials and more specifically on wood characteristics.</li> <li>- Different furniture design styles in the history: <ul style="list-style-type: none"> <li>• Gothic</li> <li>• Early renaissance, full renaissance, late renaissance.</li> <li>• Barocchetto or Rococo</li> <li>• neoclassical</li> <li>• Liberty or floral style</li> <li>• The 1900s</li> </ul> </li> <li>- Contemporary Designers as for example Campana Brothers, Marteen Bass, Nacho Carbonell, Marcantonio, Andrea Branzi, Bruno Munari etc ...</li> <li>- Difference between classical design and Art-Design. In this regard Ola Aleksandra Wronska's text "The aesthetic empathy in DesignArt", will be treated.</li> <li>- Introduction to woodworking machine and techniques, visit to a carpentry shop</li> <li>- The Project. <ul style="list-style-type: none"> <li>The project must be developed entirely, not only obtaining the prototype, but the final results will need to include several aspects as the idea, the drawing, the actual implementation of a prototype, promotion of it, presentation to a public, the packaging, the search for an investor...</li> <li>In this regard, more specifically: <ul style="list-style-type: none"> <li>• The idea, how it born, wide culture background, intuition, serendipity, knowledge of our inner idea of beauty and needs, what we would like to communicate...</li> <li>• Reliability of a project and real economical usefulness of it.</li> <li>• Workshop about how to produce the very first model with cardboard, paper, plastic and any other material useful to have an idea of how the product will be.</li> <li>• Searching for the proper craftsman who will realize the right prototype.</li> <li>• Realization of the prototype.</li> <li>• Born and life of the product. A project will really exist if the appropriate interlocutor will meet it, because a real product needs an economic significance. So the designer must work to show to the right persons his product through exhibitions, direct contact, trade fairs, etc.</li> <li>• Preparation of the product for its presentation. Photos (a professional photographer will intervene for a lesson about how to create a proper image of the product), flyers, catalogue, texts, description, story telling, etc...</li> <li>• Reflections about the packaging.</li> <li>• Production of digital materials to spread on web, where big attention will be paid on presentation text.</li> <li>• Final exhibition of all prototypes designed and obtained by the students. Students, in collaboration with professor, will curate all the aspects of the exhibition.</li> </ul> </li> </ul> </li> </ul>
9	FACE TO FACE
10	-
11	<b>SEE .8</b>
12	-
13	-
14	-
15	Italian