

1	INTERIOR DESIGN
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3	COMPULSORY
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5	5 TH OR 6 TH
6	6
7	BIONDI VALERIA
8	Retail spaces: studio on methodology and techniques; from design to visual merchandising
9	FACE TO FACE
10	Adobe suite, Autocad
11	<p>1. Display a designed area. The basics of visual merchandising. The conception of project as a narrative process towards the creation of value. Purpose - get the know-how on the main features of visual merchandising: color sense, spatial awareness, light design, pattern recognition and recollection, layout, and window display.</p> <p>2. Designed area- perceptible areaFrom necessity to desire: the value of experience and the focus on consumer. Innovative retail site (hybrid areas, concept stores, cobranding, guerrilla marketing). Dimensional variables: totem, corner point, showroom, flagship store, mono-brand store, convertible areas, portable spaces. Purpose - understand retail codes as well as implicit and explicit planning methodologies through an investigation on best practices. 3. Meta-planning investigation. Brand identity and SWOT analysisPurpose – collect, understand and analyze research data with a project brief. Examine local geography and socio-cultural background, learn how to identify emerging trends and reference targets. Convert the results of the investigation in a new proposal for the retail area and services.</p>
12	<p>VISUAL MERCHANDISING, IL SENSO DELLO SPAZIO ALLESTITIVO. V. M. Iannilli Esculapio Editore</p> <p>VISUAL MERCHANDISING AND DISPLAY 7H edition. M.M.Pegler, A. Kong BLOOMSBURY</p> <p>IL PROGETTO DELL'IDENTITA' DI MARCA ALL'INTERNO DEL PUNTO VENDITA. Premessa di Luisa Collina. G.Gerosa Franco Angeli Editore</p> <p>FASHION RETAIL Visualizzazione e rappresentazione del sistema-prodotto moda V.M. Iannilli. Franco Angeli Editore</p> <p>SITOGRAFIA: www.dezeen.com www.retaildesignblog.net</p>
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14	Project stage. Finals: <u>OLTRE LA STRADA. Via Milano 2021</u> . Meta-planning analysis, elaboration of the concept design, planning and rendering of the assigned graphic project.
15	ITALIAN