

POLI34

Where interior design meets Fashion. Italian Style

Reference professor: Marta Conconi (marta.conconi@polimi.it)

Politecnico di Milano
Dipartimento Design
via Durando 38/A
Milano

COURSE PROGRAM:

Interior design has recently been positively contaminated by furniture trends. The course will analyze the main case history of the biggest companies that set the boundaries of interior design.

Ideation, and production of fashion collections will be analyzed also from the marketing and company organization process. There will be further analysis on national and international Public relations, preliminary studies and collection items. The course will analyze the evolution of fashion firms and their interaction with the interior design brands and what followed next.

The student will work on a short research essay to be agreed with the professor. The subject will be fashion in interior design, with a specific focus on design hotels. It will include research and images. The evaluation will consider the layout quality of the research work.

The student will develop a concept design of a hotel room or any other facility of a design hotel. The work on fashion design will be planned in advance with the professor. The student will represent, through graphic work, the various creative processes (brain storming, mood board and a short video). Graphic quality will be considered in the evaluation of the work.

<i>Course code</i>	POLI34
<i>Course title</i>	Where interior design meets fashion. Italian style
<i>Institution</i>	Politecnico di Milano
<i>Course address</i>	School of Design
<i>City</i>	MILANO
<i>Minimum year of study</i>	3rd year
<i>Minimum level of English</i>	Fair
<i>Minimum level of French</i>	None
<i>Key words</i>	
<i>Language</i>	English
<i>Professor responsible</i>	Marta Conconi
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<i>Participating professors</i>	
<i>Number of places</i>	Minimum: 10, Maximum: 20, Reserved for local students:
<i>Objectives</i>	Interior design has recently been positively contaminated by furniture trends.

The course will analyze the main case history of the biggest companies that set the boundaries of interior design.

There will be a collaboration with an important fashion firm that will assist us in a new concept design for an especially planned collection

Ideation, and production of fashion collection will be analyzed also from the marketing and company organization process. There will be further analysis on national and international Public relations, preliminary studies and collection items. The course will have the contribution of the company art director and of its Stylist

The course will analyze the evolution of fashion firms and their interaction with the interior design brands and what followed next.

Program to be followed COURSE PROGRAMME:

Presentation of the course

Top Brand analysis

Chronological case history of fashion firms

A Fashion firm and its trade policy (this will be different every year)

Design

Marketing and Art Direction

Production

Trade

Project: design hotel furnishing

Project: design hotel soft furnishing
Project for the chosen fashion company
Competitors: Hotel design
The Fashion Designer: life, ideas, commercial success
The Art Director
Specific interview

BIBLIOGRAPHY

Gabriella D'Amato, *della moda*, Mondadori, Milano, 2005

Choice:

Adolf Loos, *Parole nel vuoto*, Adelphi Edizioni, Milano, 1972

Renato De Fusco, *Parodie del Design. Scritti e polemici*, Allemandi Editore, 2008

Thomas Khun, *La rivoluzione copernicana*, Einaudi, Torino, 1972

Specific:

Frederic Monneyron, *Sociologia della Moda*, Ed. Laterza, Roma, 2008

Vanni Codeluppi, *Che cos'è la moda*, Carocci Editore, Roma 2002

Gillo Dorfles, *Mode e Modi*, Mazzotta, 1979-10

Franca Sozzani, *Memorie della Moda*, monografie moda, Octavo Franco Cantini Editore

Marina Rotondo testo di, *Bulgari*, monografie moda, Leonardo Arte, Venezia, 2000

Renata Molho, *Essere Armani*, Baldini Castoldi Dalai Editore, Milano, 2006

Ottavio Missoni, *Una vita sul fil di lana*, Rizzoli, Milano 2011

AAVV, *Vivienne Westwood*, Skira, Milano, 2007

Further readings will be given according the chosen research.

Prerequisites

PLEASE NOTE:

course for Interior designers,

REQUIRED graphic skills, video practice

The student is required to work on a short thesis like research to be agreed with the teacher. The subject will fashion an interior design and it will include research and images. The evaluation will consider the layout quality of the research work.

Course exam

The student will develop a concept design of a shop or of a collection. The work on fashion design will be planned in advance with the teacher. The student will represent through graphic work the various creative processes like brain storming, mood board and a short video. Graphic quality will be considered in the evaluation of the work.