**Academic Components**

Design 5798 Study Tour

Design Education Abroad to Milan, Italy

The Ohio State University

Department of Design

Credit Hours 3

**Course Description**

Students will explore and experience the cosmopolitan and increasingly diverse city of Milan, Italy and its surrounding regions. This city has been at the leading edge of contemporary design and is always looking to the future through designers’ eyes. It hosted the *2015 Milan Universal Exposition with the theme Feeding the Planet, Energy for Life*, the yearly *Salon del mobile* that showcases the latest products, furniture and fixtures for the future and of course the biannual *Milan Fashion week* where the world looks to what’s new in the trendsetting world of fashion.

Students will collaborate with international design students, tour the city’s architecture, visit design offices and artisans, visit design and cultural landmarks in-and-around northern Italy and reflect on what they see and do within a collective digital diary and explore the branding of a future city in a series of workshops.

**Course Goals and Learning Outcomes**

Overall, this course’s main objectives are to help students to: (a) Explore Milan’s efforts to continue to be the leader of high fashion, design and architecture in the world, (b) gain knowledge of a unique, thriving city and its rich design history, society, culture, (c) understand and appreciate the diversity found in contemporary Milan.

We achieve these goals through a variety of course work, including regular guided discussions of the assigned readings, student’s experience and thoughts about the field trips and guided tours to the cultural and historical sites; students’ collaborative work, and presentation of analysis, comparison, reflections, and results in the form of regular blog entries. Create and critique digital stories that each of the students will be required to make while in Milan. These video diaries will include imagery, sound and video clips synthesizing their experience and insight into the Milan Design culture.

**Course Format and Procedures**

This course will meet each morning in designated rooms across Milan based on that week’s schedule. The course has five major components: (1) Morning conversation: Student-led presentation and discussion session, (2) Formalized instruction and discussion session, (3)

Structured and guided educational workshops and experiences, (4) Independent out-of-class work and experience documentation, and (5) collaborative participation during a one-week “Workshop” project with students at the Politecnico di Milano school of design.

(1) Morning conversation: The morning sessions begin at that weeks designated space. (Ostello Bello, Politecnico, Inarea offices) Conversations about the day’s topic/agenda, and the previous day’s visits and experiences are shared and discussed. In addition, students will periodically present to the class their progress on their course project. This will give students the opportunity to ask questions and to hear about each other’s experiences, reflections, and projects, and, at the same time, to give each other feedback, and to discuss issues regarding their projects.

*Expected Learning Outcomes: Through active guided discussions students recognize and describe similarities, differences, and relationships between*

*Milan/Italy and the US.*

(2) Formalized instruction and discussion session: During these sessions local experts provide lectures and lead discussions on the topic and/or sites to be visited.

*Expected Learning Outcomes: Students develop an understanding of some critical aspects of Milan’s history, design culture and society.*

(3) Structured educational workshops and experiences: This includes visits to historical, cultural and professional locations and meeting with Milan’s designers (e.g., museums, famous architecture, monuments, design offices, artisans workshops, and local designers) These activities are guided either by OSU faculty and local Designers. Small workshops are planned with the local firms and artisans to expose the students to collaborate experiences about design in Milan.

*Expected Learning Outcomes: Upon each visit, through exposure and discourse, students increase their knowledge about Milan’s society, history and its unique design culture.*

(4) Independent out-of-class work and experiences: This component of the course consists of students’ independent work on their assigned class projects. This involves collecting data and materials during planned visits or through independent visits of other cultural sites, or observing cultural experiences on their own, including interviewing local experts or authorities.

*Expected Learning Outcomes: To function effectively in Milan and experience the culture and society; become more globally aware.*

(5) Students will be teamed up with design students from Politecnico di Milano school of design to participate in their one-week “workshop” projects.

*Expected Learning Outcomes: Knowledge through participation and collaborative activities with international students.*

**Requirements and Evaluation**

Attendance and participation (30%) *25pts*

Regular attendance and active participation in class activities are required.

Therefore, we allow only for ONE unexcused absence. Each additional absence will result in the lowering of your final grade by one full grade. Excused absences will not affect your grade. Three unexcused absences will automatically result in failure of the course. Acceptable excuses for an absence include religious holidays, documented illness, and family emergencies.

Out-of-Class-work and workshop presentations (20%)

You will be required to keep daily blog updates, sketches and present one lecture on a topic determined prior to departure during pre-class\* meetings spring semester. *10pts for completeness 10pts for quality and content*

***\*Note:*** *The selected students for this class will meet twice formally in Spring semester 2017 where handouts will be distributed, pre-trip reading assignments and travel logistics will be outlined and discussed.*

End of Class work (30%)

Each student will be required to create a digital diary of their experience including a 2-5 minute video and digital compilation of the month’s blog entries, sketches and photos. *10pts for completeness 10pts for quality 10pts for creativity*

Workshop week May 8-12 at Politecnico di Milano School of Design (20%)

*15pts for collaborative participation 10pts for quality and content*

**Grading Scale**

A

92 points

A-

90 points

B+

87 points

B

82 points

B-

80 points

C+

77 points

C

72 points

C-

70 points

D+

67 points

D

E

60 points

<60 points

**Required materials**

**Streetwise Milan City map** -Laminated travel Map; Amazon.com and local book stores

**Handouts** (Located on Carmen)

**Sketchbook, Sketching utensils;** Utrecht and Blick art stores

**Laptop or digital tablet** with Adobe Premiere, Imovie or other Video making software/app

**Required reading**

**Design City Milan [Book]**

by Cecilia Bolognesi, Mariangela Palazzi-Williams, Wiley, 2007

ISBN 0470026839

**Design as Future-Making [book]**

by Susan Yelavich (Editor), Barbara Adams (Editor), Bloomsbury Academic, November, 2014

**Future-Fact or Fiction-Frog speculates about Milan Design Week [Website]**

http://www.core77.com/posts/35979/Future-Fact-or-Fiction-frog-Speculates-about-Milan-Design-Week-2025

**Milan world design capital the reasons behind a record - Part 1&2 - Interni Magazine [pdf-handout]** April, 2016

a conversation with: Claudia Luti-president of Kartel, Alberto Alessi, Roberto Archetti-brand director of Poltrona Frau, Paolo Bestetti-CEO of Baxter, Enrico Bracesco-Ceo of Teuco Guzzini, Giorgio Busnelli-president of B&B Italia, Alessandro Calligaris-president of Calligaris, Giorgio Cattelan-president of Cattelan Italia, Gabriele Centazzo-president of Valcucine, Marco Dolcino-CEO of Unopiù, Piero Gandini-president of Flos, Roberto Gavazzi-CEO of Boffi

**Making Strategies in Spatial Planning- Knowledge and Values [pdf-handout]** Maria Cerreta, Grazia Concilio, Valeria Monno, Urban and Landscape Perspectives, Volume 9, Chapter 1 (pg 3-26), Spriing Dordrecht Heidelberg, London-New York 2010

**Academic Misconduct**

Academic Misconduct (rule 3335-31-02) is defined as “any activity that tends to compromise the academic integrity of the institution, or subvert the educational process.” Please refer to rule 3335-31-02 in the student code of conduct for examples of academic misconduct

**Statement of Disability**

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in;

098 Baker Hall, 113 W. 12th Avenue;

telephone 614-292-3307, slds@osu.edu; slds.osu.edu.

**Topical Outline/schedule**

Note: week 2-4 will begin with lectures and touring related sites Monday through Thursday. Friday students will participate in a daylong workshop culminating with group presentations followed by a group dinner. Our lecture space and workshop spaces will be at INAREA Design Network office

**Week 1**

May 8-12

**Design School at Politecnico di Milano**

Students will participate in Michele Capuani’s one week course/workshop at Politecnico di Milano school of design studio. This week will team OSU design students with Politecnico design students for an intense week of collaborative design work. The week is run like a Studio Charrette, where teams work diligently on a themed project. Typically structured lectures and activities occur in the morning and teams work with faculty guidance on research, ideation and representation during the afternoons. The final day is typically when all the teams present their weeks work to local professionals and faculty.

**Week 2**

May 15-19

**Historical City of Arts and Architecture:**

Monday: Lecture by Poalo Fasoli; History of architecture in Milan

Lecture covers; 19th century architecture, Facist movement, 50’s and 60’s rebirth and the latest construction boom in Milan.

*Structured educational activity;* Tour to significant works of art and architecture, a few of the sites included are Porta Ticinese canal district, Pincotecca Brera, Torre Valesca and Porto Nuevo.

Wednesday: Lecture by Pietro Marani; history of art with special focus on Leonardo Da Vinci in Milan

*Structured educational activity;* Tour to significant works of art and architecture, a few of the sites included are Museo della Scienza e della Tecnica (home of Leonardo masterpieces), Foundazione Prada,

Friday: Workshop run by Pietro Marani regarding Da Vinci’s future vision inside and outside Milan. *Structured educational experience;* Students present their workshop presentation highlighting themes and projects focusing on that weeks theme

**Week 3**

May 22-26

**City of Fashion and Trends:**

Monday: Lecture by Elena Marinoni; Lecture and afternoon guided tours of contemporary retail and fashion trend spaces in Milan

Wednesday: Visit Barbera De Lucca of IOSAGHINI Associati Design offices Lecture and afternoon guided tours of contemporary office and retail spaces in Milan

Friday: Workshop run by Elena Marinoni regarding current and future trends and business forecasting. *Structured educational experience;* Students present their workshop presentation highlighting themes and projects focusing on that weeks theme

**Week 4**

May 29-June 2

**The Branding of a City:**

A week with the INAREA Design Network team

Monday: Lecture by Valentina Auricchio

Wednesday: Lecture by Mareo Valente

Thursday: Lecture by Ellisabetta Gardini

Students will be able to visit and revisit sites to collect and help create their final project/video for the course completion.

Friday: Workshop run by Capuani regarding brand identity of current Milan culture. *Structured educational experience;* Students present their workshop presentation highlighting themes and projects focusing on that weeks theme.