



**Designing the Outdoor:
a new profession for the innovation and future of the sector,
with the new course “Outdoor Experience Design”
by POLI.Design – Consortium of Politecnico di Milano**

POLI.Design – Consortium of Politecnico di Milano widens still further its specialised educational offer and inaugurates in 2007 “**Outdoor Experience Design** – High standard training course to design and furnish outdoor private and public spaces” which is aimed at architects and designers.

Private outdoor spaces and public exteriors are today undergoing a radical change: the separation between the indoor and outdoor is progressively decreasing, and terraces, verandas and gardens become extensions of inner spaces, to be lived in a fluid way, becoming multipurpose spaces in dialogue with the interior design.

This evolution leads to a new way to plan open spaces both private and public and requires from designers new specialised skills and the comprehension of the new aesthetic codes of this expanding industry.

“Outdoor Experience Design”, a new specialisation to design outdoor spaces.

The new course, in touch with the role and mission of POLI.design as active link between University, the industry and professionals, offers innovative contents and wide-ranging professionals overviews in the directions pointed out by the sector of private and public outdoor, and teaches professionals the specialised skills requested by the market.

Academic Partner of the course is the leading exhibition in Europe **SUN** – International Exhibition of Outdoor Products, Design, Furnishings, Accessories (September 30th – October 2nd 2006, Rimini Fiera), a cooperation that confirms the importance of the interaction between training, research and the companies for the evolution of the industry, systems and products.

SUN'07 offers many Study Grants for Italian and foreign designers interested in specialising in the sector, and the next year will host the **exhibition** of the projects developed during the course with the most innovative solutions.

Theoretic-practical lessons, guided visits and a final Project Work

The first edition of Outdoor Experience Design will take place from July 9th to 25th 2007, and includes lessons by lecturers of Politecnico di Milano and renowned professionals, educational tours guided by the teachers to the most relevant realisations and a final Project Work on a real location in Milan (www.outdoorexperiencedesign.it)

It will take place at POLI.design - Politecnico di Milano, Campus Bovisa, via Durando 38/A, Milan.

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