

Press Release no.10
Milan, 3rd April, 2008



**Design Experience: 6 High Standard Training Course
by POLI.Design – Consortium of Politecnico di Milano**

dedicated to the evolution and innovation in entertainment, hospitality, retail and outdoor.
The presentation on 18th April in Milan.

On **Friday 18th April**, during the week in which every year Milan becomes the Capital of Design, POLI.design – Consortium of Politecnico di Milano and Rimini Fiera present the 2008/09 high standard training course in design for the entertainment hospitality, retail and outdoor sectors, Rimini Fiera is the Academic Partner of the courses through the specialised trade shows **SIA GUEST, SIGEP** and **SUN**, which is organised along with Fiere e Comunicazioni.

The appointment is scheduled for 18th April at 5pm. at **Roialto**, in via Piero della Francesca in Milan, for the presentation and a cocktail party with the participation of: Arturo dell'Acqua Bellavitis, Luisa Collina, Giacomo Rizzi and Francesco Scullica, who are lecturers at Politecnico di Milano – Faculty of Design, and Piero Venturelli, Rimini Fiera General Manager.

Design for the innovation: the new 2008/2009 courses

The 2008/09 High Standard Training courses are aimed at architects and designers and are centred on emerging specialisations: “**New Entertainment Design**”, the first course in Europe dedicated to the planning of innovative night premises, “**Hotel Experience Design - Lounge, Bar, Exteriors & Lobby**” is dedicated to hotel’s common spaces, “**Outdoor Experience Design – Design and Décor Exteriors**”, “**Bathroom Design – Designing Private Spaces in Public Venues**” and “**Food Experience Design**” in two editions, one dedicated to design for food retail – Baker’s, Pastry and Ice-cream Shops – the other centred on the design and planning of innovative Pizza Shops. The complete programme is available at www.designexperience.it

The courses take place at POLI.design – Consortium of Politecnico di Milano and include frontal lessons, educational tours guided by the teachers to the most relevant realisations in Milan, and a final Project Work. Each course is reserved to a maximum of 30 designers.

A location by Giò Ponti for innovative Project Works

Topic of the Project Work in 2008 will be the virtual refurbishment of the historical palace Montecatini designed by **Giò Ponti** in 1951, and is now seat of **Radio Monte Carlo**, the partner radio partner of the Courses. It will be redesigned into innovative spaces: a night entertainment venue, a Hotel’s hall-lounge, a multifunctional retail shop or a pizza shop, depending on the course.

Study Grants for selected designers

The 2008/2009 course are reserved to a selection of Italian and foreign architects and designers. The Academic Partner Rimini Fiera and the Academic Sponsors put at their disposal **Study Grants**.

For further information: POLI.design, Michela Mantica, formazione@polidesign.net - www.borsedistudio.info - tel. +39 02 23997248

The Academic Sponsors of the courses

The courses will have the active support and the commitment aimed at enhancing research and innovation, of the Academic Partner **Rimini Fiera** and the Academic Sponsors: **Florim Ceramiche, La Murrina, Simas Aqua Space, ST Rubinetterie, Seves, Jacuzzi, Bose, Montebianco, Oem-Ali, Bocchini Contract, De Castelli, Cillit Bang/Reckitt Benckiser, Fishbull Arredamenti, Oikos Fragrances, Palazzetti, Nardi and Stüv.**