



## **Radio Monte Carlo and POLI.design - Consortium of Politecnico di Milano, partners of innovation and design.**

Radio Monte Carlo is Partner Radio of the new 2007 High Standard Training Courses by POLI.design – Consortium of Politecnico di Milano that are dedicated to the evolution in the entertainment, hospitality and retail sectors. A cooperation with a high innovation content that sees for the first time ever a radio network side by side with an important institution, partner of design, research and advanced training.

dei nuovi corsi di Alta Formazione 2007 di POLI.design – Consorzio del Politecnico di Milano dedicati all'evoluzione dell'entertainment, dell'ospitalità e del retail. Una collaborazione ad alto contenuto d'innovazione, che vede per la prima volta un'emittente radio a fianco di un'importante istituzione, partner del design, della ricerca e della formazione avanzata.

“The evolution in entertainment we are witnessing in these years, is influencing the way public spaces are conceived and designed, not only in night entertainment, but also in the hospitality and retail sectors – states **Francesco Zurlo**, Director of POLI.design. – Today, in fact, we speak of “hotel entertainment” and “retail entertainment”, trends that involve a complexity of factors and aesthetic languages that designers must be aware of.”

“Radio Monte Carlo’s attention to the change in lifestyles and the evolution of taste, not only in music, finds us naturally sensitive to design, particularly where the new aesthetic languages in architectural planning directly meet the public, the people – explains **Stefano Carboni**, Programme Director of Radio Monte Carlo. – Our experience on the role of music in entertainment will be a further contribution to the designers’ global training.”

### **Music, Places and People, and a special location for the Project Works**

Stefano Carboni, Programme Director of Radio Monte Carlo, will take part in the courses to propose a reflection on the interaction between music, places and people, and on the importance of music in the definition of the style and character of a public venue.

The courses take place at POLI.design - Campus Bovisa of Politecnico di Milano, and include frontal lessons, guided educational tours to the most relevant realisations in Milan and a final Project. In 2007 the **Topic of the Project Works** will be the virtual refurbishment of the palace **seat of Radio Monte Carlo** that was designed by **Giò Ponti** and located in Largo Donegani in Milan. it will be transformed into different innovative spaces, a night entertainment venue, a hotel’s hall-lounge or a multifunctional retail shop, depending on the line of study of each course.

Furthermore, Radio Monte Carlo, as Partner Radio, offers to its listeners Study Grants to attend the courses.

### **Design for the Entertainment: the new 2007 courses**

The **new 2007 post-university courses of specialisation**, which are aimed at architects and designers, focus on the following emerging specializations: “**Bathroom Design** – Designing Private Spaces in Public Venues”, “**Hotel Experience Design** - Lounge, Bar, Exteriors & Lobby”, “**New Entertainment Design**”, the first course in Europe dedicated to the planning of innovative night entertainment venues, “**Outdoor Experience Design** – designing Outdoor Space” and “**Food Experience Design** – Baker’s, Pastry and Ice-cream Shops”.

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