

Press Release no.8  
Milan, 20 September 2007

**Specialising in Experience Design:  
at POLI.Design - Consortium of Politecnico di Milano  
in 2008 six new courses of High Standard Training  
for architects and designers  
that will focus on innovation in the sectors of  
Entertainment, Hospitality, Retail and Outdoor**

For the year 2008 **POLI.design – Consortium of Politecnico di Milano** has established six courses of High Standard Training for architects and designers that are centred on as many sectors of the market in which the evolution of the customers' lifestyles and taste is influencing a rapid change in the spaces, structures and the global offer.

“The spaces in the entertainment, hospitality, retail and outdoor markets ask to be conceived and designed after the new complex aesthetic languages and the new relationship that customers tend to establish with the venues they usually go to – states Nicola R. Ticozzi, director of the courses -. Leisure, a stay in a hotel, as well as the most simple purchase experience, today represent global “experiences”, moments of life and occasions of necessary fruition that must be gratifying on an aesthetic, sensorial and consumption level. In fact today we speak of “hotel entertainment” and “retail entertainment”, trends that involve a complexity of languages that designers must be aware of and in which design plays a fundamental role. The spaces, materials, the use of light, colour, sound atmospheres and much more, are changing – concludes Nicola R. Ticozzi – and the new courses that will be carried out at POLI.design in 2008 have as goal, in the different specialisation fields they represent, the analyses of the relationship between design and innovation and the updating of the professionals of planning in the directions pointed out by the market, through the new technical skills that are today required.

**Design for the innovation: the new 2008 courses**

The new 2008 post-university courses targeted at architects and designers are centred on these emerging specialisations: “**New Entertainment Design**”, the first course in Europe dedicated to the planning, design and furniture of innovative night entertainment venues, “**Bathroom Design** – Designing private spaces in public venues”, “**Food Experience Design** – Innovative planning for Baker’s, Pastry and Ice-cream Shops”, “**Outdoor Experience Design** – Design and furniture for outdoor spaces”, and the new “**Pizza Experience Design** – Design and furniture for the new pizza houses”.



The courses take place at POLI.design (Campus Bovisa of Politecnico di Milano – Faculty of Design) and include frontal lessons, educational tours guided by the teachers of the courses to the most relevant realisations in Milan, and a Final Project Work. Every course admits a maximum of 30 students.

### **Radio Monte Carlo, the 2008 Partner radio**

Radio Monte Carlo is the Partner Radio of the new 2008 High Standard Training courses. It continues for the second consecutive year a cooperation of 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.

### **A location by Giò Ponti for innovative Project Works**

The topic of the courses' final Project Works will be the virtual refurbishment of parts of the historic palace Montecatini of Milan, designed by **Giò Ponti** in 1951, which is now seat of Radio Monte Carlo, the partner radio of the courses. It will be transformed into different innovative spaces: a night entertainment venue, a hotel hall-lounge or a multi-functional retail shop, depending on the line of studies of each course.

### **Study grants for selected designers**

The 2008 courses will be attended by selected Italian and foreign architects, designers and engineers, who will benefit from **Study Grants** offered by the academic Partners and Sponsors. Study grants will be awarded on the basis of the CV and motivation.

Applicants can contact: POLI.design, Michela Mantica, [formazione@polidesign.net](mailto:formazione@polidesign.net)  
[www.borsedistudio.info](http://www.borsedistudio.info) tel. +39 02 23997248

### **Academic Partners and Sponsors of the courses**

Rimini Fiera is Academic Partner of many 2008 courses through the specialised trade fairs **SIA GUEST**, **SIGEP** and **SUN**. It is a cooperation that confirms the Rimini institution's particular attention to the evolution of the market, and accomplishes an even more updated correspondence between research and the market. The different trade shows will host the exhibition of the courses' results.

The courses have benefited from the Academic Sponsors' support and commitment aimed at enhancing research and innovation: **Florim Ceramiche**, **Simas Aqua Space**, **La Murrina**, **Groppo Arredamenti**, **Bose**, **Cimbali-Faema**, **ST Rubinetterie** and **Costagroup**.

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Description and dates of the courses, press releases and images of the concepts can be downloaded from the sites of the courses: [www.newentertainmentdesign.it](http://www.newentertainmentdesign.it) [www.hotelexperiencedesign.it](http://www.hotelexperiencedesign.it)  
[www.foodexperiencedesign.it](http://www.foodexperiencedesign.it) [www.outdoorexperiencedesign.it](http://www.outdoorexperiencedesign.it) [www.pizzaexperiencedesign.it](http://www.pizzaexperiencedesign.it) and  
[www.bathroomdesign.it](http://www.bathroomdesign.it)