ARCHITECTURE FOR FASHION:
HOW SPACES ARE TRANSFORMED IN VALUE
Fashion Research Italy is a Nonprofit Foundation founded by Cav. Alberto Masotti - former patron of La Perla fashion group. The foundation was born with the aim of accompanying Made in Italy during affirmation and innovation also thanks to training and research activities. The proximity to professional and academic realities of international fame allow the foundation to be the ideal context for one to specialize skills, to obtain an ever-innovative education and effective entry into the labor market.
Architecture is a privileged tool for those brands that are characterized by a high position and which, in addition to the quality of their products, need to nourish an image of prestige, style and refinement. From showroom to store, fashion requires architects as also stylists, photographers and modelers. The course in Architecture for Fashion was initiated for this reason, with the aim of forming designers who are capable of interpreting the identity of a brand and translating it into an architectural space, transferring those meanings of exclusivity, luxury and elegance from the gown to the environment that exhibits it. By analyzing the needs of the fashion world, designers will acquire spendable skills in the entire luxury sector, familiarizing with a market segment characterized by timeless charm and continuous and rewarding employment opportunities. During the course, the participants will deepen their knowledge on technical and compositional themes of fashion design, according to 122 hours of frontal teaching, 60 hours of laboratory work and a number of lectures of talented professionals.

At the end of the training course, students will also be offered a training apprenticeship in the most prestigious international architectural studies, including:

- OMA
- MVRDV
- Zaha Hadid Architects
- Jean Nouvel Design
- Studio Italo Rota
- Lombardini22
- Claudio Silvestrin Architects
- 5+1AA
- Casabella

LESSON PERIOD
November 2017 - January 2018

LESSON FREQUENCY
3 days a week

MAXIMUM NUMBER
ENROLLED
20

LANGUAGE
Italian

INNOVATIVE ELEMENTS
- this is the first course that encodes and collects a decade of architecture in fashion;
- The course offers prestigious future careers against 3 months of training;
- the course collects and provides educational tools of different nature (frontal teaching, workshops, company visits, lectures and training);
- The course integrates emerging skills such as multimedia technologies and IOT still on the margin of the traditional academy;
- The course takes place in the prestigious headquarters of the Fashion Research Italy Foundation, an example of recovery and upgrading of a former industrial plant - already La Perla Group plant - obtained using the most modern technologies. The site covers an area of 7,000sqm, defining in the Emilia Romagna territory, the first and largest exhibition teaching pole in the field of fashion-related disciplines.

TRAINING OBJECTIVES
The course in architecture for fashion intends to train designers to the dynamics and peculiarities related to the fashion system. By practicing in a demanding industry such as fashion, designers will develop the ability to respond brilliantly to the needs of any customer, even in areas other than fashion. The course aims to offer practical skills that can be easily spent, guaranteeing a series of cultural references of excellence and a renewed attention to the most up-to-date display technologies and product exhibition. Through a career next to prestigious professionals, the designers will obtain an effective link to the job market.

OUTPUT PROFILES
Designers with particular expertise in retail, layout, brand communication and brand identity;
STRUCTURE

ADMISSION

Admission to the course is through evaluation:

- curriculum vitae in European format;
- a motivational letter (up to 200 words);
- the portfolio

In order to ensure the best quality of teaching and the most effective absorption of the students in the labor market, the course will be closed (min 10, max 20 students), delivered in Italian and addressed to graduates who have obtained a master’s degree in Architectural sciences or other equivalent titles, by the end date of the enrollment (27/10/2017). The commission, in conjunction with the preliminary assessment, together with the outcome of an eventual interview, may admit students with different degrees of LM-03, LM-04, LM-10, LM-11, LM-12 classes.

122 H LECTURES

BEYOND THE FASHION SYSTEM 10 h
How to read fashion today
Fabio Massaccesi, Director of Archives and Exhibition Space of Fashion Research Italy Foundation

VIRTUAL REPRESENTATION INSTRUMENTS FOR ARCHITECTURE 16 H
How pictures tell the project
Cristian Assoli, Founder Inside Render and Inside studio of Interior Architecture

CASE HISTORY 30 h
Success stories and examples of fashion architecture
Roberto Bosi, Casabella Training Coordinator

FROM THE BRAND TO THE PROJECT 12 h
How brand identity translates into architectural space
Domenico D’Alessio, Director of FUD-Lombardini22 Brand Making Factory

TECHNICAL DESIGN FOR FASHION 16 h
Distributive and functional features for showroom and retail
Marco Costanzi, Director Marco Costanzi Architects

CONSTRUCTION TECHNOLOGIES FOR FASHION 12 h
Finishes, Costs and Design Choices for Fashion Brand
Design Unit Fashion Research Italy company partners

IMMERSIVE STORYTELLING FOR FASHION 12 h
Audio, video, immersion, IOT and new digital architecture tools
Andrea Gion, Head of Production Senso

FASHION EVENT & VISUAL DISPLAY 12 h
Temporary set-up for fashion
Carlotta Tonon, PR and Architecture and Design editor

EXPERIENCE DESIGN 12 h
The user at the center of the project
Luca Tani, Project Leader Ateliers Jean Nouvel

SPECIAL LECTURES

IL CLUB CAVALTI / Italo Rota – STUDIO ITALO ROTA, Milan
GLI EPICENTRI E LA FONDAZIONE PRADA / Ippolito Pestellini Lapielli – OMA, Rotterdam
LE BOUTIQUE ARMANI / Claudio Silverstrin – CLAUDIO SILVESTRIN ARCHITECTS, London
LA CRYSTAL HOUSE DI CHANEL / Gijs Bakker – MVRDV, Rotterdam
ZAHAD ADID DESIGN + ARCHITECTURE / Melodie Leung – ZAHAD ARCHITECTS, London
GLI SPAZI DELLO SHOPPING / Alfonso Femia – 5+1AA, Genoa and Paris
PROGETTAZIONE E INNOVAZIONE / Nicola Scaranaro – FOSTER + PARTNERS, London

60 H LABORATORY

BORONESE FLAGSHIP STORE
Architectural design of a new concept store for Borbonese
Matteo Agnolletto, Associate Professor University of Bologna - Giuseppe Di Nuccio, Borbonese Ceo

INTERNSHIP

At the end of workshops and lectures, within 3 months of the end of the lessons, participants will be given the opportunity to undergo a period of training within internationally renowned studios, particularly oriented in fashion design:

OMA (Rotterdam) MVRDV (Rotterdam) ZAHAD ADID ARCHITECTS (London)
JEAN NOUVEL DESIGN (Paris) STUDIO ITALO ROTA (Milan)
LOMBARDINI22 (Milan) CLAUDIO SILVESTRIN ARCHITECTS (London)
5+1AA (Paris) MARCO COSTANZI (Imola)
DIVERSE&BESTUDIO (Bologna) OPEN PROJECT (Bologna)
DUCCIO GRASSI ARCHITECTS (Reggio Emilia) ANTONIO RAVALLI ARCHITETTO (Ferrara)
STEFANO COLOMBO ARCHITETTO (Milan)
CASABELLA (Milan)
CALENDAR

Enrollment opening 12 June 2017
Enrollment closure 27 October 2017
Temporary ranking publication 06 November 2017
Enrollment fee deposit end 10 November 2017
Final ranking publication 20 November 2017
Lesson start 27 November 2017
Lesson end January 2018
Internship start within April 2018

FREQUENCY

3 days per week
The course aims to provide the students with basic knowledge of fashion discipline and fashion system. The course will focus on the concepts of trend, style, seasonality, brand communication and brand identity. By analyzing the entire structure of the fashion chain, attention will be paid to the aspects of communication and positioning of the product, fixing a series of concepts of use for understanding the material and immaterial value of the product. Through the course, students will acquire familiarity with the language of the fashion system itself. Focus will be on today’s fragmentation of the system where innovation is mediated by the negotiation of meanings.

Lecturer
FABIO MASSACCESI
Director of Archives and Exhibition Space of Fashion Research Italy Foundation

Director of Archives and Exhibition Space of the Fashion Research Italy Foundation, he directs the design and cataloging project of the Renzo Brandone Fund (archive of 30,000 textile designs) and coordinates the Fashion Photography Archive database that embraces Emilia-Romagna manufacturing companies. He is also Fashion Contributor for some magazines including Donna of the Corriere della Sera. Graduated and specialized in History of Art, he then attended a Master in Fashion Journalism and Communication. After some experience in press offices of important fashion companies and multi-brand agencies, he supported research and development of collections whilst also teaching at the Marangoni Institute in Milan. In the field of cultural heritage and business archives he teaches at the Faculty of Culture and Techniques of Fashion in Rimini (UNIBO).
VIRTUAL REPRESENTATIVE INSTRUMENTS FOR ARCHITECTURE
How pictures tell the project

16 h

More than any other sector, fashion has a need for communication and high-quality pre-visualization of the project. For this reason, students are offered a valuable moment to analyze the most modern and effective tools of production and post-production of digital images. The course will focus on the theme of texturing, lighting and rendering of a retail project as well as the main post-editing and photo-editing nodes aimed at quick and photorealistic rendering of project preview images. Such deep analysis will be a valuable asset both in operational and management terms for a rapid project preview process in order to determine an important persuasive tool, useful for the best story of the architectural project.

Lecturer
CRISTIAN AISELLI
Founder Inside Render and inside studio interior design

Cristian Aiselli is an interior designer and render artist with over 20 years of experience in 3D rendering. He is the founder of Inside Render, a company characterized by a unique DNA, made up of strong passion and true ethics in search of perfection and extreme attention to detail. An attitude favoring essence, fidelity and excellence that applies to interior design with hyper-realistic and emotional renderings for the most important international luxury brands. With his company, he was the first to adopt 3D laser scanner technology and is the only one in the world to apply it to classical furnishings, allowing Inside Render to be recognized as the world leader in the industry. For these reasons, Inside Render amazes and collaborates with international clientele, formed by the finest furniture companies, prestigious architecture studios, scenographers and art directors.

CASE HISTORY
Success stories and examples of fashion architecture
20 h

The course will focus on providing the students with a series of technical and cultural references useful for the development of their own creativity. Through a series of architecture analyzes (also with the help of the designers), students will obtain an overview of the major and most popular fashion and shopping architecture:
- Studio Italo Rota;
- OMA;
- Claudio Silvestrin Architects;
- MVRDV;
- Zaha Hadid Architects;
- 5+1AA;
- Foster + Partners.

Lecturer
ROBERTO BOSI
Coordinator Casabella Formazione

Roberto Bosi graduated in Architecture at the Iuav University of Venice in 2003 and in the same year he becomes responsible for ProViaggiArchitettura (from 2009 he is director); an initiative specializing in planning architectural travels in collaboration with the leading Universities of Architecture and Engineering and the Orders of Architects and Engineers. From 2012 to 2013 he collaborates with the Journal of Architecture by editing the column “The Wandering Architect” and with the Journal of Art the column “The Art Traveler”. From 2013 to 2014 he collaborates with the AREA magazine of the Sole 24 Ore Group, following Architecture Itineraries and organizing architecture trips. Since 2014 he has collaborated with the Casabella magazine coordinating Casabella training, a structure dedicated to travel organization, visits, lessons and meetings. He has been an expert since 2014. Since 2016 he has been responsible for Casabella lab space in Milan. He participated as a tutor at the Iuav workshop in Venice - WAVE 2012 with Prof. Edoardo Narne. He has been teaching at the University of Florence since 2013 with Prof. Fabio Capani.
FROM THE BRAND TO THE PROJECT
How brand identity translates into architectural space
12 h

The course aims to go through the key nodes for starting a correct process of interpreting a trademark or product. Through laboratorial sessions, the student will experience the processes of analysis, understanding and synthesis at the basis of architectural translation process of a brand. The course will invite students to offer spatial identity to a specific brand, identifying useful values for better definition of architectural space. Thanks to the course, students will be provided with a method to relate with the client that will be useful to conduct informed choices, consistent with the product, and to emphasize the specific imagination.

Lecturer
DOMENICO D’ALESSIO
Director FUD-Lombardini22
Brand Making Factory

Graduated in Communication Design at the Politecnico of Milano, Specializing in Integrated Communication Systems for Enterprises and Institutions, he has been the Director and Teacher in Communication Design in the IED Brand Design Master. He has been part of the lecturers of the “Concept Design” laboratory and of the “Visive Culture” course at the Politecnico of Milano, Faculty of Design. He considers academic activity indispensable for the construction of new conceptual architectures, a fundamental basis for good design innovation. He is Co-Founder and Director of FUD Brand Making Factory, a Lombardini22 Group company, dedicated to Physical Branding and Communication Design (www.fudfactory.it), and manages all aspects of project design workflow from business ideation, to concept project design, to the communication strategy and the executive production, taking care of every single aspect of the design process, taking care of the relationship with suppliers, collaborators, producers and above all customers.

TECHNICAL DESIGN FOR FASHION
Distributive and functional features for showroom and retail
16 h

The course will focus on providing an overview of the retail world: from the Mass Market concept to the “one off” project. By confronting the main chain-key nodes, from large distribution to the luxury market, the various store space types (concept stores, pop up stores, etc.) will be identified and represented, with emphasis on dimensional criteria and good Design and goods valorization. Always animated by a sensibility towards methodologies of technical realization of the idea, the course will also provide a breakthrough on the concept of omnichannel, linking the experience of architectural space to the web world.

Lecturer
MARCO COSTANZI
Director Marco Costanzi Architects

He graduated in architecture at the University of Florence with the thesis “The relationship between interior and exterior in Japanese architecture”. From 1992 until 2005, he worked with Rita Bedeschi. In 2005 he founded the studio Marco Costanzi Architect in Imola. In 2015, he opens a studio in Rome to follow the Fendi Palazzo of Italian Civilization project. He mainly works in the residential and commercial sector with attention to clothing, accessories and luxury products in Italy and around the world such as Elie Saab, Sergio Rossi, Rimowa, Philippe Model Paris, Casadei, Fendi, Dolce and Gabbana, La Rinascente. He has also developed design products for Viabizzuno and Fendi Casa.
Design Unit Fashion Research
Italy company partners

The course will focus on providing designers with specific expertise in high-quality construction materials and technologies designed for exhibit and interior design. To this end, different product lines will be presented, evaluating their features, performance and commitment possibilities, with a constant reference to the costs and methodologies of insertion into the architectural project. The course will also take a series of visits to the company to better understand the product chain and evaluate possible insertions in the architectural design. Among the discussed technologies:

- Ceramic materials;
- Innovative materials;
- Lighting equipment;
- Home automation solutions and technological integration

Over the last few years, technologies have been increasingly involved in the architectural design and sales process. To this end, the Immersive Storytelling for Fashion module aims to provide an overview of the possibilities of technological integration useful to exhibit and retail projects. The course will present the main marketable technologies (display, sensor, mapping, lighting, IOT, touch, etc.) enunciating the technical insertion features (dimensional, hardware, software) and cost within the projects. Through the course, students will gain an important competitive advantage by becoming familiar with many high-tech innovation solutions and learning about the mechanisms of interaction and integration with the architectural design project.

Lecturer
ANDREA GION
Head of Production Senso

He graduated in Cultural Heritage Conservation at Ca Foscari University in Venice and later in architecture at IUAV. From 2013 he began to practice both self-employed as also in collaboration with several studies, mainly dealing with architectural visualization. In the same year, he started teaching and research at IUAV, winning a research grant as a FSE assignment with a thesis on 3DMapping for Cultural Heritage and subsequently specializing in immersive strategies for the enjoyment and enhancement of heritage. Since 2015, he has been working as Head of Production at DrawLight and Senso, companies specialized in immersive high-tech experiences while maintaining academic activity. Between 2016 and 2017 he has taught various lessons at IUAV, UNIPD and UNIFE, has been part of the Mi-HERITAGE master- interactive and digital retrieval system for cultural heritage restoration and has followed some industry publications. Since January 2017 he has also been responsible for organizing an Academy of Excellence in collaboration with DrawLight and Senso.
The course is intended to provide an overview of the major fashion service events. The course will offer a sequence of different case histories focusing on the most frequent event types (presentations, capsules, cruise collections, fashion shows), available budgets, timings, and relationships between the various actors involved in a temporary setting (Architects, designers, suppliers, artistic directors). Ultimately, the course will pay attention to the need for communication and storytelling of the architectural design, highlighting the necessity, methodologies and reporting tools of the project from its initial stages up to its realization and eventual publication in specialised magazines.

**FASHION EVENT & VISUAL DISPLAY**
Temporary set-up for fashion

The individual’s experience in architectural space is not a random factor, but can be planned based on the suggestions or even behaviors (of observation or purchase) that are intended to elicit. Increasingly central in the process of loyalty and conversion of a consumer is the experience that lead to a specific brand or product: what are the assumptions needed to conceive a space that generates meaningful and memorable experiences? The objective of the course will be to provide elements and knowledge that are useful for building architectures that meet the needs of communication and positioning of any brand or customer, through knowledge of purchasing psychology, functional distribution mechanisms and perception of space and product placement.

**DESIGN EXPERIENCE**
The user at the center of the project

Lecturer
CARLOTTA TONON
PR and Architecture and Design editor

Carlo Tona graduated in Architecture at the Politecnico di Milano in 2009. From 2006 to 2007 she is assistant to editorial coordination for the editing of Electarchitecture. She collaborates with Arnoldo Mondadori Editore from 2007 to 2016, covering the role of editor for “Casabella” and Gallery Manager of the Casabella exhibition space. Among the most important exhibitions and happenings are those dedicated to Carlo Scarpa and Alvaro Siza, Renzo Piano, Paolo Zermani, Max Duder, David Chipperfield, Eduardo Souto de Moura, Patricia Urquiola, Francesca Dal Co, Michele De Lucchi, Marco Pogliani, Oliviero Toscani. She has two publishing editions, Aires Matues (2011) and Ville in Portugal (2010), both edited by Electa. Since 2016 she has partnered with NEGRI FIRMAN PR & Communication as a Senior Account for design departments and special projects, focusing on media relations and designing communication equipment (design, retail, art, architecture, fashion, special projects), strategy design and new business research.

Lecturer
LIVIA TANI
Project Leader Ateliers Jean Nouvel

Livia Tani was honored with praise in 1997 at La Sapienza University in Rome and received her Ph.D. in Architecture Technology in 2004. She started working with Ateliers Jean Nouvel in 1997 and then became a member of the AJN team in Rome since 2001. Over the last ten years, she has been confronted with several theme projects from design to realization, including: the Red Kilometer, a scientific and technological park used as the headquarters of Brembo Spa in Bergamo; The Minimetro in Perugia, a public transport system with automated vehicles and eight stations; The new pavilion for the Geneva trade fair; The Ferrari assembly line at Maranello; The conversion of the former Excel-sior cinema into luxury retail space for Coin Spa.
The design laboratory will be dedicated to the definition of a flagship store for the Borbonese company. The laboratory will be the occasion for practical synthesis to test all the notions that will be made available with other teaching modules, ensuring strategic responses to targeted technical requirements. Students will be encouraged to use a holistic approach that will have to consider the design of a flagship store from the architectural point of view, in addition to the commercial one, to support the brand’s desired image and experience, maximizing the input to be conveyed to the final client.

Lecturer
MATTEO AGNOLETTO
Associate Professor University of Bologna

Matteo Agnoletto is an associate Professor in architectural composition at the Department of Architecture of the University of Bologna. He is a member of the College of Architecture. He graduated with a praise in Architecture in Venice (rapporteur Prof. Franco Purini) and subsequently obtained his PhD in architectural and urban design at the Politecnico di Milano (rapporteur Prof. Cino Zucchi). He has worked in the studios of Renzo Piano and Jean Nouvel. He has been editor in charge of the Parameter magazine from 2003 to 2008. Since 2005 he is a collaborator of the architecture section at the Triennale of Milan and is a curator of the section Good N.E.W.S. (2006) and House for All (2008). In 2007 he was among the organizers of the Superluoghi event for the Province of Bologna. He has been part of the research group on The Places of Culture in Modena, coordinated by prof. Giovanni Leoni. Since 2012 he is coordinator of the “Emilia Research Laboratory”, a unit working in the places affected by the earthquake. He also curated the exhibition “Poetry Architectures” dedicated to the territories affected by the earthquake..
OMA

OMA (Office for Metropolitan Architecture) is an international studio that operates within the traditional fields of architecture and urban planning. The study is led by 9 partners - Rem Koolhaas, Ellen van Loon, Reinier de Graaf, Shohei Shigematsu, Iyad Alsaka, David Gianotten, Chris van Duijn, Ippolito Pestellini Lapparelli, Jason Long - and has offices in Rotterdam, New York, Beijing, Hong Kong, Doha, Dubai and Perth. OMA has its own speculative unit called AMO, within which research and development, branding and publishing fields are developed. AMO was conceived as a think-tank independent of the main operating reality.
MVRDV

MVRDV is an architecture firm founded in Rotterdam (The Netherlands) in 1993 by Winy Maas, Jacob van Rijs and Nathalie de Vries. He is a global designer in the field of architectural and urban planning. It uses a highly collaborative design approach, based on continuous research, involving customers, stakeholders and experts from various technical fields from the very first steps of any new project. The results they get are exemplary architectures based on clear, direct projects that allow cities and landscapes where they are positioned to project into a better future.

ZAHA HADID ARCHITECTS

Zaha Hadid Architects is an internationally renowned architecture studio founded by Zaha Hadid. The founder won the Pritzker Architecture Prize in 2004, but the fundamental contribution to the themes of contemporary architecture extends to his over 30 years of career, in which he has always created dynamic and innovative projects, aiming at revolutionary experimentation and research interconnected between urbanism, architecture and design. Today, the ZHA study continues its the action of its guiding light at all levels in the most diverse areas, creating cultural, commercial and residential spaces, having 950 projects in 44 countries and involving over 400 collaborators from 55 different nationalities.
STUDIO ITALO ROTA

The Italo Rota Studio, founded by the same architect, manages the complexities of major international projects, to the most diverse scales of detail, from product design to design of large urban areas, maintaining a systematic intent towards a remarkable wealth of spaces and shapes. Through innovative materials, state-of-the-art technologies and in-depth light research, the spaces proposed by the studio aim to solve design issues while maintaining intense complexity, aimed at creating an emotion in the visitor.

LOMBARDINI22

Leading group in the Italian scenario of architecture and engineering, Lombardini22 operates internationally through five brands: L22, dedicated to architecture and engineering; DEGW, a leader in strategic consulting on ways to work and interaction between physical space and business performance; FUD Brand Making Factory, specialized in Physical Branding and Communication Design; DC CAP dedicated to Data Center and Eclettico, for hospitality projects. Lombardini’s mission is to create value and generate trust in customer initiatives and projects in which it is involved, in order to stimulate growth and development throughout the entire chain and throughout the Real Estate community. Lombardini22 realizes timeless, future-proof projects that can fulfill the functions for which they have been conceived and enrich the world they are part of.
JEAN NOUVEL DESIGN

Jean Nouvel Design is a multidisciplinary team engaged in furnishing design, interior design, scenography and multimedia graphic communication. Jean Nouvel’s œuvre follows the tradition of philosophical architects who consider design as a holistic practice to be practiced at every stage. Urbanist and architect, Jean Nouvel is also a designer and does not like to be labeled. His professional work does not see any difference between the design of a chair and the design of a building. He conceives every idea as a complete creative process. For every design challenge he is asked, he searches for the “elementary” object whose form is associated with the idea. He always intends to offer a consistent, both cultural and technical response to the time and society in which he operates. Jean Nouvel created JND in 1995 to support the AJN architecture studio (Ateliers Jean Nouvel) with specific design projects. Since its creation, JND has produced hundreds of furnishing items.

DUCCIO GRASSI ARCHITECTS

Duccio Grassi has helped define and innovate the retail design range from the early 1980s when he started collaborating with the Max Mara Group, for which he continues to develop concepts and design the most prestigious Flagships. DG’s aesthetic research was immediately geared towards volume dialogue, study of light interactions and contrasting materials, combining efficiency and elegance. In 2010, Duccio Grassi Architects won the Zara Award for Restructuring Palazzo Bocconi in Rome. In addition to retail projects for Max Mara, Zara, Ray-Ban, Cahnall, Max & Co and other international brands, the studio designed the Al Hamra mall in Kuwait City and the expansion of Wafi City in Dubai and is currently involved in International as well as commercial and residential and hospitality projects. DG has designed products for Emmebi, Viabizzuno and Minotti Kitchens. DGA has offices in Milan and Reggio Emilia.
Claudio Silvestrin Architects was founded in 1989 in London and since 2006 is based also in Milan. The studio projects range from large real estate complexes, to private homes and resorts, to art galleries and museums, to restaurants, to the design of furnishings. The studio boasts clients including Giorgio Armani, Calvin Klein, Giada, Anish Kapoor, Victoria Miro, Sandretto Re-Rebande Foundation, YTL Singapore, Illy Coffee, Princi. The latest achievement by Claudio Silvestrin is a 32,000-square-meter new fashion mall in Turin that opened to the public in March 2017.

photocredits: James Morris
MARCO COSTANZI

Studio Marco Costanzi is a multidisciplinary study focused mainly on the design of residential and commercial architectures. Since 1991 he has been developing and designing the concept for the fashion universe by creating show-rooms and luxury boutiques in Italy and around the world. From the preliminary design to executive development, the goal of the study is to return quality and care of the creative idea, accompanying the entire design process. A contemporary language attentive to market evolution where a flexible design mode prefers subtraction and intervenes on emptiness at the expense of solids. The ideal project must surprise every time with a strong idea that takes into account the needs of the market as well as of the partners and that it does not fall in self quotation at the expense of functionality.

DIVERSERIGHESTUDIO

DiverseRighèStudio was founded in Bologna in 2003 by Nicola Rimondi, Simone Gheduzzi and Gabriele Sorichetti. The purpose of the multidisciplinary research of the study is to give shape to the relationship between different knowledge, creating a continuous dialogue between the theory and the architectural practice. Composition is thought to be a dynamic relationship between the theme and the functional program. Through the use of a strict method, the relationship of the form associated with the composition metaphor is obsessively tested. The operational practice of the study is understood as a never-ending cycle, considering each project as part of a larger organizational vision.
5+1AA

Alfonso Femia and Gianluca Peluffo, founders of Studio 5+1AA, confront the theme of contemporarity in the relationship between city, territory and architecture, building this relationship as a reality. The perception and transformation of reality are the cornerstones of an idea of architecture as a body and enigma, which is both realistic and emotional, pragmatic and sensual, which can be shared and capable of creating amazement as a mechanism of knowledge.

OPEN PROJECT

Founded in 1984, the Open Project is a multidisciplinary structure designed to develop all aspects of architecture and engineering projects from concept to implementation control. The multidisciplinary approach of Open Project address the transformations that involve the process of building today. For OP, the project is not limited to technical-architectural intervention: an essential element becomes the ability to correlate the complexity of economic and market aspects with design experience to organize interventions in urban conversion and retraining areas according to integrated strategies Planning, optimizing available resources.
ANTONIO RAVALLI
ARCHITETTO
Studio Antonio Ravalli Architect was born in 1992 by the same founder. It is essentially involved with the processes of transformation of the urban and territorial landscape on macroscale, where architecture has the potential to investigate and attempt to solve the different conditions of the real, and on microscale. It designs and executes complex urban interventions in Italy and abroad where it seeks to co-exist with market demands by exploring the possibility of re-occupation and redevelopment of gray areas. It prefers enhancing the interstices between the modern city infrastructure, succeeding in proposing multifunctional strategies that respond to business needs by creating showroom and retail space with iconic value.

STEFANO COLOMBO
ARCHITETTO
Studio Stefano Colombo Architect is based in Milan and has always been involved in architectural and urban planning. He has developed expertise over the years in the field of real estate development by offering support for architectural, urban planning and design. The study offers complete project management, including authoritative and constructive aspects, while remaining faithful to a sleek and rigorous form of research, as well as responsive to the impulses of contemporaneity.
COURSE REGULATION

1. GENERAL INDICATIONS

1. The course is delivered in Italian;
2. The course is subject to a limited number (max 20 students) and access is upon selection (the selection criteria are given in chap. II);
3. The course is held at Fashion Research Italy’s offices in via del Fonditore 12, Bologna;
4. The Foundation reserves the right to make changes to the calendar and to the course program for the best execution of the courses. Any such changes will be communicated to the students in advance;
5. The course consists of no. 3 modules:
   A. 122 hour lecture module;
   B. 60 hours of laboratory;
   C. a training period of 200 hours;
6. To carry out the training period in the company it is indispensable to have:
   A. Completed laboratory activity (certified by the holder of the course);
   B. Attended at least 75% of the lessons of the lecture;
7. The assignment of students to the various professional structures for the experiment of the training period in the company is determined uniquely and at the discretion of the Foundation, also taking availability of students and host structures into account;
8. Students may waive the training period (training placement);
9. The training period in the company (training apprenticeship) is activated within max. 3 Months from end of lessons;
10. The course issues a certificate of attendance;
11. For the issue of attestation of frequency it is essential to have:
   A. Completed laboratory activity (certified by the holder of the course);
   B. Attendance of at least 75% of the frontal teaching module;
12. For information on the course, you can get in touch with the contact person at: studenti@fashionresearchitaly.org

II. REQUISITI

1. Knowledge of Italian;
2. Pre-intermediate knowledge of English (at least level B1);
3. University degree obtained under the D.M. 270/04 in the following classes:
   A. LM-03 Landscape architecture
   B. LM-04 Architectural and engineering architecture
   C. LM-10 Conservation of architectural and environmental assets
   D. LM-11 Conservation and Restoration of Cultural Heritage
   E. LM-12 Design
   The qualification must be obtained by the end date of the enrollment (27/10/2017).
4. Scoring is made up of the following criteria:
   A. Curriculum vitae (max 50 pts);
   B. Motivational letter (max 30 pts);
   C. Portfolio (max 20 pts)

III. AMMISSIONE

1. The candidates will be evaluated by a selection board which will award a score between 60 and 100 p.ti for each candidate;
2. The Selection Board is nominated by the Fashion Research Italy Foundation;
3. The judgment of the selection board is indisputable;
4. Scoring is made up of the following criteria:
   A. Curriculum vitae (max 50 pts);
   B. Motivational letter (max 30 pts);
   C. Portfolio (max 20 pts)
5. On the basis of the scores awarded, a provisional ranking list is published in the reserved area of each candidate. The best 20 candidates will be admitted to the course according to the scores described in paragraph 4 of this chapter;
6. Students who are ranked between 1st and 10th place (included) will be granted a scholarship to cover the full membership fee. The scholarship is uniquely assigned to the top 10 students. If one of them retires, the same cannot be reallocated to other candidates;
7. Students placed between the 11th and 20th place (inclusive) will be admitted to the course subject to payment of the registration fee;
8. 21st place candidates will not be admitted to the course, but they may be reinsered due to the withdrawal of candidates between the 11th and 20th place; the course referent will contact (within 10 days from the publication of the provisional list) individual candidates in case of rescoring;
9. On the basis of adherence and possible re-scoring, within 14 days of the publication of the provisional ranking, the final ranking list (available at the reserved area of each candidate) is published;

10. Each student admitted (both with a scholarship and without a scholarship) will be contacted by the course referent in the first few days following the publication of the provisional ranking to confirm their adherence;

11. In the case of equal score candidates, the candidate who has obtained a higher Cv score- or in case of further ties, the youngest candidate will be given priority;

12. The committee may ask the student to take part in a motivational interview;

13. The date of the motivational interview will be agreed by the course referent in agreement with the student and in any case held at the headquarters of the course Fashion Research Italy in Via del Fonditore 12 in Bologna;

14. If a student who has been summoned does not appear at any interview, he / she will automatically be excluded from the selection;

15. Students must present themselves at the interview with an identity document.

IV. ENROLMENT

1. Access the website http://edu.fashionresearchitaly.org;

2. Fill in the form by entering all mandatory fields;

3. At the end of the registration process you will receive an email (possibly check spam) containing username, password and link; Open the link to confirm the registration;

4. Pay the fee of 50 € for secretarial rights, indicating the following item "course secretarial rights; Name and surname; Course title (eg for student Mario Rossi to the course in Architecture for Fashion: "course secretarial rights, Mario Rossi, Architecture for Fashion");

5. Access the reserved area with the username and password activated and choose the course for which you intend to complete the registration;

6. Required documents:
   A. Photocopy of a valid identity document;
   B. Motivational Letter (200 words maximum);
   C. CV (preferably europass format);
   D. Portfolio (free form);
   E. Receipt of wire transfer

Uploaded files should be in jpg or PDF format and the maximum size is 2 MB;

7. Once Uploaded the necessary documents, the application form will be completed and evaluated by FRI staff;

8. Once the candidature has been completed, on the day of the publication of the provisional ranking, candidates will be able to evaluate their status in relation to the score obtained by accessing their reserved area:
   A. ADMITTED WITH SCHOLARSHIP;
   B. ADMITTED (an additional field will charge for the transfer of the registration fee);
   C. NOT ACCEPTED

Students are invited to carefully assess their positioning on the provisional list because of possible rescores;

9. In the case of admission without scholarship, students will be required to:
   A. Pay the registration fee of € 2,500 in a single installment within 5 days of the publication of the provisional ranking indicating the following subject "course inscription; Name and surname; Course title " (eg for student Mario Rossi to the course in Architecture for Fashion: "course enrollment, Mario Rossi, Architecture for Fashion");

   B. Upload the receipt of the transfer order to your private web section within 5 days of the publication of the provisional ranking;

10. The failure to recognize the registration fee entails exclusion from the course;

11. Both the secretarial rights (€ 50) and the registration fee (€ 2,500) must be recognized by bank transfer to IBAN IT 39 V 03273 02400 000600102764 (Credito di Romagna).
V. NOTE

1. This document, in its integrity, forms part of the terms and conditions of the service;

2. By registering, candidates accept terms and conditions of service;

3. Secretarial rights and registration fees are non-refundable;

4. If a student renounces the course after having paid the fee, the student will not be reimbursed;

5. The tuition fee is recognized as a reimbursement of expenses for participation to courses;

6. Secretarial rights and enrollment fees may be recognized by third parties, subject to the correct cause of payment with reference to the student as described in pts. 4 and 9 of chap. 4;

7. The Foundation assumes no responsibility for the dispersion of communications due to incorrect indication by the candidate or late notification of the change of address indicated in the online registration, or any disagreements attributable to third parties, Fortuitous or force majeure;

8. All candidates are admitted to the motivational interview with the reserve: the Foundation will subsequently exclude candidates who have not obtained the qualifications listed in this notice;

9. In the event that the documentation submitted by the candidate is false or misleading, relevant for the purpose of enrollment, without prejudice to the penalties provided for in art. 76 of Presidential Decree no. 445 of 28 December 2000, the same candidate, declines from the right to subscribe and is not entitled to any reimbursement of the paid installments. Any false or misleading statements involve exposure to legal action by the affected parties;

10. Access to training courses and training period may be suspended for disciplinary reasons or for reasons of major force.
LESSON ADDRESS

Fashion Research Italy Foundation
Via del Fonditore 12, 40138 Bologna
www.fashionresearchitaly.org
@fondazionefri

COSTS

The course has a registration fee of 2,500 €. Based on the admission requirements, 10 scholarships will be awarded to cover the total cost of enrollment for the most deserving candidates.

ENTRY

Applications must be received by October 27, 2017 by Pietro Cervellati at studenti@fashionresearchitaly.org. The ranking will be based on the evaluation of curriculum and motivational letter. Those attending at least 75% of the lessons will receive a certificate of participation.

CONTACT

For further information
Pietro Cervellati - T 051220086
studenti@fashionresearchitaly.org