

OPTION 1 - July 1 to August 10

The dichotomy of Art and Business is an old prejudice proved to be wrong by history, heuristics and studies on innovation, entrepreneurship and management. This program is ideal if you want to gain an overall understanding of the key factors of the Made in Italy Art and Design.

Tuition Fee is €3200, including tours, workshops, in-company visits and Design studio, materials and tools, excluding accommodation and medical and liability insurance.

Focus on: Modern Art, the evolution of Applied Arts, business and career opportunities today in the fields of Art, Design and Culture, how to apply business methodologies to Art and Culture, the importance of a creative mindset for Business, Innovation and Entrepreneurship. The program ends with a 60h traineeship program in a real workshop located in the district of marble.

Select max 5 Single Courses for SIX weeks among:

1. **Modern History (42h),**
2. **The Business of Art (42h),**
3. **Italian Design (42h)**
4. **Art &Media (42h),**
5. **Italian Language for Foreigners (50h),**
6. **2-week Design Studio of Sculpture, Photography or Painting (60h)**

Draft of Schedule

Course	Mon	Tue	Wed	Thur	Fri	Sat
Hist Mod Art July 1-13	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min
BusArt July 1-13	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min
ItaDesign July 15-27	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min
Art&Media July 15-27	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min
Italian July 15-27	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min	3h 30min
Italian July 29 – Aug 10	1h 30min	1h 30min	1h 30min	1h 30min	1h 30min	1h 30min
StudioDesign July 29 – Aug 10	5h	5h	5h	5h	5h	5h



THIS SINGLE COURSE IS VALID FOR OPTIONS 1, 2.1, 3.1

History of Modern Art [42h from July 1 to July 13]

Keywords: Unfolding layers of Renaissance, History and Culture

CONTENTS

- Pre and early Renaissance, the Garden of San Marco and the education of Michelangelo
- Art and Power in the XVI century
- New Styles and trends until XVII century
- Visits to Museums, Galleries and Foundations are part of the Program

ASSESSMENT

Students will prepare and critically discuss an essay complete of bibliography on a topic approved by the lecturer



THIS SINGLE COURSE IS VALID FOR OPTIONS 1, 2.1 and 3.1

The Business of Art JULY History of Modern Art [42h from July 1 to July 13]

Keywords: European Art with applications of Events Management

CONTENTS

- From the mecenatism to the collectionism. The Art Market today and the star system
- From the mecenatism to the collectionism. The Art Market today and the star system
- Work of art, users, consumers and recipients
- Museums, Galleries and Foundations. Ehibitions and cultural Events

ASSESSMENT

Students will prepare and present to their peers and a panel of lecturers a Project work based on the organization of a cultural event.



THIS SINGLE COURSE IS VALID FOR OPTIONS 2.1, 2.2, 3.2

ITALIAN DESIGN [42h from JULY 15 to JULY 27]

Keywords: Art, Culture and Society, Italian Brands, Made in Italy brand

CONTENTS

- Evolution of the concept of Design and Applied Arts
- Art and Techniques in modern and contemporary Design, main trends and authors
- Planning and Producing Design
- Clients and Markets, Case Studies

ASSESSMENT

Students will present a case study



THIS SINGLE COURSE IS VALID FOR OPTIONS 1, 2.2, 3.2

ART & MEDIA [42H from 15 JULY to 27 JULY]

Keywords: Media for Communication, Visual Storytelling, Corporate Identity Design

CONTENTS

- News Production, Advertising and the Public of Art
- From mass media to new media: Online identity, free knowledge, new trends
- Impact of Information society and Augmented Reality on Art
- Marketing Techniques and Integrated Mkt Communication for Art & Cult.

ASSESSMENT

Students will present a digital marketing Project for a case study in the Industry of Art, Design or Culture



THIS SINGLE COURSE IS VALID FOR OPTIONS 1 , 2.2, 2.3

Italian for Foreigners [50H from JULY 15 to AUGUST 10]

Keywords: Daily use of the Italian Language

CONTENTS

This course is for beginners and pre intermediate speakers to gain the ability to engage in basic to meaningful conversations about Art and Culture.

This module requires 50 contact hours of frontal classes, on the road conversations and discussions of real issues of daily life from July 15 to August 10.

ASSESSMENT

Oral and grammar skills gained through the course will be assessed at the end of the program with a written examination and Q&A session



THIS SINGLE COURSE IS VALID FOR OPTIONS 1, 2.2, 2.3 & 3.3

RENAISSANCE DESIGN STUDIO IN BOTTEGA D'ARTE [60h from JULY 29 to AUGUST 10]

Keywords: Model Making, Visual Expression of Ideas

CONTENTS

STUDIO of Photography, Painting or Sculpture

This module will be held in the form of studio and traineeship in one of the real Bottega d'arte located in the district of Marble. *Botteghe d'Arte* are places of invaluable importance for the Italian Cultural Heritage. Small only by size, they provided a nest for the birth of the amazing genius of Giotto, Leonardo da Vinci, Michelangelo, Raffaello ...there throughout the centuries, techniques and secrets of sophisticated machinery, original work of design and craftsmanship have passed onto future generations from father to son.

The program will be conducted from July 29 until August 10 in the form of Photography Studio, Painting Studio or Sculpture Studio, whereby each student will be guided by artists and artisans of national and international reputation, to interact with the environment and the materials and exercise their creativity.

ASSESSMENT

Participants are expected to produce drafts of their work and then final manufactures of artistic quality. A final event will be organized to present the creative process undertaken to achieve this result.