

OPTION 3.1 - 2 week Program from July 1 to 13

This program is ideal if you want to know more of the history and evolution of Renaissance and understand challenges and opportunities in the Business of Art, today.

Tuition Fee is €1500, including tours, workshops, visits to museums and galleries, excluding accommodation and medical and liability insurance.

Take the following 2 Single Courses:

1. Modern History (42h)

2. The Business of Art (42h)

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

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 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 an 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

OPTION 3.3 - 2 week Program from July 29 to August 10

This program is ideal if you want to experience the Renaissance spirit of *Botteghe d'Arte*, the small workshops where the concept of Made in Italy was originally born in the XV century. In contact with designers, artisans and artists of international reputation, students will learn how to interact with environment and materials, draft their ideas and exercise their creativity.

Tuition Fee is €1800, including studio materials and tools, excluding accommodation and medical and liability insurance.

Choose your Design Studio:

- 1. Sculpture (60h)**
- 2. Photography (60h)**
- 3. Painting (60h)**

Draft of Schedule

Course	Mon	Tue	Wed	Thur	Fri	Sat
StudioDesign July 29 – Aug 10	5h	5h	5h	5h	5h	5h

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.

