

NUOVA ACCADEMIA
SPECIALE



International Academy of Art & Design

SPECIAL PROGRAMS
ONLINE SUMMER COURSES

NABA
Nuova Accademia di Belle Arti

NABA ONLINE SUMMER COURSES

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www.naba.it/en/summer-courses



International Academy of Art & Design

NABA

NABA, Nuova Accademia di Belle Arti, is an international Academy focusing on arts and design: it is the largest private Academy in Italy, and the first one to have been recognized by the Italian Ministry of Education, University and Research (MIUR), back in 1981. As a recognized Academy, NABA offers academic diplomas equivalent to first and second level university degrees in the fields of design, fashion design, graphics and communication, multimedia arts, set design, and visual arts to students interested in design culture and artistic experimentation: they come from many different Italian regions and almost 80 foreign countries, and have the most diverse high-school backgrounds.

NABA's interdisciplinary didactic methodology is the result of a strong inclination towards innovation and a dynamic interaction with the artistic and professional context, made possible also thanks to the continuously updated expertise of the faculty, including professional practitioners and artists.

NABA was selected by Domus Magazine as one of Europe's Top 100 schools of Architecture and Design, and included by Frame Publishers in the Guide to the 30 World's Leading Graduate Design and Fashion Schools.

ONLINE SUMMER COURSES 2020

NABA Online Summer Courses 2020 offer four of NABA's most celebrated courses in the Interior Design and Fashion Image & Styling paths. The courses grant students a condensed and blended learning version of the most significant trends of design of spaces and resilience design along with introductory and intermediate level courses on Fashion Image & Styling with the chance for them to experiment with a relevant project-theme. All courses will start on **the 31st of August and end on the 11th of September 2020.**

DESIGN FIELD

Path:

Interior Design

FASHION DESIGN FIELD

Path:

Fashion Image & Styling



NABA Online Summer Courses 2020 are intensive research and project-based trainings, which include:

- **INTRODUCTORY LEVEL COURSE:** intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design
- **INTERMEDIATE LEVEL COURSES:** for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience
- **ADVANCED LEVEL COURSE:** for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.

Field

DESIGN

List of Online Courses

INTERIOR DESIGN II INTERIOR DESIGN FOR HOTELS

Language

ENGLISH

Learning Method

ONLINE

Credits

3 CFA (1 CFA = 1 ECTS)*

Course Structure

> 10 ONLINE LESSONS – 1 LESSON PER DAY, 2 HOURS PER EACH LESSON

> DAILY LIVE SESSIONS WITH THE TEACHER

> WORKBOOK

> FINAL PROJECT

*CFA credits only awarded to university students or participants who are completing or have completed a university or academic study path.

The online courses are inspired by NABA's "learning by doing" philosophy in which Design alternates and integrates theoretical studies with experiential workshops. The themes build the students conceptual and technical skills to accelerate their education and experience and expose them to the different roles of Interior Designers today. They explore space as an environment, questioning its interactions with objects and its function as a stage for individual and collective rituals.

INTERIOR DESIGN II

(Intermediate level)

Through this online course, students will have the chance to analyse contemporary interior spaces through observation based on individual research. They will develop a professional designer attitude by searching for materials as a source of inspiration. The course is also an invitation to reflect on the future of Interior Design strategically and to rethink solutions of post-epidemic housing by posing the emerging questions around the current Covid-19 crisis, and how the field put the pandemic under the harsh spotlight responding with resiliency.

REQUIREMENTS

This course is for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

INTERIOR DESIGN FOR HOTELS

(Advanced level)

The online course will enable participants to understand the combination of aesthetics, functionality, and of operational aspects necessary to design successful hotels. It will also be a crucial moment to reflect and to find answers for future needs of safety related to potential new pandemics, and to respond to a new way of travelling. Students will dive into

an in-depth analysis of contemporary hotel typologies, of the latest hotel design trends, and information concerning materials, furniture, and lighting. The course offers an extensive exploration of the broad and complex field of Interior Design within the hospitality industry, and of the way it is quickly changing and evolving.

REQUIREMENTS

This course is intended for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.

COURSE TEACHER

Maurizio Scalzi

Maurizio Scalzi worked for Wurmfeld Associates PC in Manhattan, New York, (1996-2000) as an associate in the design department, MSW Interiors (Matz, Scalzi, Wurmfeld). After a short period as a lecturer at the International Fine Arts College (IFAC) in Miami, Florida, he returned to Milan where he worked at Sottsass and Associates (2000-2006) on international projects of architecture and interior design. These days at StudioScalzi he works on architectural and design, which combines a laboratory of ceramic art. Since 2012, his firm starts designing interactive iBooks too, for business target. Since 2007 Maurizio Scalzi is also a professor of Interior Design at NABA, Nuova Accademia di Belle Arti.

Field

FASHION DESIGN

List of Online Courses

FASHION IMAGE & STYLING I

FASHION IMAGE & STYLING II

Language

ENGLISH

Learning Method

ONLINE

Credits

3 CFA (1 CFA = 1 ECTS)*

Course Structure

> 10 ONLINE LESSONS – 1 LESSON PER DAY, 2 HOURS PER EACH LESSON

> DAILY LIVE SESSIONS WITH THE TEACHER

> WORKBOOK

> FINAL PROJECT

*CFA credits only awarded to university students or participants who are completing or have completed a university or academic study path.

The online courses explore some of the building blocks needed to enter the world of work within the national and international Fashion System. They consist of tools that support the students to consistently and progressively reach their learning goals. Along with technical topics, students can acquire cultural and methodological tools. With a creative, practical and interdisciplinary approach, the courses are presented and led by professional teachers connected to the cultural, social and economic life of Milan and Rome.

FASHION IMAGE & STYLING I

(Introductory level)

Students will develop an understanding and gain experience in style-hunting and image styling as the foundations of fashion and project development. They are provided with an overview of the Italian Fashion System, and they will be inspired to develop their ideas and their potential to the fullest. Participants will learn how to apply trend innovatively and styling skills to create a style for a fashion magazine or a collection look, interpreting the personality of clients/audiences and their lifestyle, and to propose a new image through clothing, accessories, props and location combos.

REQUIREMENTS

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

FASHION IMAGE & STYLING II

(Intermediate level)

Students will be given technical training in the field of fashion styling needed for the creation of a perfect fashion image, considering trend hunting, set design and photo shooting production, press office activities (VIP, celebrity and influencer seeding), and social media strategy & management. Personal research and observation will be used to analyse contemporary advertising tools used

to promote fashion products for the targeted consumer audience. Students will experience the excitement of thinking and producing a photoshoot and a video with the help of an expert team remotely, and a social media profile with the correct strategy in terms of graphics and promotion.

REQUIREMENTS

This course is for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

COURSE TEACHER

Alessia Covri

A fashion professional specialized in marketing, communication and styling. She worked in advertising agencies and for Corneliani and collaborated for many years with Mattori Srl, Studio of Fashion and Design, based in Milan that works with clients from the Camera Nazionale della Moda Italiana (The National Chamber for Italian Fashion) to the Italian Shoemakers Association, La Rinascente and Lineapelle. Since 2010, she has been working as a Fashion Marketing Professor for the National Chamber for Italian Fashion and for Wella Workshops and as a Fashion Styling Professor for NABA, Nuova Accademia di Belle Arti. In 2016 she started to work as a Fashion Product Analysis Professor. She is also partner in Ghost Studio, a Communication Agency based in Milan.

ONLINE COURSES 2020

ADMISSION PROCEDURES

APPLICATION DEADLINES

Send your NABA Online Summer Course application to NABA Summer Courses Office via email at summer@naba.it

Applications are due no later than **one week** prior to the beginning of the online course.

HOW TO APPLY

You can apply to NABA Online Summer Courses by filling the:

› **ONLINE APPLICATION**

Visit the website www.naba.it and follow the steps to fill in the online application form and submit it online or send it to summer@naba.it

You will be contacted by email to finalize your enrollment.

ADMISSION REQUIREMENTS

- › All classes are held in English, so a fluent understanding is required
- › Students must meet the eligibility criteria of the chosen course, as NABA will not take any responsibility for students who choose a course level that is not suitable to their abilities
- › NABA accepts applications by students from 18 years of age. In case of applicants who are 16 and show a strong motivation to NABA Introductory courses, they will be considered upon a written declaration of responsibility signed by both parents or legal guardians
- › We strongly suggest that students are **Technology Proficient** in the following:
 - › Basic computer skills
 - › The ability to be self-directed in learning new technology skills (eg. Following a handout, a step-by-step tutorial, online video help, or access to support to learn necessary skills)
- › We recommend that students have **Minimum Computer Requirements** such as:
 - › Minimum Hardware Requirements (PC or Mac with fast processor, monitor, speakers, webcam, headset and microphone)
 - › Minimum Software Requirements
 - › Internet Connection Requirements (high speed broadband internet connection)

TUITION FEE

€ 750 tuition fee for a 2-week session

The fees include: online class work, lectures and virtual visits, when relevant, included in the program. Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class.

ACADEMIC CREDITS

NABA Academic System is based on CFA credits (1 CFA = 1 ECTS). NABA can award credits for Online Summer Courses 2020, so it will be easier for students to transfer their credits to other Universities and Academies that use or acknowledge the ECTS system.

Upon successfully completing each 2-week Online Summer Course, NABA will issue **3 credits** to students who wish to transfer credits back to their home institution (upon approval).

Interested students must request the relevant course syllabus to the NABA Summer Courses Office at summer@naba.it and then submit it to their home institution for approval of the credit transfer.

In order to be issued credits, the student:

- › Must be 18 years old
- › Shall have earned a high school diploma
- › Must be enrolled at a recognized higher education institution
- › Must meet the Online Summer Course admission requirements
- › Must have successfully passed the Online Summer Course learning outcomes



**NABA
GALLERY**



Hedoné
Davide D'Ambrogio
A club ironically designed to stage events focusing on self-representation and the celebration of those who want to feel part of the city's VIP community.

re-lived Styling and Art Direction

Silvia Nogara, Martina Gironella, Ilaria Mattia,
Sebastiano Mezzio, Simone Tizzi, Araya
Occhial, Elena Palandruzzi, Chiara Nocera
Photography Sebastiano Mezzio.



Culturale Mixage

Photographer: Margherita Benigni;
Stylist: Noemi Nebuloni, Federica Centorrino, Denise
Nasuti, Denia Pasinato, Sonia Riolo, Jacopo Giussani,
Emanuela Silvieri



Olympus

Alessia Nobile

A club reserved for those who cultivate the sophisticated passion for perfume.





Set Me Up

Davide D'Ambrogio, Valentina Gnocchi, Alessia Nobile
Redesign project of Sofitel's So/Club junior suite, inspired by the fashion designer Rabih Kayrouz. Project awarded: So/Club Special Prize of the Jury.

"Il tempo futuro della moda [The future of fashion]"

Project realized under the guidance of Tiziano Guardini

Photographer:

Lorenzo Basili design and Styling: Dario Venuti, Leyla Talakoub, Emma Canaletto





NABA, Nuova Accademia di Belle Arti, is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine. Through its network of 37 schools, the group is present in over 40 campuses in 10 countries around the world and has over 100,000 enrolled students.

It is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering. Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

www.ggeedu.com

ADIMEMBER

Member of the Association
for the Industrial Design

ELIA

Ordinary member of E.L.I.A.
European League of Institutes
of the Arts



Sistema Qualità certificato
UNI EN ISO 9001

