



FRI
FASHION
RESEARCH
ITALY

HIGH LEVEL TRAINING COURSE
2017 EDITION

ARCHITECTURE FOR FASHION: HOW SPACES BECOME VALUE

THE FOUNDATION FASHION RESEARCH ITALY

Fashion Research Italy is a non-profit Foundation founded by Alberto Masotti- former president of the La Perla Group. The foundation aims to enhance the importance and the innovation of "Made in Italy" thanks to educational activities and research. Thanks to the close relationship with internationally renowned professional and academic actors, the foundation is the perfect place where to specialize one's skills, achieve an innovative training and an efficient integration into the labor market.

THE COURSE

All the most renowned brands need not only to improve the quality of their products but also to enhance their prestige, style and refinery. In order to do so, they choose architecture. From showrooms to shops, fashion needs stylists, photographers and pattern makers but also architects.

For this reason, a course in fashion architecture was launched aiming to train designers to interpret the identity of a brand and transform it into an architectural space. Designers will be able to reflect the uniqueness, luxury and elegance of a garment in the space designed to exhibit it.

By delving into the needs of the fashion industry, designers will acquire specific skills that will be useful in the whole luxury sector and will make themselves familiar with an industry characterized by a timeless fascination and constant rewarding job opportunities.

Thanks to this course, participants will deepen technical and composition issues of fashion styling. The course will be composed by **122 HOURS OF LECTURES, 60 HOURS OF LABORATORIES AND NUMEROUS SPEECHES AND LECTURES** by distinguished professionals. At the end of the course, students will take part in a **STAGE IN THE MOST PRESTIGIOUS STUDIOS OF THE INTERNATIONAL SCENARIO**, including:

**OMA - MVRDV - ZAHA HADID ARCHITECTS - JEAN NOUVEL DESIGN - STUDIO
ITALO ROTA - LOMBARDINI22 - CLAUDIO SILVESTRIN ARCHITECTS - 5+1AA -
CASABELLA**

INFORMATION

Edition 2017
Registration opening 12 June 2017
Registration closing 27 October 2017
Publication of the temporary ranking 06 November 2017
Registration fee deadline 10 November 2017
Publication of the official ranking 20 November 2017
Duration November 2017-January 2018
Classes 3 days per week
Number of participants 20
Language Italian

CLASSES VENUE

Del Fonditore street, 12, 40138 Bologna
www.fashionresearchitaly.org
f @fondazionefri

COSTS

The course registration fee is 2.500 euros. According to the admission requirements, **10 full scholarships will be allocated to the most deserving candidates.**

REGISTRATION

The applications shall be submitted no later than 27 October to Pietro Cervellati, in charge of the course for the Foundation to the e-mail address studenti@fashionresearchitaly.org. The final ranking will be made according to the CVs and cover letters of the candidates. There will be a certificate of attendance for the students who will take part at least in the 75% of the classes.

Information shall be found in the website: www.fashionresearchitaly.org > training > high level training > architecture for fashion

IN COLLABORATION WITH

CASABELLA



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

BORBONESE

CONTACTS

For further information
Pietro Cervellati - T 051.220086
studenti@fashionresearchitaly.org

DIDACTIS

122 HOURS OF LECTURES

BEYOND THE FASHION SYSTEM 10 HOURS

How to interpret fashion nowadays

Fabio Massaccesi, Director of Archives and Exhibition venues of the Fashion Research Italy Foundation

TOOLS OF VIRTUAL DISPLAYING IN ARCHITECTURE 16 HOURS

How images portray a project

Cristian Aiselli, Founder Inside Render and Inside Studio of Interior Architecture

CASE HISTORY 20 HOURS

Successful cases and examples of architectures in the Fashion industry

Roberto Bosi, Coordinator of Casabella training

FROM BRAND TO PROJECT 12 HOURS

How brand identity becomes an architectural space

Domenico D'Alessio, Director of FUD Brand Making Factory, Lombardini22

TECHNICAL DESIGN FOR FASHION 16 HOURS

Distributive and functional features for showrooms and retails

Marco Costanzi, Director of Marco Costanzi Architects

CONSTRUCTION TECHNOLOGIES FOR FASHION 12 HOURS

Finishes, costs and constructions choices for fashion brands

Design Unit partner companies of Fashion Research Italy

IMMERSIVE STORYTELLING FOR FASHION 12 HOURS

Audio, video, immersivity, IOT and new digital tools for architecture

Andrea Gion, Head of Production Senso

FASHION EVENT & VISUAL DISPLAY 12 HOURS

Temporary mounting for fashion

Carlotta Tonon, PR and Architecture and Design editor

DESIGN OF EXPERIENCE 12 HOURS

User-centered design

Livia Tani, Project Leader Ateliers Jean Nouvel

SPECIAL LECTURES

CAVALLI CLUB / Italo Rota - ITALO ROTA STUDIO, Milan

EPICENTRES AND PRADA FOUNDATION / Ippolito Pestellini Laparelli - OMA, Rotterdam

ARMANI BOUTIQUES / Claudio Silvestrin - CLAUDIO SILVESTLIN ARCHITECTS, London

CHANEL'S CRYSTAL HOUSE / Gijs Rikken - MVRDV, Rotterdam

ZAHA HADID DESIGN + ARCHITECTURE / Melodie Leung - ZAHA HADID ARCHITECTS, London

SHOPPING AREAS / Alfonso Fania - 5+1AA, Genoa and Paris

DESIGN IS INNOVATION / Nicola Scaranaro - FOSTER + PARTNERS, London

60 HOURS OF LABORATORY

BORBONESE FLAGSHIP STORE architectural design of a new concept store for Borbonese; Matteo Agnoletto Associate Professor at the University of Bologna- Giuseppe di Nuccio CEO of Borbonese

STAGE

At the end of laboratories and lectures, within 3 months from the end of the classes, participants will have the opportunity to take part in a stage in internationally renowned studios, mostly in the fashion design field:

OMA (Rotterdam) **MVRDV** (Rotterdam) **ZAHA HADID ARCHITECTS** (London) **JEAN NOUVEL DESIGN** (Paris) **STUDIO ITALO ROTA** (Milan) **LOMBARDINI22** (Milan) **CLAUDIO SILVESTLIN ARCHITECTS** (London) **5+1AA** (Paris) **MARCO COSTANZI** (Imola) **DIVERSERIGHESTUDIO** (Bologna) **OPEN PROJECT** (Bologna) **DUCCIO GRASSI ARCHITECTS** (Reggio Emilia) **ANTONIO RAVALLI ARCHITETTO** (Ferrara) **STEFANO COLOMBO ARCHITETTO** (Milan) **CASABELLA** (Milan)

INNOVATION ELEMENTS

- This is the first course that includes the ten-year fashion experience in the Fashion industry;
- With a three-month training course, the course offers prestigious job opportunities;
- The course encompasses different didactic tools (lectures, laboratories, visits to companies and stages);
- The course includes innovative skills as multimedia technologies and IOT, still excluded by the traditional academy;
- The course will take place in the prestigious base of the Fashion Research Italy Foundation. This base is a perfect example of the requalification of a former industrial plant - ex plant of the La Perla group - through modern technologies. Covering an area of 7.000 sqm, the base is the first and biggest didactic museum hub in the Fashion field of the Italian region Emilia Romagna

PROFESSIONAL QUALIFICATIONS

After the course, designers will be particularly skilled in the fields of retail, mounting, brand communication and brand identity.

TRAINING GOALS

The course in architecture for fashion aims to train designers regarding the characteristics and features of the Fashion system. Thanks to a practical experience in a demanding field as it is the fashion industry, designers will be able to smartly meet the needs of clients in other fields too. By ensuring numerous excellent cultural references and a renewed attention to the most modern product-display technologies, the course provides designers with practical skills that can be immediately and easily applied. Lastly, thanks to an experience in the most renowned companies, designers will be provided with efficient job opportunities.

PARTNERS



PORCELANOSA

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LIVING LIGHT

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