

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI



POSTGRADUATE  
PROGRAMMES



INTERNATIONAL ACADEMY  
OF ART & DESIGN

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**POST-  
GRADUATE  
PROGRAMMES**

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**NABA, NUOVA  
ACCADEMIA  
DI BELLE ARTI**

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why  
**NABA**

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TO STUDY in **Milan** and **Rome**, the world capitals of **Culture, Fashion, Art** and **Design**.

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TO COLLABORATE with **companies** and **institutions** in projects, internships and to benefit from many other opportunities.

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TO GAIN a **multidisciplinary, global, experimentation-oriented** approach.

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TO LEARN from **prestigious** faculty members and internationally renowned **professionals**.

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TO ATTEND programmes in Italian and English and obtain a degree that is legally **recognised by the Italian Ministry of University and Research (MUR)**, as well as at an international level.

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TO STUDY at a **multi-awarded** institution, named as the **best Italian Academy of Fine Arts** and in the **top 100** worldwide in Art&Design field in **QS World University Rankings® by Subject 2021**.

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# NABA

**NABA, Nuova Accademia di Belle Arti** is an internationally renowned Academy focused on arts and design. Founded in Milan in 1980 upon the private initiative of prominent artists such as Ausonio Zappa, Guido Ballo and Gianni Colombo, it is the largest private Academy in Italy and the first one to have been recognised back in 1981, by the Higher Education in Art, Music and Dance (AFAM) system, which is part of the Italian Ministry of University and Research (MUR).

Born with the aim of overcoming the limits of traditional disciplines to introduce visions and languages closer to the contemporary artistic practices and to the system of art and creative professions, NABA has been the first fine arts academy in Italy to offer recognised courses in Fashion, Graphics and Design.

NABA's growth has begun in the '90s, leading to collaborations with prestigious cultural institutions, further enriching its educational offer and opening its doors to an increasing number of international students from all over the world. In 2018, the Academy became part of Galileo Global Education, a leading international provider of higher education and, afterwards, in 2019, opened a new campus in Italy's capital city.

With its two campus in Milan and Rome, the Academy currently offers academic degrees equivalent to first and second level university degrees in the Communication and Graphic Design, Design, Fashion Design, Media Design and New Technologies, Set Design, and Visual Arts Areas. At the end of the programmes, students obtain the necessary credits (CFA) to continue their studies either within Academies or Universities in Italy and abroad.

## Faculty and visiting professors:

Silvana Amato, Yuri Ancarani, Pierre Bal-Blanc, Massimo Bartolini, Paolo Bazzani, Davide Bignotti (Interbrand), Stefano Cardini, Vincenzo Castella, Giovanni Chiamonte, Roberto Maria Clemente (FIONDA), James Clough, Ana Dević (WHW), Liu Ding, Davide Gatti, Ron Gilad, Franco Gonella, Matteo Guarnaccia, Alessandro Guerriero, Daniela Hamaui, Hou Hanru, Ilaria Innocenti, Francesco Jodice, Erik Kessels, Francesca Liberatore, Francesco Librizzi, Marcello Maloberti, Christian Marazzi, Patrizia Martello, Fabio Martina, Mauro Martino (MIT), Giuseppe Mayer, Giuseppe Mazza, Giacomo Moor, Giona A. Nazzaro, Adrian Paci, Saverio Palatella, Hannes Peer, Cesare Pietroiusti, Tim Power, Fabio Quaranta, Matteo Ragni, Miao Ran, Sara Ricciardi, Simone Rizzo (Sunnei), Denis Santachiara, Simone Sarasso, Matteo Schubert (Alterstudio), Marinella Senatore, Serena Sinigaglia, Sergio Spaccavento, Alessandro Stellino, Fabio Teodori, Mario Trimarchi, Nomedà and Gediminas Urbonas, Alberto Zanoletti.

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## learning by thinking

Our programmes constitute a continuous sequence of multidisciplinary experiences generating research and projects in the artistic and professional contexts of current trends.

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## learning by doing

Ideas become projects, strategies, techniques and technologies, turning into prototypes and in some cases developing into products for the companies we work with.

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## teaching by learning

Learning by doing is also teaching by learning and this has changed the relationship between lecturers and students: classes and groups have transformed into work teams that liaise continuously with companies and research institutes. Experience forms the methodological skeleton through which innovation insinuates itself and guides us in planning the future together.

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*Italo Rota,*  
*NABA Scientific Advisor*

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# MILAN

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Milan is a city of significant international events such as the Fashion Weeks and the Design Week.

NABA's campus in Milan is located near the Navigli area, one of the liveliest areas of the city, and is inserted in a historical architectural complex consisting of 13 buildings - spread over approximately 17,000 sqm - that include students' study and lounge areas, a green area, several specialised laboratories, a library, and a cafeteria.



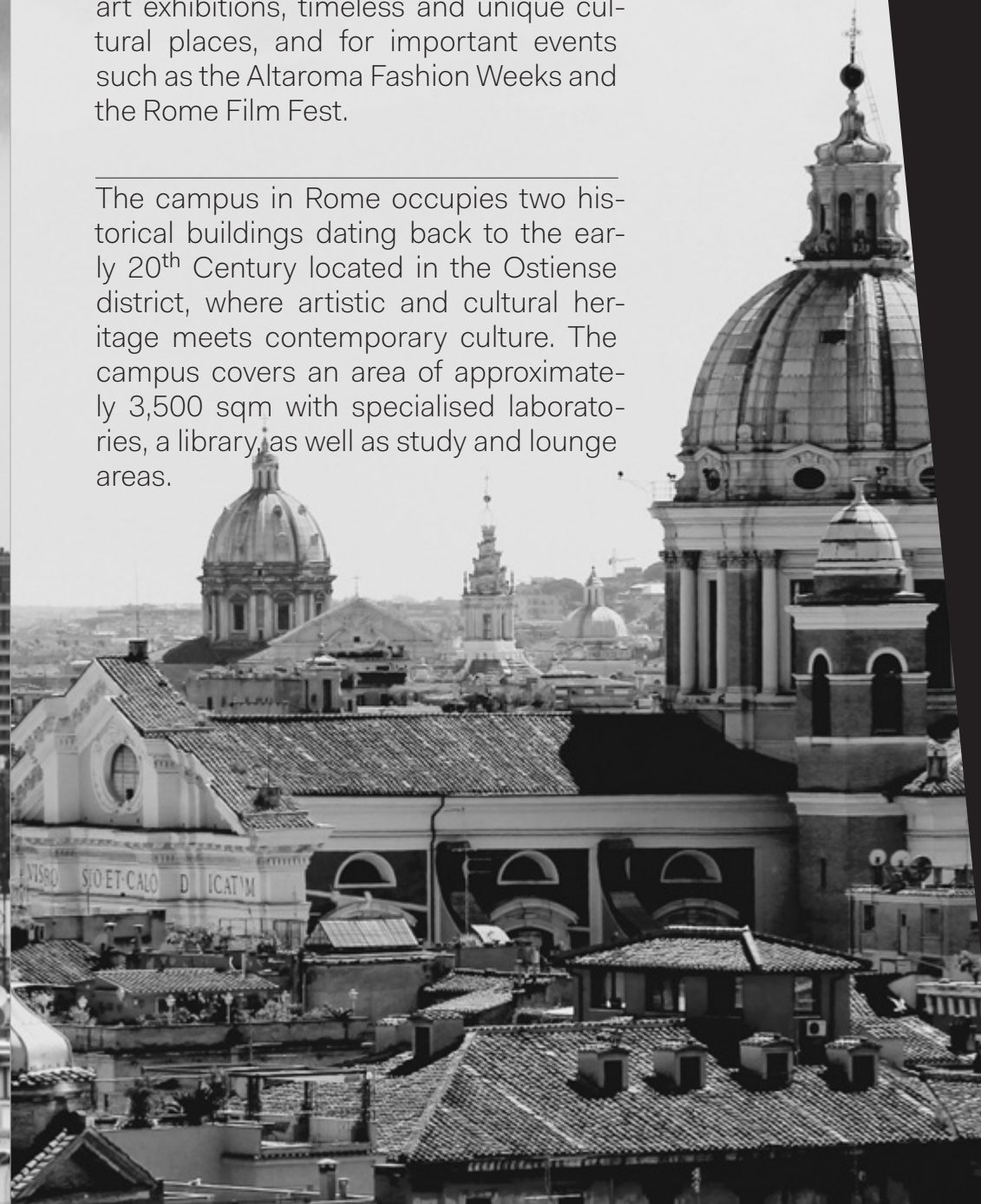
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# ROME

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Rome is Italy's capital city, a showcase for art exhibitions, timeless and unique cultural places, and for important events such as the Altaroma Fashion Weeks and the Rome Film Fest.

The campus in Rome occupies two historical buildings dating back to the early 20<sup>th</sup> Century located in the Ostiense district, where artistic and cultural heritage meets contemporary culture. The campus covers an area of approximately 3,500 sqm with specialised laboratories, a library, as well as study and lounge areas.



# ACADEMIC OFFER

## AREAS

NABA Academic Offer develops in six didactic Areas: Communication and Graphic Design, Design, Fashion Design, Media Design and New Technologies, Set Design, Visual Arts. These include the Bachelors of Arts, the Masters of Arts, and the Academic Masters, as well as the Special Programmes, specific cross-discipline courses that vary in duration and target a wider Italian and international audience.

### Credit points in the Higher Education in Art, Music and Dance system (AFAM)

The AFAM Institutions use academic credits (CFA) which, just as ECTS - European Credit Transfer System, are based on the idea of "workload". CFA and ECTS are fully equivalent (1 CFA = 1 ECTS). One CFA normally corresponds to 20-25 hours of student work spent between face-to-face activities with lecturers, and individual study, research and projects development. The average amount of academic work performed by a student in one year is conventionally calculated as 60 credits.

### Awarded degrees and ministerial denominations

The degrees awarded at the end of AFAM programmes are First Level (Bachelor of Arts) and Second Level (Master of Arts) Academic Degrees, and First Level Academic Master Degrees (Academic Master), recognised by MUR and equivalent to University Degrees. For any details on the degrees awarded in specific cases, please see the individual programmes description.

**DEAN**  
GUIDO TATTONI

**HEAD OF EDUCATION - ROME**  
SILVIA SIMONCELLI

**DESIGN AND APPLIED ARTS DEPARTMENT HEAD**  
LUCA PONCELLINI

**VISUAL ARTS DEPARTMENT HEAD**  
MARCO SCOTINI

**SCIENTIFIC ADVISOR**  
ITALO ROTA

**FASHION DESIGN ADVISOR**  
NICOLETTA MOROZZI

**COMMUNICATION AND GRAPHIC DESIGN ADVISOR**  
ANGELO COLELLA

**DESIGN ADVISOR**  
DANTE DONEGANI

## BACHELORS OF ARTS

180 CFA

### Graphic Design and Art Direction

Brand Design  
Creative Direction  
Visual Design

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome

### Design

Interior Design  
Product Design

LANGUAGE: Italian - English  
CAMPUS: Milan

### Fashion Design

Fashion Design  
Fashion Styling and Communication  
Fashion Design Management

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome

### Creative Technologies

Game  
VFX and 3D

LANGUAGE: Italian - English  
CAMPUS: Milan

### Film and Animation\* NEW!

Filmmaking  
Animation

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome

### Set Design

Theatre and Opera  
Media and Events

LANGUAGE: Italian - English  
CAMPUS: Milan

### Painting and Visual Arts

Painting  
Visual Arts

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome

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# MASTERS OF ARTS

120 CFA

## User Experience Design

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome\*\* NEW!

## Visual Design and Integrated Marketing Communication

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome\*\* NEW!

## Interior Design

LANGUAGE: Italian - English  
CAMPUS: Milan

## Product and Service Design

LANGUAGE: Italian - English  
CAMPUS: Milan

## Social Design

LANGUAGE: Italian - English  
CAMPUS: Milan

## Fashion Design

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome\*\* NEW!

## Textile Design

LANGUAGE: Italian - English  
CAMPUS: Milan

## Creative Media Production\*\*\* NEW!

LANGUAGE: Italian - English  
CAMPUS: Milan

## Visual Arts and Curatorial Studies

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome\*\* NEW!

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# ACADEMIC MASTERS

60 CFA

## Creative Advertising

LANGUAGE: English  
CAMPUS: Milan

## Sustainable Innovation Communication\*\* NEW!

LANGUAGE: Italian - English  
CAMPUS: Milan

## New Urban Design\*\* NEW!

LANGUAGE: Italian - English  
CAMPUS: Milan

## Fashion Digital Marketing\*\* NEW!

LANGUAGE: Italian - English  
CAMPUS: Milan

## Art and Ecology\*\* NEW!

LANGUAGE: Italian - English  
CAMPUS: Milan

## Contemporary Art Markets

LANGUAGE: Italian - English  
CAMPUS: Milan

## Photography and Visual Design

LANGUAGE: Italian - English  
CAMPUS: Milan

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# SPECIAL PROGRAMMES

## Corsi Brevi [Short Courses]

LANGUAGE: Italian  
CAMPUS: Milan

## Foundation Year

LANGUAGE: Italian - English  
CAMPUS: Milan

## Gap Year Programme

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome

## Online Courses

LANGUAGE: English

## Semester Abroad Programmes

LANGUAGE: Italian - English  
CAMPUS: Milan - Rome

## Summer Courses

LANGUAGE: English  
CAMPUS: Milan - Rome

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# NEW!

For all the updates on didactic news  
[www.naba.it](http://www.naba.it):



\*\*Course/Teaching delivery campus subject to authorisation by MUR for A.Y. 2022/23.

\*\*\*New name of the current Master of Arts in New Technologies for Arts, in use starting from A.Y. 2022/23.

The programmes and topics indicated in this brochure may undergo variations due to academic or ministerial reasons.

master of arts in

# USER EXPERIENCE DESIGN

The MA in User Experience Design (Second Level Academic Degree in Communication Design) provides the theoretical, technical and methodological skills for the design of complex digital communication systems. Through a continuous synthesis between creativity and strategy, and with an analytical and systemic approach to design that refers to cognitive psychology and contemporary visual culture, the MA deals with the study and design of digital interfaces and has a focus on user experience (UX/UI) as well as on information architecture.

## CAREER OPPORTUNITIES

Web designer	User experience lead
UX/UI designer	Digital director
Interface designer	UX/UI researcher
Experience designer	Information architect
Interaction designer	Content strategist

## MAIN TOPICS

YEAR 1	Visual design	Architecture of information 1
	Digital design	Phenomenology of contemporary arts 1 and 2
	Art direction 1	Service design
	Fundamentals of cognitive psychology	

YEAR 2	Interface design	Interaction design
	Architecture of information 2	Business modelling
	Art direction 2	Editorial systems for art

AREA	Communication and Graphic Design
AREA LEADER	Patrizia Moschella
COURSE LEADER	Fabio Pelagalli
CAMPUS	MILAN   ROME* NEW!



master of arts in

# VISUAL DESIGN AND INTEGRATED MARKETING COMMUNICATION

The MA in Visual Design and Integrated Marketing Communication (Second Level Academic Degree in Communication Design) provides a synthesis between the typical marketing approach, as usually covered in more corporate business oriented courses, to help students develop a solid background in the field, and the artistic-expressive approach as also used by new technologies, gaining a wide range of technical and design production skills. By working on real briefs, they have the chance to put their acquired skills into practice and to undertake all phases of complex communication projects.

## CAREER OPPORTUNITIES

Communication designer	User experience and interface designer
Marketing professional	Brand designer
Art director	Social media manager
Copywriter	Digital strategist
Strategic planner	Creative director
Communication manager	

## MAIN TOPICS

YEAR 1	Research methodology	Project methodology of visual communication
	Marketing and economics	Art direction 1
	Graphic design and digital layout	Phenomenology of contemporary arts 1 and 2
	Brand identity	
YEAR 2	Digital marketing and social media strategy	Business modelling
	Video production for ADV	Digital publishing
	Art direction 2	Rebranding
		Editorial systems for art

AREA	Communication and Graphic Design
AREA LEADER	Patrizia Moschella
COURSE LEADER	Fabio Pelagalli
CAMPUS	MILAN   ROME* NEW!

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academic master in

# CREATIVE ADVERTISING

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The one-year Academic Master provides students the chance to develop their talents in copywriting, storytelling and art direction, enabling them to ideate campaigns across various types of media.

The programme alternates the teaching of the basics of creative advertising - from terminology to project logics - to a “learning by doing” didactic approach: students, in fact, will attend intensive workshops with leading companies and sector professionals and will be encouraged to participate in prestigious international creative competitions.

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## CAREER OPPORTUNITIES

Art director  
Copywriter  
Creative director  
Strategic planner  
Creative account

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## MAIN TOPICS

Advertising  
Sociology of cultural processes  
Project design  
Art direction  
Audiovisual documentation techniques  
Digital technologies and applications  
Integrated new media

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AREA	Communication and Graphic Design
AREA LEADER	Patrizia Moschella
COURSE ADVISOR LEADER	Sara Buluggiu
CAMPUS	MILAN

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academic master in

# SUSTAINABLE INNOVATION COMMUNICATION\* NEW!

The one-year Academic Master delves into the theories, methods and practice of design with an intensive programme that fosters the development of cross-disciplinary analysis skills, as well as cultural encoding and contemporary languages in the sustainability domain. The students will learn how to design and plan integrated communication systems in which marketing, strategy, language, creativity and enhancement processes work synergistically and consistently with the potential of that cultural and technological innovation that revolves around sustainability and eco-systemic impacts.

## CAREER OPPORTUNITIES

Communication strategy manager  
Sustainable communication specialist  
Field communication expert

Trainer in the communication industry  
Brand communication consultant

## MAIN TOPICS

Project methodology

Ecodesign

Design system

Sociology of cultural processes

Project methodology of visual communication

## AREA

Communication and Graphic Design

## AREA LEADER

Patrizia Moschella

## CAMPUS

MILAN

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master of arts in

# INTERIOR DESIGN

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The MA in Interior Design (Second Level Academic Degree in Design) develops all-round professional profiles ready to enter the global marketplace. In the contemporary world, interiors play an increasingly important role in individual and collective living spaces of global cities, becoming part of a complex physical and narrative system. The MA enables its students to deal with conceptual and operational issues through an interdisciplinary approach open to innovation and cultural exchange, and different project experiences led by international professionals.

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## CAREER OPPORTUNITIES

Interior designer	Stylist
Exhibition designer	Interior decorator
Furniture designer	Lighting designer
3D modelling specialist	Brand designer
Project illustrator	Design consultant

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## MAIN TOPICS

YEAR 1	Interior design 1	Interior design 2
	Project methodology	Brand design
	History of art	History of design

YEAR 2	Interior design 3 - Exhibition design	Interior design 4 - Research lab
	Light design	Art direction
	Design management	

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AREA	Design
AREA LEADER	Claudio Larcher
COURSE ADVISOR LEADER	Valentina Dalla Costa
CAMPUS	MILAN

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master of arts in

# PRODUCT AND SERVICE DESIGN

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The transition of the modern world from a “society of goods” to a “society of services”, and the search for a sustainable relationship with nature, gives designers the chance to explore the ethics of design more thoroughly. During the MA in Product and Service Design (Second Level Academic Degree in Design), professors and professionals guide students to become full-scale designers, capable of envisioning new products and services, managing all phases of a project’s development, from conception to manufacturing and release onto the market, through definition of the design strategy and material researching.

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## CAREER OPPORTUNITIES

Product designer	3D modelling specialist
Service designer	Design manager
UX/UI designer	Brand designer
Brand specialist	Art director
Product development manager	

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## MAIN TOPICS

YEAR 1	Product design 1	Product design 2
	Visual design	Brand design
	Project methodology	Experience design

YEAR 2	Product and service design lab 1	Product and service design lab 2
	Interface design	Art direction
	Design management	

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AREA	Design
AREA LEADER	Claudio Larcher
COURSE ADVISOR LEADER	Valentina Dalla Costa
CAMPUS	MILAN

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master of arts in

# SOCIAL DESIGN

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If focused on social development strategies, design is capable of valorising human and natural resources, driving sustainable innovation, and promoting the empowerment of local communities and social evolution through the activation of micro and macro economies: social design is acquiring an increasingly significant role in the projects of companies and public administrations. The MA in Social Design (Second Level Academic Degree in Design) enables students to understand and to explore new scenarios for practicing design in today's and tomorrow's world.

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## CAREER OPPORTUNITIES

Social project manager	Community designer
Communication designer	Event designer
Product designer	Strategic planner
Social designer	Public policy manager
Environmental designer	Design consultant

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## MAIN TOPICS

YEAR 1	Community design	Communication design
	Anthropology and sociology	Environmental design
	Product design	Ecology and economy

YEAR 2	Social design lab 1 and 2	Co-design and public policies
	Light design	Art direction
	Design management	

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AREA	Design
AREA LEADER	Claudio Larcher
COURSE ADVISOR LEADER	Valentina Dalla Costa
CAMPUS	MILAN

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academic master in

# NEW URBAN DESIGN\* NEW!

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The one-year Academic Master gives a new perspective on the role of urban designers, and allows the students to enhance their experience in reading into, interpreting and designing cities to face the new complexity of urban contexts, and complement it with practical actions also establishing relationships with local and international partners. Through the research of new ways to understand the city, this course develops the specific necessary skills to carry out new urban design projects, with specific attention to service design.

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## CAREER OPPORTUNITIES

Urban designer	Public administration consultant
Landscape designer	Redevelopment process manager
City brand designer	
Event designer	

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## MAIN TOPICS

- Urban design
- Ecodesign
- Landscape design
- Digital cultures
- History of architecture and urban planning
- Anthropology of complex societies

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AREA	Design
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AREA LEADER	Claudio Larcher
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CAMPUS	MILAN
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master of arts in

# FASHION DESIGN

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The MA in Fashion Design (Second Level Academic Degree in Fashion and Textile Design) trains professional figures to manage creative processes in the field of fashion design, from research to prototyping. Its innovative and sustainable workshops as well as the cultural contents allow the students to understand those elements of the fashion language that relate to the creation of apparel collections. Our lecturers, all industry professionals, guide the students in the search for their own vision that will be expressed in a very personal portfolio.

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## CAREER OPPORTUNITIES

Fashion designer	Merchandiser
Innovative fashion designer	Fashion visual merchandiser
Sustainable fashion designer	Trend researcher and forecaster
Brand director	Image consultant
Creative director	Costume designer

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## MAIN TOPICS

### YEAR 1

Fashion design 1 and 2	Pattern-making and sewing
Textile lab 1 and 2	Style, history of art and costume
Textile culture	Phenomenology of styles
Draping and moulage 1 and 2	

### YEAR 2

Fashion design 3 and 4	Material culture
Textile lab 3	Project methodology of visual communication
Multimedia languages	

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AREA	Fashion Design
AREA LEADER	Colomba Leddi
COURSE LEADER	Luca Belotti
CAMPUS	MILAN   ROME* NEW!

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master of arts in

# TEXTILE DESIGN

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The MA in Textile Design (Second Level Academic Degree in Fashion and Textile Design) trains professional figures to manage creative processes in the fields of textile and knitwear design. Thanks to the collaboration with companies of the Italian system, the course offers innovative and sustainable workshops as well as cultural contents that provide thorough knowledge of the subject, and of its expressions in the fashion and art fields. Our lecturers, all industry professionals, guide the students in the search for their own vision that will be expressed in a very personal portfolio.

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## CAREER OPPORTUNITIES

Textile designer	Creative director
Knitwear designer	Merchandiser
Innovative textile designer	Fabric visual merchandiser
Sustainable textile designer	Trend researcher and forecaster
Fiber and textile researcher	Fiber and textile artist
Brand director	

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## MAIN TOPICS

### YEAR 1

Knitwear design 1 and 2	Digital printing
Textile lab 1 and 2	Style, history of art and costume
Textile culture	Phenomenology of styles
Draping and moulage 1 and 2	

### YEAR 2

Knitwear design 3 and 4	Material culture
Textile lab 3 and 4	Project methodology of visual communication
Multimedia languages	

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AREA	Fashion Design
AREA LEADER	Colomba Leddi
COURSE LEADER	Luca Belotti
CAMPUS	MILAN

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academic master in

# FASHION DIGITAL MARKETING\* NEW!

The one-year Academic Master is an intensive study path that analyses the developments of the contemporary fashion system in terms of marketing, communication and culture, with the aim of preparing professionals in the digital marketing field, capable of creating specific contents and strategies for fashion and lifestyle brands. With the study of digital technologies, tools and media within theoretical and project-based courses, where lectures are complemented by seminars and thematic workshops, the students can develop a self-sufficient, innovative and sustainable approach.

## CAREER OPPORTUNITIES

Digital marketing  
manager

Digital project  
manager and  
strategist

Digital content  
creator

Display and  
advertising creator

Web and social  
marketing manager

E-commerce  
manager

Digital PR

SEO manager

Community  
manager

## MAIN TOPICS

Marketing and management

Phenomenology of media

Phenomenology of styles

Project methodology of visual  
communication

Brand design

Digital applications for visual arts

AREA

Fashion Design

AREA LEADER

Colomba Leddi

CAMPUS

MILAN

master of arts in

# CREATIVE MEDIA PRODUCTION\* NEW!

The MA in Creative Media Production (Second Level Academic Degree in New Technologies for Arts) investigates the complexity of the physical and digital world, inquired and narrated through video cameras, microphones, databases, and sensors. It explores the creative possibilities offered by traditional and experimental audiovisual media and by new technologies. It's grounded on solid theories and methods to develop an innovative artistic expressive representation of reality through linear and non-linear audiovisual productions, enhanced by the adoption of creative coding, human-computer interaction, x-reality, visual and generative sound design.

\*New name of the current Master of Arts in New Technologies for Arts, in use starting from A.Y. 2022/23.

## CAREER OPPORTUNITIES

Technical  
and Concept artist  
Creative coder  
Creative  
technologist  
Creative producer  
Interactive  
storyteller

VR and MR expert  
Film documentary  
director  
Scriptwriter  
Cinematographer

## MAIN TOPICS

### YEAR 1

Multimedia design 1  
Creative writing  
Digital cultures 1

Multimedia design 2  
Linear audiovisuals  
Digital cultures 2

### YEAR 2

Multimedia design 3  
Digital tools for arts  
Project culture

Multimedia design 4  
Aesthetics of new  
media

## AREA

Media Design and New Technologies

## AREA LEADER

Vincenzo Cuccia

## CAMPUS

MILAN

master of arts in

# VISUAL ARTS AND CURATORIAL STUDIES

Established in 2006, the MA combines solid training in artistic production with highly specialised curatorial practice. Lead by globally recognised artists, curators, critics and intellectuals, the programme explores the relationship between art, visual culture, aesthetics and social dynamics, focusing on the main research and theoretical methodologies of contemporary art. Given the solid positioning of the NABA Visual Arts Department within the contemporary art system, students will tackle interdisciplinary activities, and new training and operating models in contemporary art.

## CAREER OPPORTUNITIES

Artist	Gallery and museum director
Curator	Auction house consultant
Editor of art magazines and books	Art dealer
Art critic	Director of public institutions
Exhibition designer	

## MAIN TOPICS

YEAR 1	Phenomenology of contemporary arts	Exposed cinema studies
	Visual arts 1	Critical writing 1
	Exhibition design 1 - Editorial studies 1	Photography
	Curatorial studies 1	Museology
YEAR 2	History of contemporary art	Visual arts 2
	Curatorial studies 2	Visual anthropology
	Exhibition design 2 - Editorial studies 2	Critical writing 2
		Economics of art

AREA	Visual Arts
COURSE LEADER	Marco Scotini
CAMPUS	MILAN   ROME* NEW!

\*Teaching delivery campus subject to authorisation by MUR for A.Y. 2022/23.

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academic master in

# ART AND ECOLOGY\* NEW!

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The one-year Academic Master provides the students with a cross-disciplinary methodological approach and the needed tools to fulfil the most urgent issues related to landscape, environmental protection, biodiversity and sustainability, by connecting artistic creativity, design practice and scientific knowledge. Through theoretical seminars, experimental workshops and field research, the students explore the dynamics and stratifications that define an ecosystem (natural and social).

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## CAREER OPPORTUNITIES

Artist and curator	Director and editor of specialised magazines
Landscape designer	Environment and sustainability consultant
Land art curator	
Public art researcher and advisor	
Public art artist	

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## MAIN TOPICS

Visual culture

Public art and participatory design

Landscape design

Landscape aesthetics

Phenomenology of ecosystems

Expression issues of complex societies

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AREA

Visual Arts

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CAMPUS

MILAN

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academic master in

# CONTEMPORARY ART MARKETS

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The one-year Academic Master is an intensive study path directed at providing students with effective tools for the interpretation of art market dynamics, with particular focus on contemporary artistic languages. The first cycle of the programme is dedicated to classroom activities, workshops and visits to galleries, foundations and museums. The second is focused on internships, enabling students to experience different market areas first-hand, and on the final projects. Students will also attend study trips to Artissima in Turin and Art Basel, the sector's most important fairs.

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## CAREER OPPORTUNITIES

Private and corporate collections curator

Manager of artists foundations and archives

Specialist at auction houses

Art dealer

Project manager for galleries, museums and foundations

Communication manager and journalist

Art advisor

Consultant for legal and financial art services

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## MAIN TOPICS

Art market legislation

History of contemporary art

Art management

Economy and art market

Contemporary museums studies

Valorisation of collections

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AREA

Visual Arts

COURSE ADVISOR LEADER

Ilaria Bonacossa

CAMPUS

MILAN

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academic master in

# PHOTOGRAPHY AND VISUAL DESIGN

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The one-year Academic Master prepares professionals for their entry into the world of photography, arts, and national and international communication, integrating theoretical study with projects, workshops and guided visits to research centers and exhibition spaces, audiovisual production facilities, publishing houses, theatres, artists' studios, museums and contemporary art galleries. The second part of the programme is dedicated to a period of internship in collaboration with a network of partner companies and institutions that facilitate the entry of students into the job market.

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## CAREER OPPORTUNITIES

Photographer in the advertising, fashion, architecture and art fields

Curator, cultural operator, events manager for photographic exhibitions, festivals and fairs

Photo editor and image consultant for companies and publishing houses

Photo research specialist and archivist for image banks and stock photography agencies

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## MAIN TOPICS

Curatorial studies and exhibition design

Photography - Magazine

Visual communication

History of photography

Photo documentation

Phenomenology of image

Computer graphic

Digital photography

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AREA	Visual Arts
COURSE ADVISOR LEADER	Francesco Zanot
CAMPUS	MILAN

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# ADMISSION PROCESS



## Admission request



## Admission evaluation



## Result



## Matriculation

As a private academy, NABA is regulated by the Higher Education in Art, Music and Dance system (AFAM), a division of the Italian university system governed by the Italian Ministry of University and Research (MUR). Under this accreditation, NABA upholds rigorous admissions standards, and its degree programmes have a restricted number of available places. For both European and non-European students, admission depends on the fulfilling of minimum educational and language requirements, and on passing an admission evaluation.

# SCHOLARSHIPS AND FINANCIAL SUPPORT

NABA awards scholarships to partially cover tuition fees for students demonstrating outstanding creative abilities, offering need-based grants directed at making the Academy's education more affordable for more students. To support international talents, several scholarships are offered, giving the students access to financial support initiatives, project-based or portfolio-based scholarships, and DSU scholarships (Diritto allo Studio Universitario, as in "right to the university study").

## EARLY ENROLMENT SCHOLARSHIP

NABA awards applicants who meet the Academy's admission requirements and make an early decision to enrol with a 10% reduction on the total fees.



# INDUSTRY RELATIONS AND CAREER SERVICE

Right from the first year, NABA offers its students various opportunities to approach and access the working world. In particular, it has implemented two services: Industry Relations and Career Service.

## INDUSTRY RELATIONS

The Industry Relations office represents a bridge between the Academy and the working world, promoting collaborations with companies interested in the young, creative minds of our students.

These projects put students in touch with leading companies in the fields of design, fashion, graphics, communication and art, enabling them to gain an insight into how companies work and to prove their skills with the goal of creating their own professional future.

## CAREER SERVICE

The Career Service office supports students and alumni through:

- the building and development of their skills;
- support in the creation of their career path;

- the definition of personal branding tools thanks to a dedicated Career Coaching service;

- the opportunity of internships at leading companies in the relevant fields.

Students and alumni can find the perfect match with companies thanks to NABASymlicity, the online platform where the former can showcase their curricula vitae and portfolio, and where the latter can advertise internships and job offers and select the profiles that best fit their requirements.

Every year, the Career Service office organises the "Talent Harbour", an event held in presence and/or remotely to offer students and alumni the opportunity to be updated on the trend of the labor market, for each specific education sector. Relevant companies share their experience, giving them the opportunity to attend selection interviews suggesting the most effective way to enhance their professional profile.

The Career Service office promotes also the Job Corner, a service dedicated to recent graduates and alumni, in order to facilitate their entrance into the working world thanks to individual meetings and career orientation sessions.

## and afterwards? how many students find a job?

NABA conducts a biennial comprehensive employment research for all the relevant areas certified by Ipsos Observer, international market research company present in 88 countries.

Employment rate within  
1 year after graduation\*

92%

Activity  
in the private sector

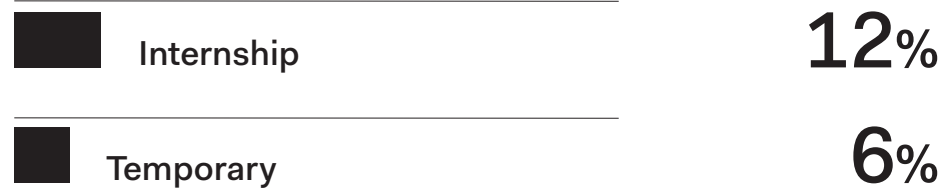
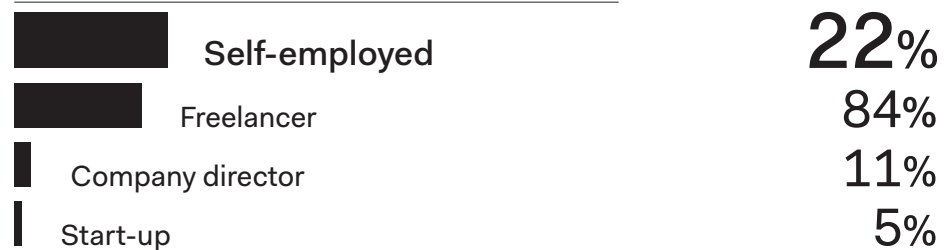
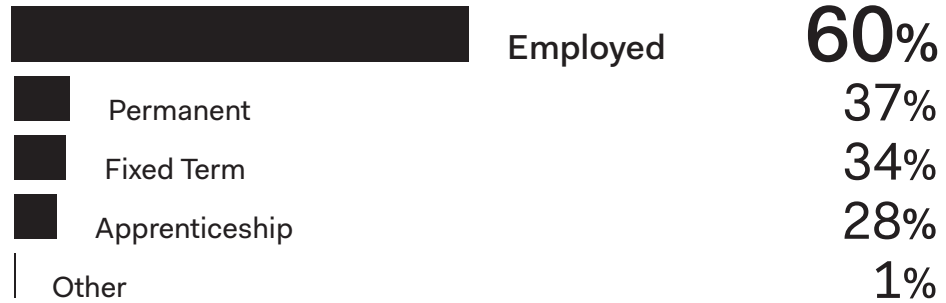
83%

Job satisfaction

91%

\*Total number of graduates that had a job.

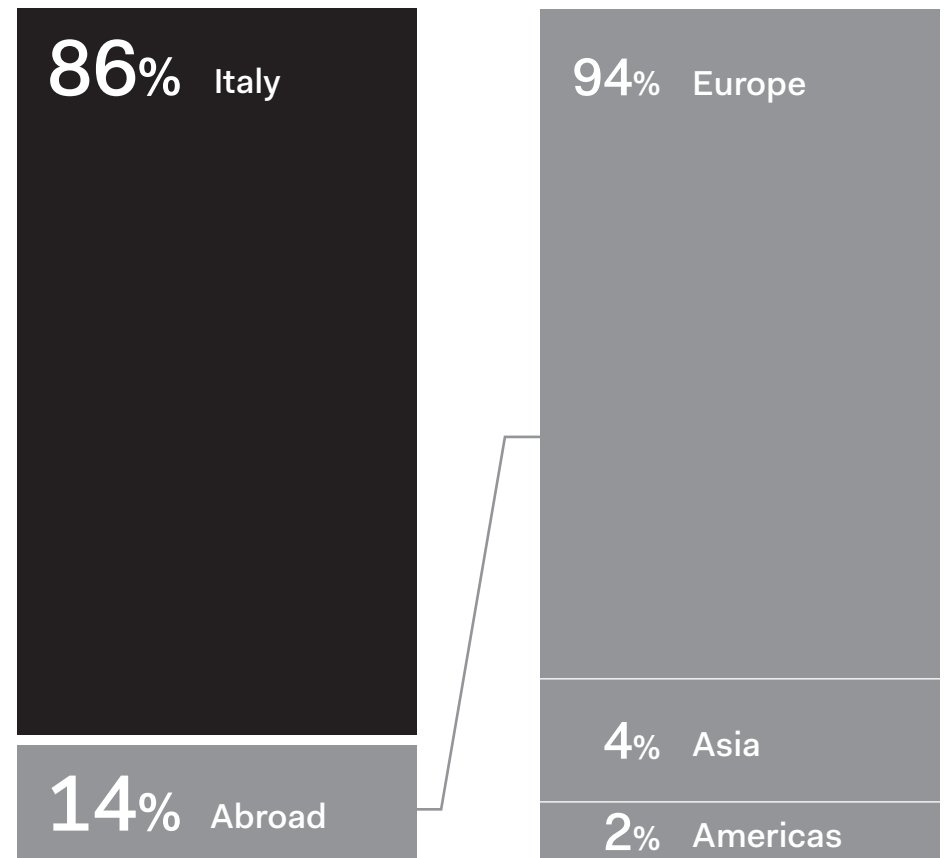
# CURRENT JOB



## top 12 professional roles

1	Graphic designer	7	Web designer
2	Interior designer	8	Copywriter
3	Art director	9	Video editor
4	Fashion designer	10	Digital designer
5	Product designer	11	Communication manager
6	Project manager	12	UX designer

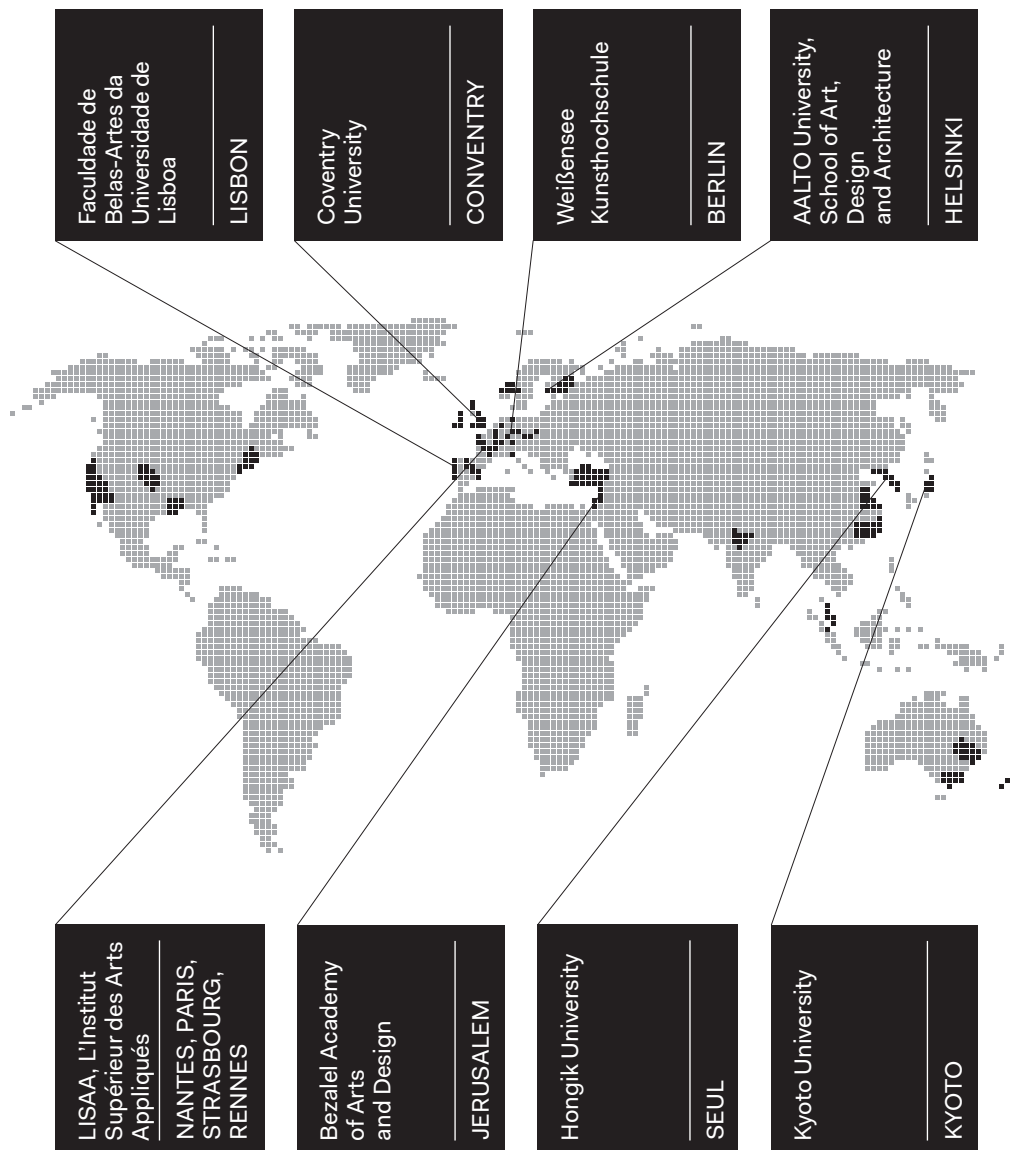
## country of work



# INTERNATIONAL OPPORTUNITIES

In order to support international mobility, NABA has activated and continues to promote different cooperation agreements with institutions within the European Union (Erasmus+ Programme) and outside the European Union (bilateral student exchange

agreements). The Erasmus+ programme, as well as other international exchange programmes, offers students the opportunity to spend a period of fully recognised and accredited study at a partner institution as part of their study path.



# STUDENT LIFE

## student life

NABA's Student Life office assists the students during their academic studies proposing or facilitating numerous extra-curricular activities to foster integration and socialisation. These activities, promoted together with the Students' Council (Consulta degli Studenti), that is the main student representative body of the Academy, can include guided tours, recreational classes, and sports activities such as football, volleyball, basketball and table tennis. In fact, NABA annually promotes and supports the creation of Academy sport teams and their participation

in official local university tournaments. The students can benefit from the many agreements signed by the Academy with cultural and commercial services, including sports centres, copy shops, theatres, medical centres and restaurants, in addition to a medical assistance service provided by appointment at a private medical practice near the campus. NABA has also set up the Buddy Project: within this initiative, a group of second and third year students volunteer additional support to international students. In addition to creating a network of relationships with new students, the Buddy Project helps students to improve their language skills and their knowledge of different cultures.

## housing

NABA's Housing office supports the students in finding accommodation in apartments managed by privates or selected providers. The apartments are close to the campus; the spots offered are single and double rooms in shared apartments, independent studios and two-bedrooms flats. On the Housing office website students

can find pictures, prices, locations and types of equipment for every room and can choose from a wide offer that meets every need. For any requirements, students can directly contact the NABA Housing office and be supported by the staff throughout the whole booking process.

**FOR MORE INFO:**

**NABA Housing Office**  
info@milanhousing.it | www.milanhousing.it

## library

NABA's Library features over 14 thousand books, 50 subscriptions to sector-specific periodicals and more than 500 DVDs related to the various study fields of the Academy. All of these resources are available to the students in the quiet and peaceful environment of the library, or can be taken home by students for longer consultations. A Materials Library has also been set up within the library, where more than 100 samples of innovative materials are exhibited for students to touch with their own hands. In addition, students can access, free of charge, ten of the most important online databases, including the Vogue Archive, BoF and WGSN, as well as more than 500 e-books.



# LABORATORIES

NABA has numerous specialised laboratories directed at providing students with the professional tools to create complex and interdisciplinary design projects, recreating the concept of teamwork, where various fashion, design, communication, new technologies and art professions come together and collaborate.

## design and set design areas

In addition to a Laser Cut, 3D Print and CNC Milling Machine area, where 3D models and prototypes can be created and numerous types of materials can be cut and engraved to create three-dimensional objects, the labs of Design and Set Design Areas have several state of the art tools and machinery, including those specialised in wood and plastic processing, a painting booth, thermoforming machines, and a professional chamber kiln for firing ceramics.

fabric dyeing, printing, waving and manipulations. The Knitting Lab is equipped with machines for developing the projects. The Textile Library is a place for research and study that holds a collection of approximately 4,000 fabrics that are for the main part coded and catalogued with technical data sheets.



## fashion design area

NABA Fashion Design Area comprises numerous specialised laboratories where sartorial and knitwear activities are carried out to create apparel at various levels, through the FRAMIS and the SHIMA SEIKI machine and the LECTRA system, experimenting and assembling various materials, from the basics of creating garments and prototypes or different kinds of details, up to the realisation of complex designs. The Fashion Design Lab is equipped with industrial sewing machines, presses, irons and professional racks, mannequins for men, women and children. The Textile Lab is equipped with the tools required for the various stages of



## media design and new technologies area

Media Design and New Technologies Area includes several spaces to cater for its differing didactic fields. Audio and video equipment (professional cameras and video cameras such as the RED cameras for digital film, optics, video screens, lighting and microphones) are available to students for use when developing new projects. They can also use the Film Studio-Photo Studio laboratories, completely darkened spaces for setting up photo sets and video, fitted with standard equipment such as different colour backdrops and lights of various types. These spaces comprise sound stages with Green Screen, Ciclorama and small environments dedicated to photo shootings. Furthermore, the Tech Lab is the laboratory equipped with a last generation workstation for advanced processing in a controlled environment for audiovisual postproduction and for the development of projects with a high technological impact, such as VFX, virtual environments and video games. Within it, all the necessary tools for offline and online editing, colour grading, VFX, sound recording and mixing, 2D-3D animation, virtual and augmented reality are available.

## visual arts area

Activities involving numerous artistic techniques, using different tools and materials, are available in the Visual Arts Area Labs. The Atelier is fully equipped and has a space dedicated to chalcographic engraving. NABA also has a Darkroom for photographic film development.



# SUCCESS STORIES



## YIN SHUAI China

### CURATOR

MA in Visual Arts and Curatorial Studies graduate

Poster of the exhibition *Infancy and History*, curated by Andris Brinkmanis, Paolo Caffoni, Yin Shuai (graphic design by Archive Appendix)

"When I was studying at NABA, I remember the director said 'we are interested in collaborating with students in a professional way instead of traditional teaching'. Now, the lecturers of that time have become my colleagues and we continue working together as we did at NABA."

## TIANSHU SHI China

INDUSTRIAL DESIGNER,  
WHIRLPOOL GLOBAL  
CONSUMER DESIGN

MA in Design graduate

BAMBOO for Abert



"In my opinion, NABA is not just another art school, but an excellent example of Italian Design thinking. Working together with creative professionals, intellectuals, artisans and companies, enabled me to understand the underlying logics without losing touch with real industry practices. It was one of the most precious experiences I have ever had and laid the foundations for my career."



## MIAO RAN China

### MIAORAN STUDIO

MA in Fashion and Textile Design graduate

Fall/Winter 2019/20

"The campus atmosphere stimulates multicultural exchange and, as a creative designer, it was very important to me to sense this feeling. Advice from lecturers was precious to help me work on my vision and develop my own path in fashion."

## ANDREA PEDRINA Italy

### INTERACTION DESIGN LEAD, FJORD

MA in Communication Design graduate

Project for TIM, Archivio Storico



"I have learned how to approach complex problems, improving my teamwork and project management skills. I have developed the ability to design with a strategic vision, refining my capabilities as a designer."



## TATIANA KAMAL Lebanon

CREATIVE DESIGNER,  
TBWA\RAAD, DUBAI,  
U.A.E.

Academic Master in Creative Advertising graduate

Project for Zimi

"NABA was a big turning point for me thanks to the cultural diversity, professionalism of its staff and high standards of education. The chance to work closely with big professionals from International creative markets and to be professionally oriented and exposed to International competitions helped me to improve on both professional and personal levels."

# NABA AWARDS

In over 40 years of history, numerous awards and accolades credited NABA as a prominent institution at an international level. In 2021, it was named in the **QS World University Rankings® by Subject** as the best Italian Academy of Fine Arts and among the only 3 Italians in the top 100 of the best universities worldwide in Art&Design field. It was also selected among the best European universities as a Partner of the interdisciplinary cultural project “**New European Bauhaus**”, promoted by the European Commission to build a sustainable future for the new generations. For its academic offer it was also cited over the years in the main sector rankings: **Domus Magazine** included it in

the Europe's Top 100 Schools of Architecture and Design guide, **Frame Publishers** selected it in its Masterclass guide to the 30 best graduate schools in the world, and **BoF - Business of Fashion** comprised its courses in the Global Fashion School Ranking. Furthermore, according to the research conducted by **Uni-Italia** (Centre for the academic promotion and orientation of study in Italy) on AFAM institutes in A.Y. 2018/19, NABA is the Italian Academy of Fine Arts with the highest number of foreign students, confirming its value for the young talents from all over the world. Here below follows a selection of the main awards:

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AccadeMibact - MiBACT and La Quadriennale di Roma

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ADCI Awards - Art Directors Club Italiano

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ADI Design Index

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ADI - Targa Bonetto

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Best Short Film Award, L'Aquila LGBT Film Festival

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Cantica21 (Italian Contemporary Art Everywhere) promoted by MAECI and MiBACT (current MiC)

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Colorama Awards by Filmar

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D&AD New Blood Awards

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DECO - Design Competition Condivisione

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EPDA Award - European Brand & Packaging Design Association

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James Dyson Award 2020

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Jumpthegap Roca International Design Contest

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Imago Mundi - Benetton

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International Lab of Mittelmoda - Fashion Award: Absolute Prize Creativity - Camera Nazionale della Moda Italiana and Knitwear Prize - Benetton Group

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ISKO I-SKOOOL (RECA Award 2019)

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MAXXI BVLGARI PRIZE

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Milano Moda Graduate - Camera Nazionale della Moda Italiana (YKK Award 2019-2020)

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Olivetti Design Contest

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Première Vision

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Premio AIF Adriano Olivetti

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Premio Nazionale delle Arti - Ministero dell'Università e della Ricerca (MUR)

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Premio Nazionale Franco Enriequez

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Premio Scenario

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Premio Web, Corto in Accademia, Accademia di Belle Arti di Macerata

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Pubblicità Progresso

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Ro Plastic Prize

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Short Italian Cinema at Settimana Internazionale della Critica during the Venice International Film Festival (Best Short Film and Best Director Awards)

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The Young Ones - The One Club for Creativity

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Torino Film Festival

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Un Designer per le Imprese - Camera di Commercio di Milano and Material ConneXion

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Vesti il Parco Archeologico del Colosseo in collaboration with Altaroma

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Visioni d'impresa - Assolombarda

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Who is On Next? Altaroma in collaboration with Vogue Italia

**NABA**  
Nuova Accademia di Belle Arti

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Via C. Darwin 20, 20143 Milan  
T +39 02 97372182  
E [int.info@naba.it](mailto:int.info@naba.it)

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ROME CAMPUS  
Via Ostiense 92, 00154 Rome  
T +39 06 90251318  
E [int.info@naba.it](mailto:int.info@naba.it)

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Admissions Information  
T +39 02 97372106  
E [int.info@naba.it](mailto:int.info@naba.it)

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**NABA  
GALLERY**



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# COMMUNICATION AND GRAPHIC DESIGN

## EVERYBODY FUQs

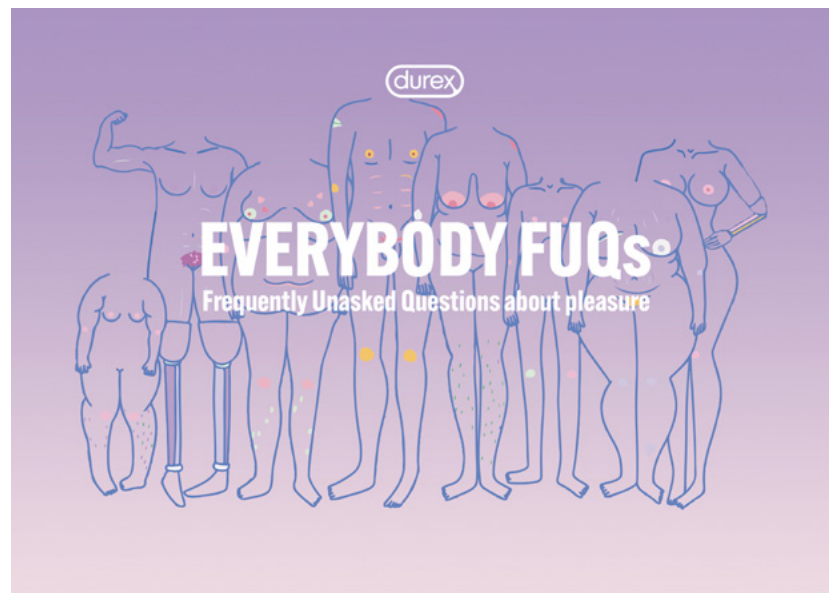
WINNER PROJECT INTEGRATED  
CAMPAIGN CATEGORY - NABA  
COMMUNICATION AWARDS

**Ilaria Improta, Giorgia La Pegna,  
Shaurya Marhur, Gabriele Spallino,  
Beau Tomassen**

This project was born with the premise that our society tends to neglect the sexuality of disabled people, and with

the remark that some question about sexuality unite us all, regardless to our physical conditions.

Starting from Durex brief for D&AD New Blood Awards, which encouraged everybody to openly talk about their limits in sexuality, the students have created the first sexuality FAQs where both disabled and non-disabled people can find the support they need as well as find people who share their doubts.





## MAGAZINES AS WORLD DESIGN

PRESENTED WITHIN THE *TRIENNALE ESTATE* [SUMMER] PROGRAMME AT TRIENNALE MILANO

A collection of projects created by NABA students at the Magazine design laboratory, devised and lead by the lecturers Roberto Maria Clemente, Creative Director of FIONDA, and the philosopher Leonardo Caffo, and promoted by the Course Leader Fabio Pelagalli.

This laboratory has been an educational path which has opened new possible developments in editorial graphics. Over 70 students, Italian and international, have taken part into the project, creating 7 different magazines and as many digital narration projects; also about ten among the most talented Italian art directors have participated and passionately supported the groups of students: Luca Pitoni and Davide Di Gennaro (TOMOTOMO), Francesca Pignataro (RVM), Luca Caizzi (C41) with Studio OCH, Cosimo Bizzarri and Matteo De Mayda, Davide Coppo (Rivista Studio) and Vincenzo Angileri.

# RARE, MEDIUM OR WELL DONE

WINNER PROJECT AT SPOT SCHOOL AWARD 2020 - GOLDEN PRIZE PRESS SECTION - BRIEF LEGAMBIENTE ONLUS

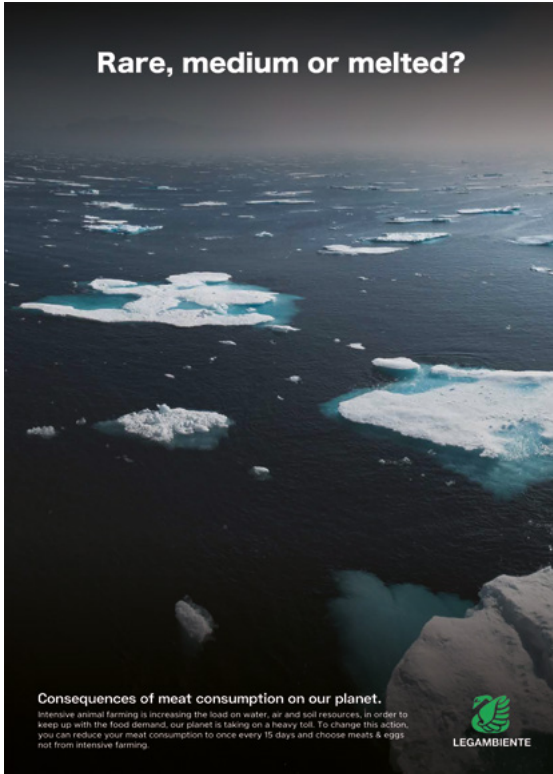
Sanjana Kadam

The expression "Rare, Medium or Well Done", commonly used by meat eaters to ask for a specific doneness degree, has been transformed by the student through emblematic images in order to explain the problems linked to intensive agriculture.

This plays, indeed, a significant role in climate change, and is responsible in

Italy for over 9% of climate-change related emissions, mainly coming from the livestock industry.

The message requested should have been clear, punctual and easily understandable by the public.



# BURGER KING - AUGMENTED REGALITY

MERIT AT THE THE YOUNG ONES  
CONTEST

Mariasole Barberio, Sophie Resnik,  
Leticia Pereira

The international jury of the Art Directors Club has awarded special merit the students of the Academic Master in Creative Advertising for their *Burger King - Augmented Regality* project, presented at the The Young Ones 2021 contest.

## AUGMENTED REGALITY

Pick up the ingredients before they expire.

**THE CHALLENGE**  
The entire Bk menu is now 100% real without artificial flavors, colors and preservatives. Millennials and Gen-Z crave authenticity and seek out real experiences. They associate fast food with fake and unhealthy food and for this reason they don't trust it.

**INSIGHT**  
Natural ingredients taste better but last less.

**IDEA**  
A BK augmented reality app feature specifically designed for the "always on" generation. This makes people aware of what's inside each BK product and how "real" the ingredients are due to their genuine expiry date, in a playful and interactive way.

**HOW IT WORKS**  
Using the smartphone's camera, users will have to find out the full list of ingredients of their products of choice around the city through augmented reality or by swapping them with their friends: only once all the necessary ingredients have been collected, the user will unlock a free coupon to be used at BK.

**BUT WATCH OUT!**  
Being 100% natural, the ingredients only remain fresh in the app for a limited time, following their real life span. After they expire, they will go to waste and the users will need to find another fresh one to complete their BK product.

100% real

**BURGER KING**

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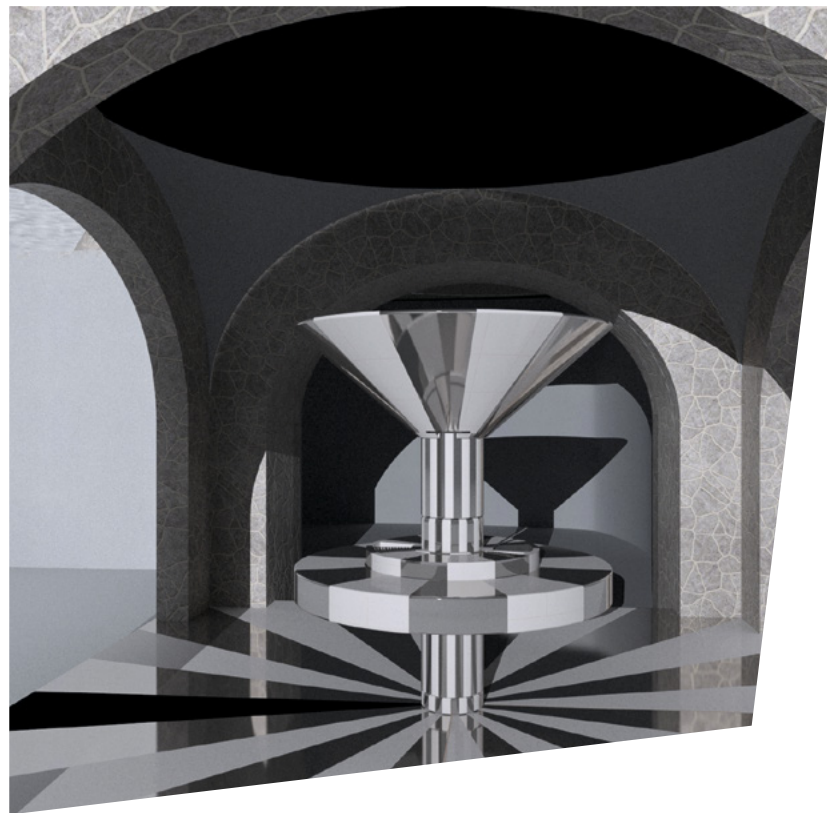
# DESIGN

## SIEMENS: PROTOTYPE THE FUTURE

### Students of the Space Design course with Francesco Librizzi

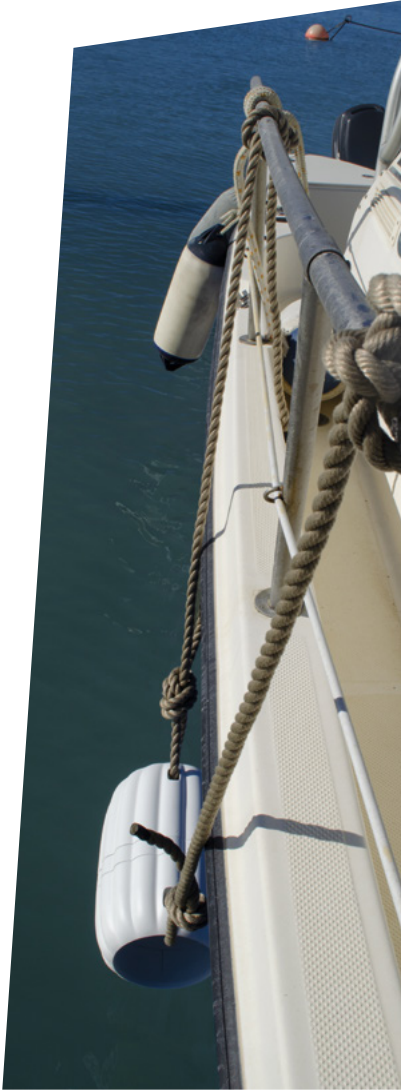
The students of the Space Design course of the Master of Arts in Interior Design, led by the architect and NABA lecturer Francesco Librizzi, have been engaged in this project as devised by Ogilvy Italia in the study and prototype development of living solutions for the future, that can depict the change of habits brought up by the pandemic, as well as to innovate the current scenario of domestic living in terms of interaction between spaces and appliances. Three are the projects selected by the

jury. *Artificial Panorama (Future Multifunction Cube)*: a modular kit allows for the manifold composition of furniture, appliances and media. Colourful, speaking objects turn the house into an ever changing space. *Hyper-trays*: technology pairs with home architecture to re-think the ways to make use of the domestic environment. Storeys turn into big hyper-functional trays arranged around a big, green core. *Carousel*: kitchen, dining room and desk merge into one piece of furniture, almost a metaphor of a lifestyle where public and private, work and leisure are no longer separated. A big carousel that contains the most evolved technology to prepare food, consume it, have a work meeting and have some intimacy.





GALLERY



## CLOUD OF SEA

WINNER PROJECT OF THE JAMES  
DYSON AWARD

**Matteo Brasili**

*Cloud of Sea* is an innovative, user-friendly tool that can adapt to any type of boat, and encourages and facilitates seafarers to remove the microplastics that have been contaminating the water of our planet for years, with an impact on the water flora and fauna. With a rotating filter and tapered holes, during the navigation it works as a screw sieve to collect the microplastic that floats on the sea surface. The shape of the product is inspired by plankton fishing nets and by fenders, while the external surface recalls the texture of shells which, together with the wing-shape of the tool, allows for better management of the water friction. Back to the harbour, it is easy to empty it. *Cloud of Sea* acts as a fender and can be crucial to start a virtuous circle that begins as something humble, where each one of us is called to take action.

The project was developed under the guidance of the lecturer Luca Buttafava.

## PURE COLLECTION

WINNER PROJECT PRODUCT DESIGN  
CATEGORY - NABA DESIGN AWARD

**Asude Nur Sancaktutan**

*PURE* is a line of bathroom products characterised by smooth, elegant lines,

inspired by the metallic tubes that were used in the past. The keywords are nature and simplicity. In the choice of materials, the contemporary context is considered, while aiming to bring nature back into the bathroom. Thanks to the tubular shapes used, the form is simple and functional.

The project was developed under the guidance of the lecturer Terri Pecora.



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# FASHION DESIGN

## REBIRTH

**Tianyun Chen**

The Thesis project *Rebirth* [Rinascita] is inspired by antique markets, collections of old objects that preserve classic, unique elegance with an exclusive romantic side.

The majority of the fabrics and materials used to create the dress has been purchased at various markets. Looking for innovative inspiration from old products is the contribution that the generation of young designers can give to the safeguard of the environment, also preserving a kind of "classic" beauty inspired by the old times.



## AGAINST THE GRAIN

PERFORMANCE AT TRIENNALE MILANO

The NABA Master of Arts has presented a performance curated by Romeo Gigli, who has selected the garments real-

ised by the students to create a series of suggestive *tableaux vivants*.

The name of the event *Against the Grain* refers to the English version of the book *À rebours* by Joris Karl Huysmans, published in 1884: an intellectual leap that intends to overcome the shallow attitudes of today.

Ph. Giacomo Giannini



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## THE BEST OF NABA - FASHION VIEW

NABA has taken part to the February 2021 edition of the Rome Fashion Week organised by Altaroma, one of the most important appointments of Italian fashion, with a selection of the best alumni projects in the Fashion Design Area, presented in the first-time format of a virtual show that has made use of the new 3D virtual reality technologies, marking a path towards what is new, in a journey through metaphysic, mutant environments.

Art Direction: Paolo Bazzani

Art Director Assistants: Marco Dini, Sara Dessi

Original Soundtrack: Guido Tattoni

Virtual Environments: EDI Effetti

Digitali Italiani (Realtime 3D Art: Andrea Zucchetti; 3D Modelling: Jonathan Marsala; VFX Producer: Chiara Castelli)

Video and Editing: Raphael Monzini

Casting and Styling: Antonio Moscogiuri with Mattia Cantoni, Leonardo Serva, Yves Tsou

Hair Styling: Alessia Agus, Livia Primofiore, Nicoletta Tonti

Make-up: Daniela Decillo, Ornella Gioè, Alessandro Pompili

Studio Production: On Air Studio



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**MEDIA  
DESIGN  
AND NEW  
TECHNOLOGIES**

## CONTRA-VISIONE

INSTALLATION CREATED IN PARTNERSHIP WITH TEATRO DELLA CONTRADDIZIONE AND MARIA CARPANETO (IL FILO DI PAGLIA ASSOCIATION)

Developed from a concept by Marco Maccaferri

Supervision by the lecturers **Andrea Agostini, Francesco Bianchi, Matteo Marson and Guido Tattoni**, and by the assistants **Giulia Silvestri and Vashish Soobah**

The Master of Arts students have created *Contra-visione*, an installation that encourages the public to plunge into a dialogic space where they can ex-

perience audiovisual fragments of the Bovisa and Navigli neighbourhoods, thus exploring the urban tissue, and its spaces and timing. The installation area populates, and embraces the participants in a jungle of projections that give shape to two areas, inviting people to adopt multiple perspectives and to abandon the outside/inside dichotomy. In the initial, static phase,

the sound landscape is the semiotic bridge to the Milanese territory: water and railway are its historic connection elements - today an encoded border, threshold of the neighbourhoods. The standstill is disrupted and broken by the presence of the audience that is an active part of it, creator and co-author of its meaning, and of all possible meanings.



area

# VISUAL ARTS



## THE MYTH OF THE HERO

PART OF BLACKOUT BOOK,  
THE EXHIBITION FORMAT AS A BOOK  
BY NABA IN COLLABORATION  
WITH ARTRIBUNE

**Gaia De Megni, selected by Ana  
Dević (WHW)**

**Video 9.52 min, photographer  
Lorenzo Basili, costume designer  
Beatrice Grandetti**

Gaia De Megni fragments the historical collective imagination and overlaps it on top of her personal experience, thus generating an archive made of memories and interpretation layers. Through her artistic production, she searches for the majestification of images, and of quoted words both written and heard. She mixes languages and makes a synthesis. Her ever evolving practice looks at mythology, at bodies and at performances, creating a mimesis between fiction and reality. *(Critical text by NABA student Agnese Politi)*

## HERO AND CAGE NR. 1

PART OF BLACKOUT BOOK,  
THE EXHIBITION FORMAT AS A BOOK  
BY NABA IN COLLABORATION  
WITH ARTRIBUNE

**Shaoqi Yin , selected  
by Pierre Bal-Blanc**

**Video 8.34 min**

Shaoqi Yin is a young artist from Wuhan, China. He has always been passionate for painting, and has developed his artistic practice within the Italian academic context, also ex-

pressing himself through photography and video. What characterises his research is an emotional and personal reflection about human conditions. The artist, indeed, investigates both the dreams and ambitions that drive the human soul, and the relations that can develop between individuals and the natural elements around them.

*(Critical text by NABA student Anna Del Torchio)*





## INVISIBLE

IN COLLABORATION WITH CAREOF  
AT FABBRICA DEL VAPORE, MILAN

**Curated by Luca Andreoni and  
Francesco Zanot**

*Invisible* [Invisibile], the exhibition that collects the work of the students of the Academic Master in Photography and Visual Design, suggests a reflection starting from a question: is it possible to take photographs of the invisible? The invisible is one of the photography objects. Beside the prejudice about the

capability of this medium to only deal with the exterior aspect of the world, here it has been used to scratch the wall of appearance. Every presented work explores one single aspect of the invisible. Together, they all create a privileged observatory on the topic and on the richness of the photographic language. We find ourselves flooded with images. Next to one another, they are a triumph of hyper-visibility.

Overlapping one another, they void each other. It's a reflection of our image-based society. Visible and invisible are much closer than we think.



## THE ART SYSTEM DURING THE COVID-19 PANDEMIC

DIGITAL STRATEGIES OF THE CONTEMPORARY ART MARKET

### Fondamenta - Artissima

The students of the Academic Master in Contemporary Art Markets have analysed the effects of the Covid-19 pandemics and of the subsequent lockdown on the contemporary global art system and market. Their research investigates the reactions of the art world through Italian and international case studies, focusing in particular on digital content creation and sharing strategies that have been implemented, during the lockdown, by galleries, museums and fairs, together with the emergency economic measures to support the artistic production.

© Graphic Design: FIONDA

GALLERY

PREVIOUS PAGE:

## SLOWDOWN

### Sara Forzatti



































Part of the visual culture magazine *Nothing To See Here 2021*, a didactic project by Francesco Jodice carried out within the Academic Master in

Photography and Visual Design. The 12<sup>th</sup> issues analyses what the authors have experienced during the first lockdown in 2020. The collected photographic tales work as private, yet collective journals of a global community, never so isolated before yet so close in experiencing a new social passage.



NABA, Nuova Accademia di Belle Arti

# Internships, placements, projects with

ALTAROMA	 <p>ARTISSIMA INTERNAZIONALE D'ARTE CONTEMPORANEA</p>	 <p>ARTS THREAD</p>	 <p>Barilla The Italian Food Company. Since 1877.</p>	 <p>AGENCY The BIG NOW CREATIVE AGENCY</p>	 <p>CARGO</p>
 <p>CISCO</p>	CONDÈ NAST ITALIA	 <p>CONVERSE</p>	 <p>easyJet</p>	FRATELLI ROSSETTI	 <p>havaianas</p>
 <p>Henkel</p>	 <p>hp</p>	 <p>INDIANA</p>	 <p>LUXOTTICA</p>	MAGIS	 <p>MA XXI Museo nazionale delle arti del XXI secolo</p>
 <p>ni</p>	 <p>Microsoft</p>	 <p>MISSONI</p>	 <p>MITSUBISHI ELECTRIC CLIMATIZZAZIONE</p>	 <p>MM</p>	MOROSO
 <p>M&amp;CSAATCHI BRUTAL SIMPLICITY OF THOUGHT</p>	 <p>Nestlé</p>	NOT JUST A LABEL	 <p>Ogilvy &amp; Mather</p>	 <p>PHILOSOPHY DI LORENZO SERAFINI</p>	 <p>PORSCHE Centri Porsche di Milano</p>
RICHMOND	 <p>SAN BENEDETTO</p>	 <p>SIEMENS Home Appliances</p>	 <p>Italy   Sotheby's INTERNATIONAL REALTY</p>	 <p>TUCANO DESIGN MILANO ITALY</p>	 <p>Venchi 1878</p>
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