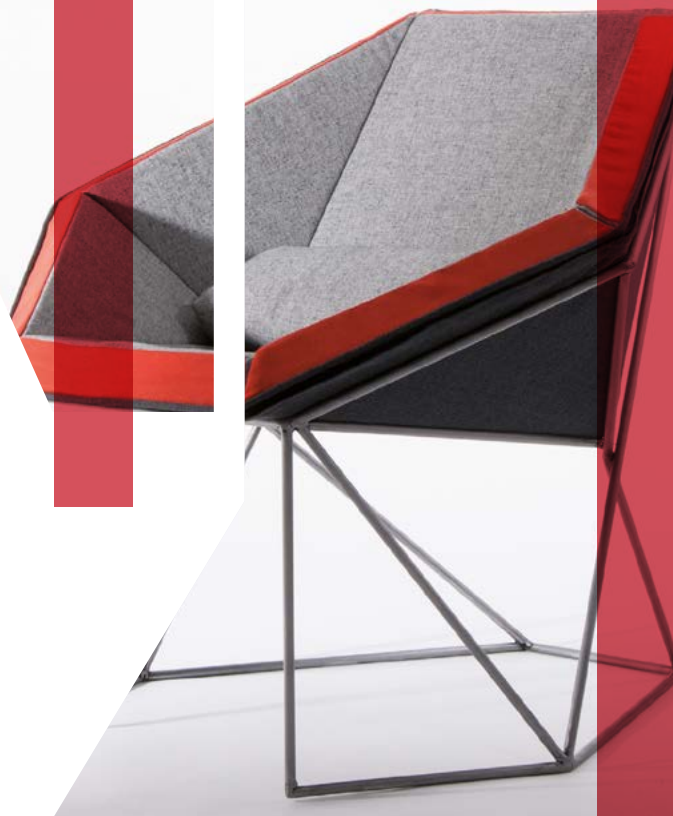




**DESIGN**

FIND THE FULL  
LIST OF AVAILABLE COURSES:  
[IED.edu](http://IED.edu)  
[IED.edu/design](http://IED.edu/design)

**ISTITUTO EUROPEO  
DI DESIGN**



# DESIGN FACTS



## PARTNERS

Former students of Design courses have worked with:

*Adidas, Hyundai, BMW, Grohe, Midea, Davide Groppi, Luceplan, Lamborghini, Ferrari, Cappellini, Moncler, Missoni, Studio Patricia Urquiola, Ikea, Colombo Yacht, Kartell, Luxottica, Replay, Piaggio, Pernigotti, and many more*

## PLACEMENT

In 2019, the **78%** of Design school students started an internship or a job in the relevant field and **22%** continued their studies.

\*\*\*Data from a survey conducted by Kantar on 400 IED former students.

- Rachele De Pamphilis (Interior Design) started an internship at *Kartell*
- Chiara Grassano and Matteo Davide Brambilla (Product Design) started an internship at *Candy - Hoover*
- Guan Xiaoyu (Transportation Design) started an internship at *Torino Design*
- Elizabeth Kozlova (Transportation Design) started an internship at *Reymond Langton (UK)*

## ALUMNI

- Daniel Heckscher - Co-Founder of *Note Design Studio*
- Cate Högdahl and Nelson Ruiz-Acal - Founders of *Cate & Nelson* studio
- Luca Borgogno - Head Of Design at *Pininfarina*
- Kim Jin - Automotive Designer at *Toyota Japan/ SWM Motors European Design Center*
- Yong Bae Seok - Creative director *Tod's No\_Code* and founder of his own brand *Camotartan*
- Max Shkinder - Senior Designer at *McLaren Automotive*

## AWARDS

- Claudio Tognacca, Archiproducts Design Awards 2019 with Atrium wallpaper, "Finishes" category
- Laura Cragolini and Juan Jose Martinez Guerrero, winners of ICD Progress Prize at Dubai Global Grad Show 2019
- Camilla Morandi and Zoe Sinclair Technological Innovation award by ADI - Associazione per il Disegno Industriale
- Laura Cragolini and Juan José Ramírez winners of ICD Progress Prize Global Grad Show, Dubai Design Week, with POLENO
- Diego Acosta winner of James Dyson Awards 2019 with SAPHTEN



# DESIGN PROFESSIONS

## INTERIOR DESIGNER

Nowadays the Interior Designer pursues an innovative human - centered approach: it's not just about designing a space, but also designing what it offers to users. Interior Designers must be able to manage the technical and strategic sides of a project, as well as the communication aspect in order to make it believable. The proper start is always an accurate analysis, to go on with providing the best solutions in terms of space enhancement and service design. Designers are asked to create spaces from minimum details to the complete experience, that convey strong feelings, combined with the right selection and design of furniture, lights, materials, fabrics, patterns, and colours in the most diverse contexts from housing to hospitality, from retail to public spaces.

*Ivan Vidal, Director - Master school,  
IED Madrid*

## PRODUCT DESIGNER

The Product Designer designs objects, strategies and services understanding and foreseeing the needs of the society providing innovation in all of its facets: creative, aesthetic, social and technological. Two main changes in this profession occurred lately because of the technological revolution: designers are nowadays called to broaden their competences by stepping in on the intangible part of a product-connected to the relation among the product itself, the user and the surrounding system. At the same time they turned into entrepreneurs/makers of their own ideas making sustainability a reality in industrial, or artisanal productions.

*Federico Ferretti, Coordinator  
Master course in Design, IED Milano*

## TRANSPORTATION DESIGNER

The Transportation Designer's main task is to provide viable solutions to the mobility of people and products by conceiving primary means of transport as well as complex mobility systems deeply understanding the current needs of the market and the society while anticipating the future ones. The Transportation Designer is a multi-faceted professional able to reconcile aspects of style, technology, aerodynamics, ergonomics and production feasibility, with a whole comprehension of the connection among design, marketing, sustainability and innovation.

*Luca Borgogno, Director - Mobility Lab,  
IED Torino*



## DESIGN MANAGER

Since the beginning of the 21<sup>st</sup> century, business and engineering have regarded design as an important strategic advantage for innovation and change. The role of Design is now shifting from a project - based to a strategy-based function thanks to the ability of this professional to integrate brand, market and business requests with user research, and consumer's needs. Design Management integrates innovation processes, multidisciplinary decision-making, a human - centered mindset and business strategies, to create effective products and services addressing the current global challenges such inclusion, sustainability and diversity.

*Marina Ojan, Academic Director, IED*

# DESIGN COURSES

Design is a crucial constituent in every area of production, contributing with contents, lexicons, codes of expression, forms, technical and functional aspects to the world we live in. From interiors to urban furnishings, from vehicles to light, from objects to innovation and research, IED approach to design is the real and comprehensive answer to the countless and diversified requirements of the professional design community: designing as a commitment not just for people but also with people. IED designers develop a "culture" related to design thinking and project methodology, knowledge of the industry and technical skills as well as expressive capabilities and managerial abilities.

*Laura Negrini, Director, IED Roma*

## UNDERGRADUATE

IED Undergraduate courses are united by a common philosophy and methodology made of professionals in the classroom, school as laboratory, cross - disciplinary approach and glocal attitude mixing local experience and international perspective.

## MASTER

IED Master courses enhance participants' profiles thanks to a specialised and technical training in the dedicated disciplinary area combined with transversal knowledge and managerial skills.

## SEMESTER AND ACADEMIC YEAR

IED Semester and Academic Year Programmes include a strategic combination of theoretical lessons, cultural field trips, workshops, and propose a wide and updated synthesis of design methodology, trends research and industry insights.

## SUMMER

IED Summer courses offer an intensive learning opportunity to combine IED design methodology with a deep immersion in the vibrant culture and lifestyle of the hosting city.

## UNDERGRADUATE

### Interior Design

*English/Italian/Spanish*

Milano, Barcelona, Madrid, Roma, Firenze  
Torino, Cagliari

### Product Design

*English/Italian/Spanish*

Milano, Barcelona, Madrid, Roma  
Torino, Cagliari

### Transportation Design

*English/Italian/Spanish*

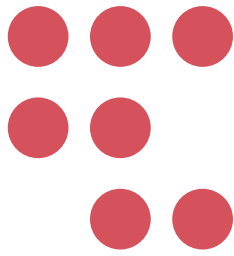
Torino, Barcelona

### Furniture Design

*Italian*

Accademia di Belle Arti Aldo Galli,  
Como





**Design - Innovation, Strategy and Product**  
*English*  
Milano

**Design for Urban Environment**  
*English*  
Barcelona

**Diseño de Iluminación**  
*Spanish*  
Madrid

**MASTER**

**Diseño de Producto**  
*Spanish/Spanish*  
Roma, Madrid

**Exhibit Design**  
*Italian*  
Roma

**Food Design Project Experience**  
*Italian*  
Roma

**Diseño Sostenible**  
*Spanish*  
Barcelona



**SUMMER**

**Car Design - An introduction**  
*English*  
Torino

**Interior Design**  
*English/Spanish*  
Madrid, Barcelona, Milano

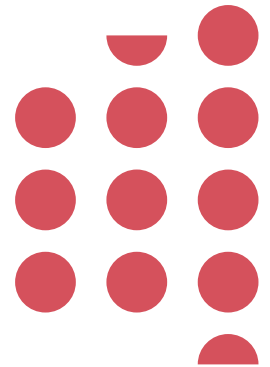
**Product Design**  
*English, Spanish, Italian*  
Barcelona, Madrid, Firenze, Roma,  
Accademia di Belle Arti Aldo Galli,  
Como

**Global Design/Total Design**  
*English/Spanish*  
Barcelona, Madrid

**Interior and Showroom Design**  
*English*  
Milano

**Interior Design and Decoration**  
*Spanish/English*  
Barcelona, Madrid

**Packaging Design**  
*English*  
Barcelona



**SEMESTER/ACADEMIC YEAR**

**Interior Design**  
*English/Spanish*  
Milano, Madrid, Firenze

**Italian Contemporary Design and Trends**  
*English*  
Milano

**Foundation in Design**  
*English/Spanish*  
Madrid, Barcelona

**Introduction to Design**  
*English*  
Firenze

**Interior Design: Focus on Retail and Commercial Spaces**  
*English*  
Firenze

**Furniture Design**  
*English*  
Firenze