

POLI.DESIGN

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Specializing Course in JEWELLERY DESIGN, 4th Edition

From January 18th to March 5th, 2010

The total amount of class hours is 207

At POLI.design, Consorzio del Politecnico di Milano

www.polidesign.net/ddg

POLI.design, Consorzio del Politecnico di Milano, is organizing the first and only Specializing Course in Europe in *Jewellery Design*, the new specialization addressed to people who want to devote themselves to jewel planning, characterized in particular by design and by the evolution of aesthetic languages.

The faculty of the course is composed of high quality lecturers of Politecnico di Milano and Bocconi, who will deal with the following themes: jewellery materials; project culture; trends and new scenarios; gold market; distribution; retail and communication.

The course will tackle the gold project and its various aspects. The scheduled areas are five: **Materials and Techniques; Culture and Criticism; Market, Project; Modelling and Prototyping**. The course will start dealing with the materials and the techniques belonging to the jewellery tradition and then it will pass to those that belong to heterogeneous branches that are the modern challenge for designers. Then the course will analyze the different cultural interpretations that have been dedicated to jewellery during time, the outlining of the gold market and its main players and, in the end, the retail strategies and those of distribution and communication. After this critical analysis on jewels, the workshop will start: during it three International jewellery designers will work side by side with the students to define and characterize the projects. They will be realized thanks to the modelling and prototyping software *Rhinoceros*, an innovative system for modelling and jewellery prototyping that is one of the big advantages of the course.

Course Structure

The course will develop theoretical and practical blocks of classes that will be divided in ex-cathedra lectures, exercises, project works, modelling and prototyping.

Addresses

The course is addressed to people having achieved a Bachelor or Master Degree, or to people having a secondary education in Art or Jewellery Background or designers who are willing to specialize in Jewellery Design. The participants in the course will be selected by CV and interview.

Sponsor Companies

AOL- Associazione Orafa Lombarda

Breil

Mario Buccellati

Casa Vhernier

Chimento

Cielo Venezia

Damiani

De Beers Marketing Group

Fiera di Vicenza

Gruppo Roberto Giannotti srl

Mattia Cielo

Mattioli

Platinum Guild International

KingFook Holdings Limited

Vogue Gioiello

Stage

Companies reserve the possibility to offer internships to the best students.

Cost

The course cost is Euro 2.500 + 20% IVA. Some scholarships will be available and they will be provided by the sponsor companies. In order to apply for one of them candidates will have to send their CV within September 20th, 2008 to the e-mail address: formazione@polidesign.net

Information

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