



SPECIALIZING MASTER IDEA IN

EXHIBITION DESIGN

XVIII EDITION - NOVEMBER 2024



COURSE

The IDEA Exhibition Design – The Architecture of Exhibition, first-level Specializing Master, aims to turn out highly qualified professionals in exhibition design. Exhibition design is the planning that involves places, spaces, and architecture to set up conceptual apparatus, physical facilities, exhibits, and installations whose purpose is communication in the broadest sense. Shows, booths, stores, trade fairs, museums, shopping centers, trading areas, meeting places, sales outlets, performance-art spaces, and public squares and streets all call on exhibition design in a crescendo of meaningful experience and with an ongoing refinement of skills. Such skills and experience revolve around the specific relationship between architecture as ‘interior design’ and ‘exposition architecture,’ i.e. the set of dedicated exhibition techniques that take shape and become operative in these interior spaces.

The Italian Association of Exhibition Designers, IDEA, founded in 2007 by highly qualified professionals in the field, has as its mission to certify the quality of exhibition design and to highlight the growing role of the exposition discipline in the contexts of culture, marketing, and communication. IDEA found the ideal partner for its Specializing Master in the Politecnico di Milano, whose tradition of excellence helped launch the program with enthusiasm and a passion for the culture of exhibit design, in keeping with the association’s mission.

TRAINING OBJECTIVES

The objective of this Specializing Master is to train a new kind of professional designer whose specialist skills lie in the various application domains of exhibition design (shows, trade fairs, museums, sales outlets, events and stage setting). These professionals need cultivated dynamism that will enable them to respond with expertise to the varied scales of exhibition design and to the multifaceted briefs they are commissioned with. Above all, they have to have a high awareness of their professional identity.

This program includes an approximately 350-hour guided internship segment that aims to place the student as a trainee in an exhibition-design context. Internships are available at major institutions that have a consolidated working relationship with this Specializing Master, such as:

MAGA di Gallarate, MART di Rovereto, Triennale di Milano, Sloowfood, Studio Angelo Jelmini, Studio Baldessari&Baldessari, Studio Carmadesign, Studio Cerri & Associati, Studio Crea International, Studio Dedalo, Karim Azzabi Architects, Studio Migliore+Servetto, Studio Origoni Steiner, Designnetwork, Studio Storage, Way spa, Benfenati spa, RetailDesign.

DIDACTIC PLAN

The Master is established with the purpose to highly form qualified professional profiles in the sector of the exhibition design. The exhibition design is an ambit of the project which has boundaries that are not definable in clean way; it uses languages and multiple tools that concern the “architecture of the insides” and the interior design: the constructive detail, the materials, the technologies, the graphics and the multimedia; it is a discipline with a lot of derivations and with numerous applications, to which the economic world and the cultural institutions assign and more and more will assign a fundamental role.

DIDACTIC MODULES

First module: Frontal teaching

- Theory and history of exhibition design;
- Theory and history of museography;
- New Types of Permanent and Temporary Exhibitions;
- Contemporary Art Languages;
- History of applied graphics;
- Design of public spaces;
- Materials and technologies;
- Lighting Design;

24
students

1504
hours

61
CFU

14
months

- Multimedia;
- Sound Design.

Second module: Exercises with lessons of complementary subjects, divided into 3 distinct workshops

Workshop – exhibition design, museums and cultural events:

- Workshop;
- Graphics applied to the project;
- Managing and organising exhibitions and events;
- Lighting technology;
- Museography.

Workshop – Trade fair and exhibition stand construction:

- Workshops;
- Security;
- Trade fair marketing;
- Type of trade fairs.

Workshop – retail space design – workshops:

- Workshop;
- Typology of retail spaces.

Total internship hours: 360 h

TITLE RELEASED

Students who successfully complete the program and pass the final exam will be awarded a first-level Specializing Master in Exhibition Design, IDEA.

EMPLOYMENT OPPORTUNITIES

The expected job descriptions include:
High qualified freelancer, exhibition designer in companies, retail chains and shops, exhibition designer in companies in the fair field, cultural exhibitions and events, communication agencies, exhibition designer with responsibilities in terms of the cultural sector in cultural institutions, museums,

foundations, public and private corporations, public administrations; experts in production and installation of exhibit systems.

REQUIREMENTS

This program is aimed at those who hold a degree in architecture, industrial design, engineering, art history, cultural heritage, applied art or communication (humanities). Foreign students may present equivalent degrees earned abroad.

DEADLINES

To take part to the selection process, the application form must be completed online within the following deadlines:

for Italian / foreign citizens with a qualification obtained in Italy within September 18, 2024
for Extra U.E. citizens within August 18, 2024

PRICE

The Specializing Master costs € 11.500 (€ 11.000 Master fee + € 500 Politecnico di Milano enrollment fee).

Exempt from VAT under Article 10 of DPR 633/72.

FACULTY

Scientific Direction

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