POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

Education

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SPECIALIZING MASTER IN

DESIGNING ATMOSPHERES

I EDITION - OCTOBER 2025

THE MASTER'S PROGRAM
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A training path that integrates sensory and environmental design to shape spaces and architectures with emotional, social, and psychological impact. A Master's program designed for graduates and professionals who want to create immersive, sensory-rich experiences that improve the interaction between people and the environments they inhabit.

POLI.DESIGN SPECIALIZING MASTERS
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POLI.design Specializing Masters combine academic rigor and business-oriented training. These post-graduate paths include face-to-face lectures, seminars, and workshops that provide theoretical knowledge and practical/operational tools. They aim to equip students with all the skills required to enter the world of work.

IMMERSIVE ATMOSPHERES, SPACES IN TRANSFORMATION
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The digital revolution has introduced technologies as well as new behaviors, ways of living, and perceptions of time.
Today, designing spaces requires more than just functional and structural thinking—it also demands attention to how the spaces feel and are experienced on an emotional and sensory level. That's why designers must be able to harness new technologies and adapt to evolving sensory paradigms.
The **Master in Designing Atmospheres – Next skills and qualities for spaces and interiors** equips students with the skills to redefine the DNA of places and manage the design of atmospheres all the way to implementation.

It goes beyond conventional **interior design**, offering tools and methods that expand the very definition of the Spatial Designer. By integrating insights from **behavioral** and **environmental psychology**, the program trains professionals capable of designing experiences and places that evolve through human interaction.
Students also gain the ability to **manage client relations**, **communicate design concepts** effectively, and apply **emerging technologies** in the design process.

LEARNING OBJECTIVES
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• Design immersive atmospheres for retail and hospitality spaces, museums and exhibitions, events, and architectural interiors

• Develop awareness of new sensory paradigms and the evolving temporality of spaces

• Acquire sensitivity and technical skills in crafting atmospheres that combine light, color, materials, finishes, scent, and sound

• Learn how to select and apply technologies to create immersive spatial experiences

• Gain a foundation in environmental and behavioral psychology to enhance user well-being through design

• Embrace an interdisciplinary approach and collaborate with professionals such as architects, sound designers, visual artists, and marketing specialists

• Learn to express brand storytelling and values through emotionally engaging and inclusive spatial atmospheres

• Use practical tools to guide the design process toward low environmental impact solutions

35
students

1500
hours

60
CFU

12
months

TRAINING ACTIVITIES

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The **Specializing Master in Designing Atmospheres** features a blended format that includes online **theoretical lessons**, in-presence **workshops**, **study tours**, design **competitions,** and experiential activities linked to **Milan Design Week**.

The program explores the core principles of spatial design and the emerging paradigms of **Atmosphere Design**, covering everything from theoretical frameworks to regulatory issues and project management. Key topics include: human presence and perception in space; concept ideation, development, and communication; principles of **Space/Time-Based Design** (analyzing flow, movement, and the interaction between physical and digital stimuli); **Sense-Based Design** (creating human-centered experiences by blending sensory cues with technology).

CAREER OPPORTUNITIES

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This Master's program equips professionals with in-demand skills for a market that is quickly redefining the role of the **Spatial Designer**. Students are equipped to develop strategic visions, manage atmosphere design, communicate design identity and narrative, and collaborate effectively with clients, users, contractors, and stakeholders in the real estate and design industries.

ADMISSION REQUIREMENTS

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The Master's welcomes candidates with a University Diploma or Degree (both old and new systems) in Architecture, Engineering or Industrial Design, as well as those with equivalent qualifications. For international applicants, comparable qualifications in their respective education systems will be considered. Proficiency in English is required.

DEGREE AWARDED

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At the end of the program, once the final examination has been passed, the 1st level Specializing Master "Designing Atmospheres" diploma will be issued with the related achievement of 60 CFU/ECTS. Awarded by the Politecnico di Milano.

DEADLINES

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For more information on deadlines and current promotions, visit the "Admission" tab on the program webpage.

PRICE

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The cost of the University Specializing Master's programme is € 15,500 broken down as follows:

- € 500,00 – enrolment fee to be paid to the Politecnico di Milano, no later than 30 days before the starting date following the procedures that POLI.design will specify;

- € 15.000 – participation fee for the University Master's Course to be paid to POLI.design following the procedures that will be specified upon admission.

FACULTY

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Scientific Director	Anna Barbara
Co-Director	Maria Porro
Scientific Coordinator	Barbara Camocini

CONTACTS

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