



## Creative Academy from school to work

Twenty young international designers are admitted every year to the exclusive Master of Arts in Design and Applied Arts focused on the product and everything related to it (visual merchandising). The Master is promoted by Creative Academy in Milan, the postgraduate school specialized in luxury design and opened by the Richemont Group. Every year Creative Academy trains young creative talents who are able to drive directly into the job world after their studies.

The eight edition of the Master of Arts in Design started in January 2011 after a selective screening of the several applicants coming from all over the world.

The first 7 months of the Master are dedicated to class lessons in Milan, whereas during the last 3 months students do an internship in one of the Maisons of the Richemont Group, leader in the luxury industry, with many Brands such as Cartier, Van Cleef & Arpels, Piaget, A. Lange & Söhne, Jaeger-LeCoultre, Vacheron Constantin, Officine Panerai, IWC, Baume & Mercier, Roger Dubuis, Montblanc, Dunhill, Lancel, Chloé, Alaïa, Purdey, Shanghai Tang.

The Group strengthens its commitment and will to manage impacts on society and the environment through the Corporate Social Responsibility, which this project is part of.

The aim of the program is to convey theory into practice, it is to say into the professional world. The Master runs across the entire process that goes from design to the development of the product through outstanding craftsman activities and the study of marketing and communication, without forgetting theoretical lessons about the dynamics of the luxury world and about the competitive benefit produced by applied creativity.

The school has close strategic ties with Poli.Design, Consortium of the Politecnico di Milano, which participates actively in the didactical planning of the courses by supplying teaching personnel and granting access and use to some of Europe's most advanced technological and experimental structures.

Creative Academy also collaborates with SDA Bocconi School of Management, one of the major international management institutions, and the Fondazione Cologni dei Mestieri d'Arte.

For further information: [www.creative-academy.com](http://www.creative-academy.com), [info.italia@creative-academy.com](mailto:info.italia@creative-academy.com), tel. : + 39 02 3026269, fax + 39 02 3026705

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: + 39 02 3026421 - + 39 02 3026705  
[info.italia@creative-academy.com](mailto:info.italia@creative-academy.com)

## Steering Committee

Andrea Branzi	Architect and Designer Professor of the Course in Interior Design at Politecnico di Milano
Hervé Chandès	Director of Fondation Cartier pour l'Art Contemporain
Matali Crasset	Designer
Maria Grazia Mazzocchi	Chairman of Advisory Board Company
Marc Newson	Designer
Lorenzo Ornaghi	Rector of Università Cattolica del Sacro Cuore di Milano
Severino Salvemini	Full Professor of Business Organisation - SDA Bocconi School of Management
Denis Santachiara	Designer
Alberto Seassaro	Dean of the Design Faculty at Politecnico di Milano

## Creative Academy's Internal Members

Franco Cogni	Creative Academy Chairman Director of Compagnie Financière Richemont S.A. - Genève - President of the Cultural Committee of the Fondation de la Haute Horlogerie (FHH) of Genève President of the Fondazione Cogni dei Mestieri d'Arte
Giampiero Bodino	Creative Academy Art Director Richemont Group Art Director
Grazia Valtorta	Creative Academy Executive Director Cartier Magazine Executive Publisher
Michel Bourgeois	Creative Academy Faculty Coordinator
Giorgio Preda	Creative Academy Project Leader Consultant/Partner GEA Associated Consultants - Organization and Personnel Management -

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: +39 02 3026421 - Fax: +39 02 3026705  
info.italia@creative-academy.com



## The Master of Arts in Design January–November 2011

### Objectives

The Master of Arts in Design seeks to give young designers specialized training in applied arts and in particular in the fields of jewellery, watchmaking and accessories. Its objective is to channel the creative elements of design through a practical knowledge of artistic craftsmanship while constantly maintaining in perspective both brand name and the final customer. The program is held in collaboration with Poli.Design, Consortium of the Politecnico di Milano and SDA Bocconi School of Management and the Fondazione Cologni dei Mestieri d'Arte. A Master Degree of Arts in Design is awarded upon completion of the program.

### Requirements

The program has openings for 20 young international talents who have successfully completed a substantial course of studies in disciplines related to design (degree or equivalent qualification). A previous professional experience, including internships, is preferred. Proficiency in spoken and written English is a must.

The selection process includes also interviews with suitable students.

### Admission

For the Master of Arts in Design candidates should send the application form, a curriculum vitae, a colour printed portfolio including projects and hand drawings (3D models on CD are optional) and two passport-size photos not later than 20<sup>th</sup> September of every year.

### Website

The website [www.creative-academy.com](http://www.creative-academy.com) features the information and the news concerning the courses and the community of the school, with testimonies and interviews.

All the details regarding the criteria for the admission to the Master of Arts in Design and the application form in .pdf format are also available on the website.

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: +39 02 3026421 –Fax: +39 02 3026705  
info.italia@creative-academy.com

## The structure of the degree programs

### Attendance

Attendance is mandatory and students are expected to give a full-time commitment. A number of guided tours in addition to regular classroom attendance make up an integral part of the degree programs.

All classes, seminars, laboratories and guided tours will be held in English.

### The course program

The course program is designed to give a practical foundation to theory through the continual exposure of students to the working world. The Academy seeks to guide students through the entire process that runs from conception to design, production and product image-building. It intends to deepen the fundamental relationship between brand-name and respect for the customer, the enterprise and the production process, design and product.

That is why the programme is divided into various phases, that interchange and grow together intertwined:

- classroom lectures on marketing, branding and communication
- creative exercises, Internet and field researches
- testimonials by brand CEOs, competitors, entrepreneurs, professional designers
- seminar on luxury
- seminars on jewellery, watches and accessories
- seminars on arts and crafts: class lessons about the know how and the creation through the artistic craft professions
- computer training on Photoshop, Illustrator, Alias
- presentation skills
- real projects with the commitment of the brands
- real projects with partner external to the Richemont Group
- guided visits in Italy and abroad

### Real Projects

During the Master students work on real projects commissioned and followed directly by the brands of Richemont Group. *Real Project* are a unique and extraordinary experience that allows young designers to understand what working for a Brand in the respect of its values and traditions means.

### Guided tours

The numerous guided tours to exhibitions, museums, private and public collections, tradeshows and specialized salons, cultural events, artistic workshops, laboratories and



design centers in Italy and abroad are a fundamental part of the program, and are subsequently analyzed in group discussions and workshops and verified by examinations.

### **Internships**

A three-month internship at one of the Richemont Group's trade-mark companies is offered to the most deserving students at the end of the course of study, from September to November.

Internships are assigned on the basis of an evaluation of students' abilities, their interests and their individual capacities demonstrated and developed during their participation in the degree program.

### **Tuition**

Tuition for each degree program is 12,000 Euros (10,000 + 20% VAT). Scholarships will be awarded on the basis of merit and achievement.

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: +39 02 3026421 – Fax: +39 02 3026705  
info.italia@creative-academy.com



## The faculty

The Creative Academy's faculty has been selected from among the world's leading universities, design and business schools, including Poli.Design, Consortium of the Politecnico di Milano and SDA Bocconi School of Management.

A fundamental contribution is made by the Chief Executive Officers of all the major Richemont Group trade-mark companies, including Cartier, Van Cleef & Arpels, Piaget, A. Lange & Söhne, Jaeger-LeCoultre, Vacheron Constantin, Officine Panerai, IWC, Baume & Mercier, Roger Dubuis, Montblanc, Dunhill, Lancel, Chloé, Alaïa, Purdey, Shanghai Tang.

They are joined by managers from some of the luxury good industry's leading companies. These industry leaders provide students with an up-close and in depth look at business brand-name, products, communication strategies and history. Respect for brand-name is in fact one of the fundamental and indispensable values that lies at the basis of this professional-building experience.

A greatly important contribution is also made by some of the most illustrious designers and protagonists in the world of international design, art, culture, luxury, fashion, communication, entrepreneurship and economy.

All of them are called upon to testify to their personal and professional experiences and to give students an insider's look at what it takes to succeed in their respective industries.

Furthermore, Franco Cologni, Giampiero Bodino, Grazia Valtorta and Giorgio Preda do also class lessons during the academic year.

Michel Bourgeois has the fundamental and important role of students' tutor; he is the internal professor who follows the students during the 7 months of the Master in Milan.

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: +39 02 3026421 -Fax: +39 02 3026705  
info.italia@creative-academy.com



## Academic resources

The Creative Academy is located in the north-western part of Milan in a spacious and modern loft, roughly 800 m<sup>2</sup>, restructured in 2004 under the direction of the architect Francesco Spadaro, fs\_a associated, Milan. The administration offices, classrooms and research facilities are all located on the ground floor. Part of this space is also taken up by a vast, roughly 300 m<sup>2</sup>, area reserved for cultural events and exhibitions. The first floor hosts the library and a large open space dedicated to offices and conference rooms.

The school provides students with open areas and modern equipment. Its two classrooms have desks equipped with the latest generation PCs, allowing students to use advanced three-dimensional projection programs. The classrooms are equipped with scanners, color laser printers and the most advanced audio-video equipment, with video recording on DVD-Rom. Classrooms are opened every day until 8.00 pm and students can stay there after lessons and use them to study or develop their projects.

Each student regularly receives didactic material including detailed information on professors and guest speakers, guided tours and events of interest. They are also given free access to the Internet.

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: +39 02 3026421 -Fax: +39 02 3026705  
info.italia@creative-academy.com



## Library Facilities

Creative Academy offers its students access to the school's private library, specialized in design and applied arts: a priceless tool for their study and project development.

The library currently contains roughly 2450 volumes. The number of acquisitions is continually growing, thanks in part to numerous private donations.

This is an ambitious project: its goal is to give life to a collection of specialised international books and periodicals, primarily in English, which can become in time an important reference point for the study of design and decorative art with a particular focus on jewelry and watch making.

The Foundation for the Arts and Artistic Craftsmanship, a private non-profit foundation, active in Milan since 1995 with the mission of safeguarding and promoting art and artistic craftsmanship, coordinates and finances the library on Creative Academy's behalf.

Press Office CREATIVE ACADEMY  
Grazia Valtorta Tel: + 39 02 3026421 -Fax: + 39 02 3026705  
info.italia@creative-academy.com