

Creative Academy from school to work

Twenty successful students are admitted every year into the exclusive Master of Arts in Design course offered by Creative Academy in Milan, the postgraduate school specialized in luxury design and promoted by the Richemont Group.

On January 2011 the Master of Arts in Design, eighth edition, will begin after a selective screening of the several enrollments coming from all over the world, as it was for the previous seven years.

The School attracts applicants from the world's best design schools and has established scholarships to allow the most deserving candidates to participate.

Today, Creative Academy offers the world of luxury young creative talents through a passage directly from school to the working community.

The results that have been obtained at the end of the past seven years of activity are considerable. Many of the students have been recruited by the brands under the umbrella of the Richemont Group: 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 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 of some of Europe's most advanced technological and experimental structures.



Creative Academy also collaborates with SDA Bocconi School of Management, one the major international management institutions.

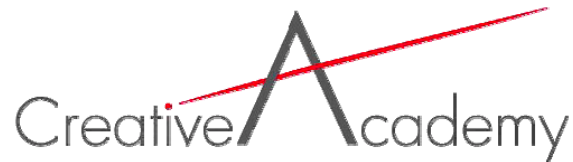
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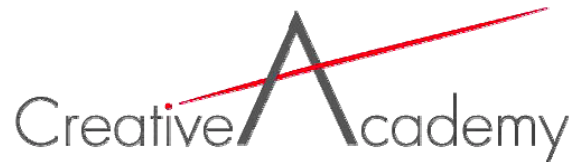
Steering Committee

Andrea Branzi	Designer and Full Professor of Industrial Design at Politecnico di Milano
Matali Crasset	Designer
Maria Grazia Mazzocchi	Domus Academy Chairman
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 Seassarò	Dean of the Design Faculty at Politecnico di Milano

Creative Academy's Internal Members

Giampiero Bodino	Richemont Art Director – Creative Academy Art Director
Michel Bourgeois	Creative Academy Faculty Coordinator
Hervé Chandès	Director of Fondation Cartier pour l'Art Contemporain
Franco Cologni	Director of Compagnie Financière Richemont S.A. – Genève – Creative Academy Chairman
Giorgio Preda	Consultant/Partner GEA Associated Consultants – Organization and Personnel Management – Creative Academy Project Leader
Grazia Valtorta	Director of Communication for Cartier – Creative Academy Executive Director

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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. A Master Degree of Arts in Design is awarded upon completion of the programme.

Requirements

The programme has openings for 20 young people of international origin 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 required.

Admission

For the Master of Arts in Design 2011 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 20th September 2010.

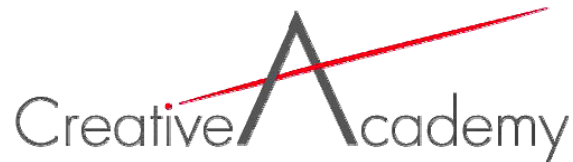


Website

The website 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 present.

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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.

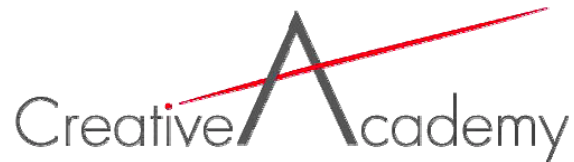
All classes, seminars, laboratories and guided tours will be held in English.

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 the conception and design stages on through production to product image-building. It intends to deepen the fundamental relationship between brand-name and respect for the customer, enterprise and the production process, design and product.

To this purpose 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
- 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



The 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.

The internships

At the end of the course of study, from September to November, exclusively to the worthier students is offered a three-month internship at one of the Richemont Group's trade-mark companies.

Internships are assigned on the basis of an evaluation of student's 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.

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The faculty

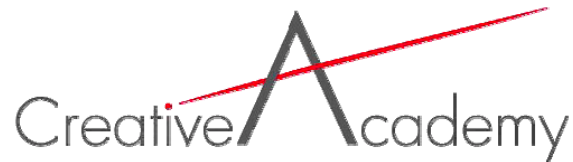
The Creative Academy's faculty has been selected from among the world's leading universities, design and business schools, including Poli.Design, Consortium of the Politecnico di Milano and SDA Bocconi School of Management.

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.

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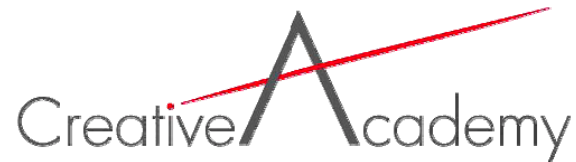
Academic resources

The Creative Academy is located in the north-western part of Milan in a spacious and modern loft, roughly 800 m², 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 m², 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. Students can use these classrooms to study and develop their projects. They can even do so outside normal classroom hours, every day until 8:00 pm.

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.

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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 2350 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.

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