

istituto d'arte applicata e design



Istituto d'Arte Applicata e Design partner of CR Forma of Cremona
in the didactics and organization of the Learning Week approved by Regione Lombardia
with the financial contribution of European Social Fund

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Learning Week is an educational project to spend in another city, wanted by Direzione Generale Istruzione Formazione Lavoro of Regione Lombardia. It lasts one week, with a total amount of 40 hours.

In the week from June 15th to 20th, **IAAD will host 44 students from Lombardia** attending the 3rd, 4th and 5th year of High Schools, or enrolled in to the 3rd or 4th year of Vocational Training.

The high level education in design, hinge of IAAD mission since 1978, has the goal of promoting and contributing to the realization of the most appropriate conditions for the **design of goods and services** which respect the environment, innovative and carrier of a culture open to the sustainable development, where design plays a fundamental role as mediator of need and knowledge. **Design is project culture**, a culture able to create a relation among all the elements of the projectile process, till the final user, facing both individual and social demand and producers' offers. This resource needs to be brought in every day reality, pulling it down fully into society. **Environmental sustainability, all users functionality, education to consumption, social value and cultural meaning of goods and services** must be the real added value of "design system", an agile and flexible system, able to compare itself with the peculiar root which carachterizes our territory, a place where big industry, little and medium enterprises and handcraft work together.

Starting from this premise **two educational paths** will be developed:

- **DESIGN FOR ALL AND ECO DESIGN: RESPONSIBLE PROJECTILE PROCESS**

Aim of the course is giving the basic knowledge about the most recent policies and social-environmental laws for the design and development of spaces and products which focus both on environmental impact which every product provokes on environment through its entire life cycle, and on the problems related to users with temporary or permanent diversities.

partners : **Municipality of Torino, C.P.D., Environment Park, Democrito Design**

didactic visits partner companies: **Environment Park**

- **PRODUCT DESIGN: FROM CONCEPT TO REALIZATION (creativity, design and innovation)**

The course has the aim to introduce the design figure and to make understand the steps, which lead to the realization of a product towards the different consequential phases of the design process.

partners: **Studio Adriano, I.de.a. Institute, Renault**

didactic visits partner companies: **Studio Adriano, I.de.a. Institute**

Information about **Learning Week** available on www.learningweek.it

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