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## Design Masterclass

Professor Arturo Dell'Acqua Bellavitis, Milan

'08 ISS Institute/Victorian Government Design Fellow

With appreciative thanks

### Fellowship sponsor

Victorian Government  
ISS Institute/Victorian  
Government (Design) Fellowship



### Masterclass sponsor

Design Victoria  
www.designvic.com  
Sponsorship of 50%  
of registration fees



### Host sponsor

Swinburne University of Technology  
www.swinburne.edu.au/design  
Venue. Refreshments  
Equipment. Materials



### Supported by

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### Endorsement

DIA  
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Professional Development  
points are available



**About Arturo** Born in Milan in 1947, he has a degree in Architecture, Polytechnic, Milan and continues his work in a multi-disciplinary approach to **Design Practice** • Vice-president of the Triennale Foundation of Milan and President of the Design Museum Foundation • **Education**

Professor of Industrial Design in the Design Faculty, Polytechnic of Milan, where he is, at the present, the Indaco (Industrial Design, Arts, Communication, Fashion) Department Principal • Coordinator, Board of Polytechnic of Milan Department Directors • Supervises University Master Courses in Design Management, Interior Design and Fashion Design • Since 1997 he has been supervising the post-degree course in "Manager for Points of Sale Interiors" arranged by the Polytechnic of Milan and Federmobili • Supervises the university post-degree Master Courses in Furniture Design, in Fashion Accessories Design and, since 1999, Interior and Exhibition Design, as well as many Product and Interior Design courses • Founding professor of the university degree course in Industrial Design • Promoting partner, as well as member, of the PhD in Architecture of Interiors, the only one of all the Italian Universities • Supervised the university degree courses in Industrial Design (for Product, for Interiors, for Communication curricula), Como Campus • Coordinates the final design laboratory in "Strategies, Communication, Happenings for the Fashion System" • Supervises and teaches in the course of "Design Management", Polytechnic of Milan and Bocconi University, where he teaches Design Strategies and Technological and Prototyping Trial 2 for Design •

**European Union** Member of the Cultural Committee of the European Union for the arrangement of a university European network on Design problems • **Competitions** Supervised international interior and industrial design competitions - including packaging design, cars for young people, furniture, on lighting objects for the future, fashion accessories • **International** Courses at the Royal Academy of Copenhagen, De Montfort, University of Leicester and the Faculty of Architecture of Aarhus; he held workshops in the universities of Helsinki, Orleans, Oslo, Barcelona, Montreal, Sao Paolo, Athens, Kraków, London, West London, Glasgow, Berlin, Schwabisch Gmund, Buenos Aires • Scientific organiser of I.dot-Italian design on tour, which aims to improve the position of Italian furniture abroad • **Research** Research Centre "Hotel and Contract Design" of the Indaco Department, Polytechnic of Milan, set up in 1999-2000 to improve researches on designing objects and architecture for hotel accommodations and a file of European researches in this field • Head furniture and textiles for Sistema Design Italia research agency, which won the Compasso d'Oro award in 2001 with its research programs • **Papers and Events** for example "Design for Italian Historical and Cultural Heritage" (Como, 2002), "New Sets for Italian Design. Design Week" (New York, 2002) • "Verbena-Cusio-Ossola Pool: research into production systems and design improvement for small and medium concern development" (2004) • "The Sixth European Meeting for Design Museums" (October 2005) • Planning with the Milan Fashion Centre "Camera della Moda" an on-line fashion museum • One of the founders and responsible professors of an annual conference on International Teaching Methods for Industrial Design, called "Designing Design" and held during Milan Design Fair.



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# Design Masterclass

## Case Study • Design

Italian innovation is essentially connected with the design process, the technical culture of which has always been much closer to the logic of a craftsman's workshop than to that of large-scale industry, even while incorporating the input of new technologies and materials. This is the reason for the success of Italian design abroad: precisely because it is not a matter of isolated stand-out innovations, but instead of small specific developments, a sort of fine-tuning evolution that proceeds product by product through specific innovating adjustments. This characteristic of being a sort of ongoing manufacture "in progress" makes Italian industry a continuously evolving reality, capable of launching increasingly new challenges to interior design and the international furniture industry. And it also expresses the Italian way of innovating which – by necessity and by choice – prefers inventing on its own the techniques for adapting and using new technologies, to arrive at aesthetic and functional solutions through an intuitive ability to grasp their innovative potential, reinterpreting them through the companies' specific workmanship. For Italy, a country characterized by a strong presence of design- and product-quality-oriented manufacturing industries, design is a strategic resource of considerable cultural and economic importance. Innovative products generate a virtuous circle of activity that rewards the designers and manufacturers, enriching the system and generating employment. A fundamental and distinctive characteristic of Italian products is that they that do not just meet functional needs, but also stand out for their aesthetic quality and strong personality, two qualities that can turn objects into symbols...

Read more at:

**Website** • <http://www.postgradinitaly.esteri.it/postgradinitaly/menu/Courses/Case+Histories/casehistorydesign.htm>

## Suitable for

### Those who design/create products

- Industrial and product designer
- Fashion designer
- Accessories designer
- Interior designer or decorator
- Multidisciplinary designer
- Textile designer
- Furniture designer
- Jewellery designer
- Craftspeople
- Designer/maker
- Ceramicists

### Those who manufacture

- Manufacturers
- Trades people
- Suppliers

### Those who educate and train

- University lecturers
- TAFE teachers
- Professional associations

## Format

Professor Arturo Dell'Acqua Bellavitis will share his expertise and insights through an Italian context, theories, perspectives with examples of Italian design.

The program comprises an illustrated lecture, demonstrations, group and individual discussion with Arturo.

## Design...

The "Design Masterclass" explores • research to define your product's consumer profile and psychology • themes • ideas - emotions, sources for inspiration • branding/ marketing • then produce final drawings suitable for manufacture.

- Set a designed vision able to be interpreted by your consumers.
- Build the functions and the efficiency of your product. Consider sustainability (life cycle assessment).
- Design so your product is able to be flat packed or stacked.

## Solution Teams

Two people (a designer/creative with a technical/ trades) will generate ideas and design solutions suitable for manufacture - 'Solution Teams'.

Each team will form a company/brand and design two products under one brand. One product will be for the 'Asian market' eg Thailand. The second product will be for the 'Italian market'.

Each want to take gifts back home to entirely different cultures for different purposes/ meanings/memories - self, family, friends, work. Create a product for the 'tourist market'.

**1. Theme** - gain inspiration from what is the essential of 'Australia' or a state eg Victoria, NSW.

**2. Research and experiment** to develop a unique image which can be applied to or form a shape recognisable as 'Australian', 'Victorian' or 'Melburnian' for example places - beach, city, high country, architectural features and their messages, colour, light, texture, space, form, feelings, sounds....

**2. Select** your product/s from the following list:

- Food - value adding to regional produce.
- Value adding to our natural resources such as • animal, fish, reptiles eg leather from barramundi, • wool fibre • metals eg gold, pink diamonds, pearls • trees, bark, flowers, berries.

**3. Consider** - the packaging for your two products.

**4. Produce** concept roughs and working drawings, which depict the object's visual characteristics, physical properties and dimensions.



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## Design Masterclass

### FRIDAY

- 9.30am **Welcome to Swinburne University**  
Prof Ken Friedman, Dean, Faculty of Design
- 9.35am **Overview ISS Institute and Introductions**  
Carolynne Bourne AM, CEO, ISS Institute
- 9.45am **Masterclass Project**  
Prof Arturo Dell'Acqua Bellavitis  
Powerpoint presentation • Discussion
- 10.30am Morning refreshment break
- 10.50am Project briefing • Form Solution Teams  
Develop design concepts
- 12.30pm Lunch
- 1.30pm Project - continued  
Prof Arturo Dell'Acqua Bellavitis
- 3.30am Afternoon refreshment break
- 3.45pm Project - continued
- 4.00pm Solution Teams concept presentations  
Individual and group discussion  
Overview of Saturday's activities

### SATURDAY

- 9.30am **Masterclass Project** - continued  
Prof Arturo Dell'Acqua Bellavitis  
From concept to final drawings • Discussion
- 10.30am Morning refreshment break
- 12.30pm Lunch
- 1.30pm Project - continued
- 3.30am Afternoon refreshment break
- 3.45pm Project - continued
- 4.00pm Solution Teams presentation  
Individual and group discussion
- 4.45pm **Where to Next!**  
Carolynne Bourne

## Date • Time

May/June 2009

### TWO-DAY MASTERCLASS 1

- Friday 29 May, 9.30am to 5.00pm
- Saturday 30 May, 9.00am to 5.00pm

OR

### TWO-DAY MASTERCLASS 2

Repeat of Masterclass 1

- Friday 5 June, 9.30am to 5.00pm
- Saturday 6 June, 9.00am to 5.00pm

## Fee

\$380 which includes tuition, materials, morning and afternoon refreshments.

**Special Fee : 50% Discount  
\$190 for all registrants**

The low workshop fee is because **Design Victoria** is sponsoring each registration at 50% discount and, therein, we are passing on these savings to all Masterclass participants.

## Venue

Swinburne University of Technology  
Faculty of Design  
PA Building  
144 High Street  
Prahran, Melbourne

**Lunch** Bring lunch with you to use the time to work on your project and network with others in the workshop.

## Change • 'become or make different'

The Victorian Government, Skills Victoria, has provided funds to ISS Institute to bring ten **international designers to Victoria**. Six of these designers are from Milan, Italy • they are working in Italy and internationally • passing on their experiences and skills to the next generation of Italian designers through the Milano Politecnico and continuing their design practice in industry • and to Australians along the Value Chain - from designers to manufacturers through ISS Institute.

At a recent ISS Institute Board meeting, Fellows presented their findings in the fashion design industry and related disciplines from their overseas study program to France and Italy. One of the Board members asked "why are they leading and we aren't"?

... so what has to change for Australian designers and manufacturers and those along the supply chain such as engineers, suppliers, researchers and retailers, and the customer?

Two crucial factors are that firstly, design is used as a business tool and, secondly, changing the way we work.

Australia, arguably, has more creative talent per head of population than any other nation and we have a wealth of natural and manufactured resources compared to many of our overseas competitors. Yet, in the main, we do not turn that creativity into an economic return. Imports continue to grow.

The Design Masterclass addresses the aforementioned factors for business success and provides a unique opportunity to experience working in the style of a European model - in a 'Solutions Team' that is focused on meeting consumer needs and wants, nurturing creative excellence, sustainability and innovation.

**You are invited to take the challenge to explore a different way of thinking and working that may open ways to further develop your capabilities and your business.**



# Design Masterclass

## Registration Form

### I am registering for :

*Tick one box please*

**Design Masterclass 1** 29 and 30 May 2009

or

**Design Masterclass 2** 5 and 6 June 2009  
[a repeat of Workshop 1, 29 and 30 May 2009]

### Fee *Tick appropriate box please*

**Special Fee : 50% Discount**

**\$190 for all registrants.**

The low workshop fee is because **Design Victoria** is sponsoring each registration at 50% discount and, therein, we are passing on these savings to all Masterclass participants.

### Post, email or fax

ISS Institute, Suite 101, 685 Burke Road, Camberwell 3124  
**T** 03 9882 0055 **F** 03 9882 9866 **E** issi.ceo@pacific.net.au

### Payment Method *Tick appropriate box please*

- Cash (Pay directly at ISS office or by arrangement)
- Cheque (Make payable to 'ISS Institute')
- Postal Order (Make payable to 'ISS Institute')
- Credit Card (Diners and American Express are not accepted)
- Mastercard  Visa

### PRINT CLEARLY PLEASE

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_ \_\_ / \_\_ \_\_

Cardholder Signature \_\_\_\_\_

#### **This form is also an "Invoice".**

Please note GST is not payable on ISS Institute workshops.  
ABN : 22 165 043 213

### PRINT CLEARLY PLEASE

Where did you hear about this workshop? \_\_\_\_\_

Your purpose for doing this course? \_\_\_\_\_

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Title/Position/Occupation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Phone: Work/Home \_\_\_\_\_

Fax \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

### Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature \_\_\_\_\_ Date \_\_\_\_\_

### PLEASE READ

**Enrolment • Entry Requirements** In general no formal entrance requirements are necessary.

**• Conditions of Registration** Complete the registration form attached. Registration can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. An email or fax of confirmation will be sent after full payment of fee. Note: A position in the workshop will not be reserved without payment being received by this office. Enrolment is on a first-come-first-served basis based on time of receipt of fees. If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application. Do not assume that because you have sent an application you are automatically enrolled in the workshop

**• Refunds** Please check your enrolment carefully. We regret that a refund will only be given if the workshop does not proceed. If you withdraw from the workshop after registration is received by ISS Institute, a \$50 administration fee is payable. Refunds will not be given to those who withdraw three days or less prior to the workshop

**• Cancellation** ISS Institute reserves the right to cancel the workshop if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient enrolments or other, all fees will be fully refunded. Two or more working days notice will be given should the workshop be cancelled

**• Disclaimer** ISS Institute reserves the right to amend or cancel any or all sessions listed herein without notice or prejudice. ISS Institute takes reasonable steps to obtain and give information about the workshop from appropriate sources, including materials used and the safety of the environment, but accepts no responsibility for inadequate or incorrect information given to it, or in the course notes, by the workshop presenters, supplier of materials or other third party

**• Privacy** ISS Institute may photograph or video record workshop participants activities for use in promotion of the work of ISS Institute. Please let ISS Institute know if you object to use of pictures of yourself in this way. April 2008