



Are you ...

- Visual merchandiser
 - Interior designer or decorator
 - Exhibition designer - retail, trade shows, museums and galleries
 - Furniture designer and
 - Designer/maker selling what you make
 - Architect
 - Set designer for television, film or theatre
 - Advertising studios
 - Retailer
 - Industrial designer
 - Product designer
 - Trades people - cabinetmaker, joiner
 - Manufacturer
- and those who wish to explore designing and manufacturing display systems and spaces

Work alongside Italian designer, Davide Fassi to create display systems and spaces to showcase products and services which arouse, excite, stimulate those attending exhibitions or trade shows or taking potential customers and clients to action - to buy!

Davide is travelling to Melbourne to share his skills, knowledge and insights with you through a hands-on project based workshop. The project is designed so that the lessons learnt can be transposed into your own work whether it is in shopfitting, visual merchandising, building and construction systems for temporary events, furniture, product launches, point-of-sale, whether in shops, malls, museums or galleries, for fairs, markets or trade shows >>> next page about Davide and the workshop



Really Creative Really Fast Workshop

Davide Fassi

ISS Institute/Victorian Government (Design) Fellow

Fellowship Sponsor

Victorian Government
ISS Institute/Victorian
Government (Design) Fellowship



Host Sponsor

RMIT University
School of Design (TAFE)
Venue. Equipment. Materials
www.rmit.edu.au



Supported by

City of Melbourne
www.melbourne.vic.gov.au



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DIA
www.dia.org.au
Professional Development
points are available



Craft Victoria
www.craftvic.asn.au



Davide Fassi, architect, integrates his design practice with research and teaching. This keeps him at the forefront of design and innovation encompassing environmental sustainability - his design practice places him in working with firms, his research pushes the design envelope and his teaching in Interior Design at the Politecnico di Milano ensures his experiences are passed on to the next generation of Italian designers, whilst at the same time stimulating him with new ideas and technologies.

In brief, Davide graduated in 2000 from the Politecnico di Torino with a research thesis on the design and performance specifications for residences • From 2001 to 2003 he worked specialising in television sets (MTV), shop windows, events and concerts • In 2005 Davide founded 'Be Studio', in relation to 'short-time architecture' working with Sky TV, AXN, Framesi, being part of the organization of "That's Design" in 2007 and 2008 during the Milano Design Week, and setting exhibitions (MMM, Milan Market Metropolitan for the City of Milano, 2008) • In 2006 he was awarded a PhD from Politecnico di Torino in 'Technological Innovation for Architecture and Industrial Design' on the topic of environmental certification • Davide has worked in large scale architectural projects and continues this work with a focus on environmentally friendly systems for interiors and temporary architecture.



Davide is the recipient of a prestigious, ISS Institute Fellowship sponsored by the Victorian Government, OTTE

Publications

FASSI, Davide, SCULLICA, Francesco (edit), The hospitable city, Maggioli editore, Milano, 2008

FASSI, Davide, "The intervention Area, Sesto San Giovanni and the Dispersed Museum of Industry and Work" in AA.VV., Urban Culture in Focus, AVI, Vienna, 2006, pp.42-47

BELFORTE, Silvia, FASSI, Davide, "The philosophy of intervention" in BOLOGNA, R. (ed.), Emergency Project, a project of the emergency, short time architectures, Federico Motta Editore, Milan, 2005

GIORDANO, Roberto, FASSI, Davide, "Ecocompatibilità di building products in AA.VV.,

Urban Environment Quality - APAT II Report - 2005 Edition, APAT, Rome, 2005, pp.585-586

FASSI, Davide, Environmental Product Declaration, in FRANCHINO, Rossella. (edit), The quality in the process of designing buildings, Alinea editrice, Naples, 2005, pp. 25-32

Opportunity

The Victorian Government, OTTE, has provided funds to ISS Institute to bring ten international designers to Victoria. Six of these are designers who 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 Polytechnico • and to Australians along the Value Chain - from designers to manufacturers through ISS Institute.

This workshop provides a unique opportunity to experience working in the style of a European model - in a team that is focused on meeting consumer needs and wants, nurturing creative excellence, quality and using materials innovatively towards financial business viability.

Venue

RMIT University
Building 94 (ground floor)
Cardigan Street, Carlton

Really Creative Really Fast Workshop

About the workshop

Davide Fassi will share his expertise and insights through an Italian perspective and introduce participants to the history and context, theories and examples of Italian design. A hands-on project has been designed to take participants from concept to creating a prototype suitable for manufacture, encompassing design, innovation, construction techniques and materials.

Project

To create a display system which can be one unit or one of a modular series

Each unit is to be no larger than 2m high by 1m wide by 1m deep. Design/Production Teams are to produce thumbnails, roughs and working drawings, which depict in scale, the visual characteristics, physical properties and dimensions and make a model (half size) of a free-standing display system suitable for manufacture.

The display system is to be designed as a free standing object • flat packed • easy to assemble, disassemble, store, transport, clean, maintain • durable • be constructed using materials and techniques in-line with placing in a public environment (safety).

Theme

Design/Production Teams may select to design one unit which encompasses the nature and scope of work of the not-for-profit organisation elements, or the Team may decide to showcase each aspect of organisation's elements on separate units that come together as a series.

Format

The program comprises an illustrated lecture, demonstrations, group and individual discussion and a hands-on project. Participants work in Design/Production Teams of two people.

Materials

Design/Production teams are to select one or more of the following products which can be used as functional or decorative elements - laminates, Xanita and/or Megara products. You may also like to consider the Mitchell Group range of products (www.mitchellgroup.com.au).

Join the elements using a fixing system which enables the object to be easily constructed and deconstructed by one person.

Xanita
Sustaining our Future
www.xanita.com

MEGARA
www.megara.com.au

Date•Time

June 2008

The numbers of both groups are being kept to a maximum of 10 Design/Production Teams per Workshop.

Two Day Workshop 1

- Friday 20 June, 9.30am to 5.00pm
- Saturday 21 June, 9.00am to 4.30pm

Two Day Workshop 2

Repeat of Workshop 1.

- Friday 27 June, 9.30am to 5.00pm
- Saturday 28 June, 9.00am to 4.30pm

Fee

\$430 which includes tuition, materials, use of equipment, morning and afternoon refreshments on both days.

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

The low workshop fee is because ISS Institute has sponsorship support and, therein, we are passing on these savings to all workshop participants.

Special Early Bird rate: \$380 for those who Register and pay prior to 2 June 2008

Registration Form



Really Creative Really Fast Workshop

I am registering for [tick your choice please]:

- Workshop 1** 20 June, 9.30am - 5pm and 21 June, 9am - 4.30pm
OR
 Workshop 2 Workshop 2 is a repeat of Workshop 1
27 June, 9.30am - 5pm and 28 June, 9am to 4.30pm

Fee Tick appropriate box please

- \$430 **Workshop**
 \$380 Special Early Bird rate

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:

- 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)
 Bankcard Mastercard Visa

PRINT CLEARLY PLEASE

Name on Card _____

Card Number _____

Expiry Date ___ / ___

Cardholder Signature _____

Register for a another 'Milano in Melbourne' workshop and receive a 15% discount on each workshop. The next workshops run through July, August and September 2008.

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

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