

Jeunes designers de Domus Academy à Paris Photo 2007, Italie pavillon à l'honneur

UniCredit souhaite mettre en exergue le dialogue et la libre compétition des idées en investissant sur les jeunes talents créatifs. A l'occasion de Paris Photo 2007, UniCredit a choisi de collaborer avec Domus Academy, école internationale de design de Milan et centre de recherche et de conseils en innovation et conception de projets créatifs.

Une sélection de jeunes designers issus du Master en Business Design et en Interior and Living Design a contribué à la conception graphique et à la scénographie de l'Exposition Centrale présentant une sélection de pièces majeures de la photographie italienne de paysage issues de la Collection UniCredit.

Les étudiants qui ont pris part au projet sont:

- Andreas Achniotis, Chypre, Interior designer
- Eugenia Balyk, Ukraine, Interior Designer
- Maggie Hsieh, Taiwan, Business Designer
- Oscar Trujillo, Puerto Rico, Architecte: il a notamment conçu la charte graphique du matériel d'information de l'Exposition Centrale
- Morgan Greenseth, USA, Interior Designer: elle a été choisi pour le projet de scénographie

Les activités de formation ont été coordonnée par Antonella Dedini, directeur du Programme de Master in Interior and Living Design e Giovanni Lanzone, directeur du Programme de Master in Business Design. Le project à été géré par les tutors Felix Conrad et Andrea Tosi.

Tous les travaux des étudiants seront présentés dans le Spazio Milano chez la filiale de Milan, Cordusio de UniCredit Banca.

15-18 Novembre 2007

Paris Photo

Parigi - Carrousel du Louvre, rue de Rivoli 99

DOMUS ACADEMY

Domus Academy a été créée à Milan en 1982 comme projet conçu à partir de l'expérience italienne du Design et de la Mode. Au cours des années, sous la direction de **Maria Grazia Mazzocchi** (président) et **Emilio Genovesi** (directeur général), Domus Academy a développé deux principales domaines de spécialisation en synergie entre eux: lieu international de formation post-universitaire et important centre de recherche et de conseils en innovation et conception de projets créatifs.

La formation est organisée au tour de huit programmes de master, qui s'avantagent de la collaboration et du support des entreprises, en offrant ainsi aux étudiants une réelle expérience vers le monde professionnel de la production.

Au mois de Novembre 2007, **DOMUS ACADEMY** inaugurerà le nouveau programme de **Master in Cultural Experience Design and Management** à Rome.

www.domusacademy.it
press@domusacademy.it

Young designers from Domus Academy at Paris Photo 2007, Italy guest of honour

UniCredit wants to enhance the dialogue and the free competition of ideas investing on individual young creative talents and in institutions working on creativity. With the occasion of Paris Photo 2007, UniCredit chose to collaborate with Domus Academy, a post graduate international design school and an innovative and creative research and consultant centre, based in Milan.

A selection of young designers from the Master in Business Design and the Master in Interior and Living Design worked to contribute both to the graphic logo and the exhibition set up of a selection of photography from the UniCredit collection .

These are the students who were involved in the project:

- Andreas Achiotis, Cyprus, Interior Designer
- Eugenia Balyk, Ukraine, Interior Designer
- Maggie Hsieh, Taiwan, Business Designer
- Oscar Trujillo, Puerto Rico, Architect. His logo was selected out of several ideas proposed.
- Morgan Greenseth, USA, Interior Designer. Her exhibition set up was chosen through a competition of ideas.

Teaching activities was coordinated by Antonella Dedini, Master in Interior and Living Design director e Giovanni Lanzone, Master in Business Design director. The project was managed by the tutors Felix Conrad and Andrea Tosi.

In January 2008 all the results will be exhibited in the "Spazio Milano" of Unicredit Bank of piazza Cordusio - Milan.

15-18 November 2007

Paris Photo

Parigi - Carrousel du Louvre, rue de Rivoli 99

DOMUS ACADEMY

Created in Milan, Italy in 1982 as an open project constructed around Italian experiences in Design and Fashion, over the years **DOMUS ACADEMY**, under the guidance of **Maria Grazia Mazzocchi** (president) and **Emilio Genovesi** (general director), has developed **two major areas** of specialization, each enriched by exchange and synergies with the other: on the one hand, the institution has established itself as an **international center for postgraduate training**; on the other, it has become an **important landmark for research and consulting** for themes including innovation and design.

Training is conducted through **eight master courses**, realized with the collaboration and support of premiere companies, granting Domus Academy students constant access to and experience with real world production, as well as the contexts in which they will have to work and establish themselves professionally.

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