The aim of the course is to provide a general introduction to the history of Italian Design from the beginning of the 19th century to the present. Starting from the relationship between humans and things they currently use, the aim of this course is to explain why design is everywhere. “To design” means to think something with a purpose and the course will show how this attitude has changed through the years keeping humans at its core.

The course will be delivered through lectures and at least an outdoor visit in Venice or nearby. One visit to the Salone in Milan could be arranged, according to the students availability.

Structure of the course:

1. What is design? What is it for? Short introduction to Design during the Roman Empire, the Middle Ages and the end of the 18 Century. Art Nouveau, Art Déco.
2. Design across two centuries: the rise of the middle class. The Biennale in Monza, the Triennale of Milan
3. Design in times of war: design between the World Wars. Futurism, The Novecento Style
4. The Italian Rationalism Carlo Mollino, the outsider
5. Gio Ponti
6. Beautiful Minds: Olivetti and the birth of the corporate identity design. Brief notes on visual design
7. Carlo Scarpa: his work as a designer, his glasswares. Visit to the Olivetti Showroom in Venice
9. Art and design: Pop Art, Op Art, Conceptual Art, Arte Povera and their ties to design
10. The Radical Style: Archizoom, Superstudio, Studio 9999, Alchymia, Memphis Group
11. Minimalism and High-Tech
12. Press Play. Design is fun: Alessi, Danese, Driade
13. Design in the last 20 years / Salone del Mobile, Milano
14. Were are we today? Technology, computers, software, movies, music, media, digital world, marketing, fashion: design is everywhere
Educational Goals

The main goals of the course are:

1) providing the understanding of the economic, sociological and cultural implicatons of design;
2) equipping the student with the ability to historically analyze some of the most important design styles and art tendencies in Italy during the past century and the beginning of the 21st century.

Recommended Reading List

- Italian Design (MoMA Design), Giampiero Bosoni and Paola Antonelli, 2008

Suggested (in Italian)

- Introduzione al Design Italiano, Andrea Branzi, Baldini&Castoldi 2015
- Made in Italy. Storia del Design Italiano. Renato De Fusco, 2014

Assessment

Written test and oral discussion.

Teaching Methods

Lectures and outdoor visits

Teaching Language

English

Other information

Sustainability