

## **Winter School Humanistic Design**

(page 21 of “Umbry Academy” brochure – Chinese and English version)

**THE ACADEMY OF FINE ARTS PIETRO VANNUCCI:** The Perugia Art Academy is one of the oldest in Italy (second only to Florence), so it can be placed among the most prestigious cultural institutions of the Region.

It was founded by the painter Orazio Alfani and the architect and mathematician Domenico Sozi in 1573. In 1901 it was moved to what was once the convent of San Francesco al Prato, although it was originally in the church of Sant’Angelo della Pace at Porta Sole and later in the convent of Montemorcinio Nuovo.

Now the Academy is a School of Fine Arts and its educational offering has been structured, as all the Higher Education Art and Music Institutions, in a first cycle level (Triennio) and a second cycle level (Biennio) whose programs aim to provide students with specific diplomas legally recognized in both a national and an international context. The first level academic courses are Painting, Scenography, Sculpture and Design. The second level academic courses are Painting, Scenography, Sculpture and Graphic Arts. The programs of studies safeguard the Italian artistic tradition, but also include highly innovative courses.

The Academy Pietro Vannucci has also a huge collection of plaster casts, drawings, prints and paintings, a selection of which is kept in the new museum opened to the public in June 2012.

**FIELD:** Design.

**OBJECTIVES:** The students will be trained about the way the industrial design practice has to be able to relate with the context, rediscover traditional local knowledge and repropose them in a contemporary way.

**ADMISSION REQUIREMENTS:** Graduating student and Post graduate student.

**STUDY PLAN:** The work methodology is based on a personal research path which will include all the design process phases: Exploring and asking; doing research on field; developing strategic analysis; practicing the design process in collaboration with local manufacturers combined with the new technology.

This Perugia Summer School course highlights different aspects of design in contemporary society.

The students will learn how private or public brands create culture and value, how the designers are asked to deliver new knowledge and to manage design processes which involve local and territorial skills. They will also learn how various creative expressions such as visual identity, ambient design acts can help organisations enhance their products and brands.

The students will learn to:

- understand the importance of design competences.
- describe and apply key concepts of design in product marketing.
- identify product design challenges for organisations operating in different product markets.
- improve their design skills in terms of innovation and authenticity.
- promote the value of humanistic design thinking.

The entire work period will cover two weeks.

**LANGUAGE:** English / Italian

### **TIMETABLE:**

Week 01

The design research. Asking, researching, analysing the context, presenting the strategic approach to the student community

The design process #01, semantic elements, the language of materials, how to deliver innovation without refusing heritage values

Week 02

The design process #02. Defining the project, how not to lose quality, the prototyping process, finalize the model, photo shooting stage.

The design exhibition. Common work dedicated to organize and manage a collective exhibition of the different works and object. Final public conference.

**COSTS:** Admission fee €1.300,00 each student.

## **Winter School in “China-Europe Cultural Heritage”**

(page 35 of “Umbry Academy” brochure – Chinese and English version)

**UNIVERSITY OF PERUGIA:** The University of Perugia was founded in 1308 when pope Clement V granted the Studium of the city the authority to engage in higher education and gave to its courses universal recognition.

In 1355 Emperor Charles I granted Perugia the permanent right to have a University and to award degrees to students from all nations. In its seventh century of life, the University of Perugia is dedicated to two fundamental and complementary pursuits: state of the art scientific research and interdisciplinary education, both with a strongly international outlook.

In recent years, the University has undertaken a broad renewal of its degree programs and curricula, which prepare students to meet the demands of the labor market and to satisfy the needs for innovation expressed by employers in private and public sectors.

The European Commission has recently awarded the University the prestigious ECTS label for excellence in the application of the European Credit Transfer System in all degree programs – first and second cycles and single cycle – confirming the high quality of our expanded international endeavors.

There are agreements with 361 institutions of higher learning throughout the European Union, eligible for participation in the Erasmus program, and about 90 cooperation agreements with European and extra-European universities for the development of research and education.

About 50 research groups have received grants from the European Research network.

**FIELD:** Cultural Heritage, Ethnoanthropological and Sinological Heritage

**OBJECTIVES:** The Winter School is addressed to international students wishing to initiate or improve their knowledge in the fields of ethnoanthropological and/or sinological studies. It aims at providing students with a high-degree training (i.e., comprehensive knowledge and skills) in cultural heritage (tangible and intangible) and in museological studies, both in regards to European and to Chinese cultural areas.

**ADMISSION REQUIREMENTS:** Participants shall have a post-graduate or graduate degree in the fields of sinology and/or anthropology. Language requirement: minimum English Level B1. Minimum 20 students; maximum 40 students.

### **STUDY PLAN:**

|  | <b>Field of studies</b>                                | <b>Hours</b> | <b>CFU</b> |
|--|--|--------------|------------|
| <i>1. Ethnoanthropological studies</i> | Heritage Anthropology                                  | 8            | 2          |
|  | Museological Anthropology                              | 8            | 2          |
|  | Cultural Heritage in China                             | 8            | 2          |
|  | Religious rituals and practices in Europe              | 8            | 2          |
| <i>2. Museography</i>                  | Museology  | 8            | 2          |
| <i>3. Landscape Architecture</i>       | Landscape and Cultural Heritage                        | 8            | 2          |
| <i>4. Sinological studies</i>          | Gardens, Landscape and Chinese Geomancy                | 8            | 2          |
|  | Arts and Archaeology in China: Expositions and Museums | 8            | 2          |
|  | Religious Rituals and Practices in China               | 8            | 2          |
|  | Central-Asian and Chinese Buddhist Arts                | 8            | 2          |
| <i>TOTAL</i>                           |  | 80           | 20         |

### Workshops and training

|                                       | <b>Field</b>   | <b>Hours</b> |
|---------------------------------------|--|--------------|
| <i>1. Cultural Heritage Workshops</i> | Visits to museums, eco-museums, collections and sites. | 20           |
| <i>2. Language training</i>           | Introduction to Chinese Language                       | 16           |
|                                       | Introduction to Italian Language                       | 16           |

**LANGUAGE:** Lessons will be given in English.

**TIMETABLE:** 23th February - 22th March 2015. 4 weeks, 116 hours altogether: classes (80 hours) and workshops (36 hours). A certificate of attendance will be provided (75% attendance required).

**COSTS:** € 1.800,00 + accommodation (more or less € 1.000,00)

**LOGISTICS:** The course takes place in Castiglione del Lago (50 km from Perugia) and participants can be lodged in Hotel.