

## **IED - Istituto Europeo di Design**

For fifty years, the Istituto Europeo di Design has been operating in the fields of education and research in the disciplines of design, fashion, visual arts, communication and management. Today, the IED is a constantly expanding international network that issues first-level academic diplomas and organises three-year courses, Masters courses, continuous professional development and advanced training courses.

The most significant milestones in the Group's history include the foundation of the IED campuses in Milan (1966), Rome (1973), Turin (1989), Madrid (1994), Barcelona (2002), São Paulo (2005), Venice (2007), Florence (2008) and Cagliari (2009). In 2012, the Aldo Galli Academy in Como also joined the IED Group and in 2013 the courses have commenced in Rio de Janeiro, the second IED school in Brazil.

Since 1966, the IED has developed innovative and diversified teaching methodologies, focused on synergies between technology and experimentation, creativity, strategies and integrated communication, market issues and a new form of professionalism. Thus does the Istituto Europeo di Design offer young professionals working in the fields of Fashion, Design and Communication the knowledge and the effective tools they need to cater for the constantly developing requirements of the working world.

The nexus between knowledge and knowhow is the indispensable starting point for developing the cultural, creative and critical skills and competencies that are the ultimate goal of education at the IED. Partnerships with leading enterprises are a fundamental factor in the IED's educational strategy, featuring both at every stage throughout the didactic process and in the special events held to mark the end of every academic year. As a result of the IED's constant, active relationship with the business world, more than 200 firms contribute in various ways every year to its student training programmes.

The faculty comprises experts and professionals with the ability to teach applied skills and a constant stream of innovation. Each individual course is run in direct contact with and supported by companies operating in the fields in question.

As a school with an international vocation, the Istituto Europeo di Design welcomes students with different nationalities and cultures to all its campuses. Some 2,000 foreign students – primarily from the Far East, Central and South America and Europe – enrol in its courses every year. To date, the IED has trained students from about 100 different countries.

The IED is a member of several international academic bodies and associations, including Cumulus – the International Association of Universities and Colleges of Art, Design and Media, ADI – the Italian Association for Industrial Design, NAFSA – the Association of International Educators and AIAP – the Italian Association for Visual Communication Design. IED has concluded partnership and student exchange agreements with more than 40 of the world's leading Universities in 21 countries.



Putting its vocation for innovation and development into tangible practice, the Istituto Europeo di Design has created a complete and comprehensive structure of four School and range of curricula.

IED Moda, IED Design, IED Visual Communication and IED Management Lab cater for the needs of the working world by providing curricula that are designed to suit the specific requirements of benchmark enterprises in each sector and share a common origin: design and its culture.

**IED Moda** conducts teaching and research to train the professionals who are in demand in all the most important activities of the fashion system: from the creative and strategic fields to organising commercial issues, marketing and communications. **IED Design** interprets the pre-eminence of Italian design in a training process based on the culture of Made in Italy, combining creativity, entrepreneurial drive, technological innovation and familiarity with the market of reference. **IED Visual Communication** serves the wide world of communicating with images and sounds. Established as the merger between the IED Schools of Visual Arts and of Communication, it is a creative lab that teaches the tools, the languages and expressive issues, the new techniques and the technologies required to develop a visual communication project.

**IED Management Lab** is the school and workshop founded in 2011 to provide training in areas concerned with managing creativity in corporate processes and to focus on approaches to the managerial and entrepreneurial requirements of the creativity industries and of artistic output, areas acknowledged all over the world as fields in which Italy excels.

These Schools are flanked by the **IED Research Centre**, the place where school meets business and research meets experimentation. Since its foundation in 1975, the IED Research Centre has been the very nerve centre of the entire IED system, cutting across all disciplinary boundaries and bringing together the skills and gifts of lecturers, professionals and students from different backgrounds.

That is how we create our innovative cultural research projects, applied research for business concerns and experimental training. With our team of researchers, project managers, designers and specialists in communications, the IED Research Centre stimulates interaction between different personalities and disciplines that are only apparently distant from one another, so as to contribute to innovation in the fields of creativity.

For young people, the IED constitutes an opportunity to build their futures by providing an innovative teaching model that caters for professional demands and skills; offering a complete education that enables alumni to achieve and maintain a competitive advantage in international markets; employing a Faculty of professionals with the ability to provide practical competence and constant innovation, who ensure one-to-one relationships, communication and integration with all students; generating strong personal motivation in students who are investing in their future and placing students in the working world, both during and after their training courses.