

Press Release no.20  
Milan, August 27<sup>th</sup>, 2008



## **The evolution of entertainment, design and innovation for the new night premises:**

**at POLI.design – Consortium of Politecnico di Milano.  
Starts the new edition of “New Entertainment Design”,  
the first postgraduate course to become specialists  
in design and furniture for innovative night premises.**

The entertainment industry, one of the most sensitive indicators of the evolution in taste and social behaviour, continues its transformation and the night entertainment scenario is offering very innovative solutions both in terms of space planning, furniture, but also atmosphere, style and entertainment.

“The evolution under way in the entertainment industry and the turning of night premises into spaces of design and atmosphere are at the centre of the research carried out within the course of High Standard Training in New Entertainment Design by POLI.design-Consorzio of Politecnico di Milano. It is the first course in Europe dedicated to the design, space planning and furniture for innovative night premises. – states Nicola R. Ticozzi, Director of the Design Experience specialization courses by POLI.design - The 8<sup>th</sup> edition of the course starts September 22<sup>nd</sup>, 2008. The course depicts the evolution of the entertainment industry since its first signals of change, and architects and designers interested in specialising in this sector, will gain new planning, technical, aesthetic skills in terms also of materials and fittings, and a complete overview on the change under way in Italy and worldwide.

### **Lessons by specialised lecturers, educational tours and a historical location**

At the end of the 220 hours of lessons held by lecturers of Politecnico di Milano and architects specialised in the sector, and educational tours to the most relevant night premises in Milan, students will deal with a final Project Work that will focus on the virtual refurbishment of the historical Palace Montecatini in Largo Donegani in Milan which was designed by Giò Ponti in 1951 and is now seat of **Radio Monte Carlo**, the partner radio of the course. It will be redesigned and virtually transformed into an innovative night entertainment venue.

### **The Academic Sponsors of New Entertainment Design**

The course in New Entertainment Design has the active support and the commitment aimed at enhancing research and innovation, of the Academic Sponsors: **Florim Ceramiche, La Murrina, Simas Aqua Space, ST Rubinetterie, Bose, Fishbull Contract, Alberta Pacific Furniture** and **Oikos Fragrances**. They will offer Study Grants to a selection of deserving Italian and foreign students.

### **In May 2009 the new Course in New Entertainment Design**

The 9<sup>th</sup> edition of the course, which will last two months and is reserved to 25 designers, is scheduled **from May 11<sup>th</sup> to June 30<sup>th</sup>, 2009**, at POLI.design – Consortium of Politecnico di Milano.

**For further information:** POLI.design - Michela Mantica - tel +39 02 23997248 - [formazione@polidesign.net](mailto:formazione@polidesign.net) [www.borsedistudio.info](http://www.borsedistudio.info)

Information for journalists: Giovanna Belli [g.belli@polidesign.net](mailto:g.belli@polidesign.net)