

Press Release no.10
Milan, April 2nd, 2007

**INTERNI, Zee Milano 2007 and
POLI.design - Consortium of Politecnico di Milano:
a specialised cooperation centred on
the evolution of design and the venues of entertainment.**

Advanced training and specialised information

Also for FuoriSalone 2007 continues the cooperation (started in 2005) between POLI.design - Consortium of Politecnico di Milano and INTERNI, with the Guide Zee Milano, the handbook for the visitors of Milan design week for all that concerns design, restaurants, night venues, hotels, shopping and relax.

During FuoriSalone (20-22 April) INTERNI together with Nastro Azzurro will also select 16 POLI.design students for the workshop Livedesign.

Design for the Entertainment: the new 2007 courses

The mission of POLI.design - Consortium of Politecnico di Milano, is the promotion of design in all its cultural, research and training scopes, and is a reference point for design-related post-university training. The new 2007 post-university courses aimed at architects and designers are centred on the following emerging specialisations: “**New Entertainment Design**”, the first course in Europe dedicated to the planning of innovative night entertainment venues, “**Hotel Experience Design - Lounge, Bar, Exteriors & Lobby**”, “**Bathroom Design – Designing Private Spaces in Public Venues**”, “**Food Experience Design – Baker’s, Pastry and Ice-cream Shops**” and “**Outdoor Experience Design – Design and Furniture for Outdoor Spaces**”. The Guide ZEE Milano is included in the bibliography of all the courses.

RMC and a location by Giò Ponti for innovative Project Works

The courses take place at POLI.design - Campus Bovisa of Politecnico di Milano, and include frontal lessons, educational tours to the most relevant realisations, and a final Project Work. In 2007 the **topic of the Project Works** will be the virtual refurbishment of the historic palace Montecatini designed by **Giò Ponti** and now **seat of Radio Monte Carlo**, the Partner Radio of the courses. The building will be transformed into different innovative spaces: night venue, a hotel hall-lounge or a multifunctional retail shop, depending on the line of studies of each course. Every course admits a maximum of 25 students. **Study Grants** offered by the Academic Sponsors and Partners and Radio Monte Carlo are available.

Appointment on 20th April at Roialto

On **Friday April 20th**, in the middle of the Milan design week, at 5pm the new terrace of the new entertainment venue **Roialto** will host the presentation of the new courses by POLI.design and the Guide Zee Milano 2007.

The designers interested can request the invitation to: formazione@polidesign.net

For information: POLI.design, Michela Mantica, formazione@polidesign.net

www.borse.distudio.info tel. +39 02 2399724

Information for journalists: Giovanna Belli Tel +39 02 7820 35 g.belli@polidesign.net