

Press Release no.7
Milan, 1 September 2005

**The second edition of the course in New Entertainment Design starts on 7th November:
the first post-university course in Europe dedicated to the design and planning
of innovative night entertainment venues.**

At Poli.Design – Consortium of the University Politecnico di Milano – on 7th November starts the second edition of the course in New Entertainment Design: the first post-university course in Europe dedicated to the design and planning of innovative night entertainment venues. It is targeted at architects, designers and professionals of the sector.

“Right from the start, the course has had a relevant attendance, **20% of enrolled participants were foreigners** – tells Mr. Nicola R. Ticozzi, director of the course – and our goal, also considering the number of applications we receive, is to increase this percentage. It is a significant issue, because **it enhances the circulation of ideas** and the creative confrontation on **an international phenomena**. Furthermore it confirms the Italian vocation, consolidated in the last decades, for **exporting specialist competences and creativity** to the international market of entertainment.”

Poli.Design: direct contact between training, innovation and business

“The success of the just concluded first edition of the course and the answer not only by participants, but also by the industry – explains Francesco Zurlo, director of Poli.Design – confirms the validity of Poli.Design’s mission and its role of active connection between culture, training, innovation and business.”

From November to January theoretical lessons and practical laboratories on New Entertainment Design.

The course in New Entertainment Design starts 7th November at Poli.Design and will end in January. Lessons are given by lecturers of the University Politecnico di Milano and professionals specialised in the new technologies and industrial design.

Participants will deal with theoretical lessons and practical laboratories focussing on the direct application to the planning of **spaces for the retail entertainment** market and of a **historic club in Milan, the Rolling Stone**: cinema in the 40’s, superclub Studio54 in the 80’s, sort of symbol of the principal phases in Italian night entertainment and the evolution of taste and lifestyles.

The 200 hours of lesson will be integrated by a programme of visits led by lecturers of Politecnico di Milano to the most relevant and innovative venues in Milan.

Selections for 25 new professionals are open until 30th September

Pre-selections of the 25 Italian and foreign designers enrolled in the course will take place until 15 October. For information: Poli.Design – Michela Mantica – Ph + 39 02 23997248 – formazione@polidesign.net - www.newentertainmentdesign.it

The Partners of New Entertainment Design

Academic Sponsors of the course are: **Rosenthal, Industrielfi Group**, equipment for clubs, clothing company **Pinko, Sambonet, Simas Aqua Space, Mamoli Rubinetterie, Ceramiche Bardelli, Appiani, Vogue, Gabbianelli** and sportswear brand **Museum..** The course is sponsored by **AIPI** (Interior Designers Ass.), **SIBAtmosfair-RiminiFiera**, the expo specialised in products for innovative night entertainment venues, **Anie-Assil** (Lighting Producers Ass.), **ACapo** (Hotel Contract Ass.), **AIDI** (Italian Lighting Ass.), **Assopiastrelle, FIPE-Conals** (Night Entertainment Venues Ass.) and **The City of Milan** – Council of Events Fashion Tourism.

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