

IED ISTITUTO EUROPEO DI DESIGN

#FINDYOURDIFFERENCE



**+50 YEARS OF EXPERIENCE
INTERNATIONAL NETWORK
11 LOCATIONS IN ITALY,
SPAIN AND BRASIL
10000 STUDENTS A YEAR
+100 NATIONALITIES
UNDERGRADUATE,
MASTER, SUMMER,
SEMESTER
AND CONTINUING
EDUCATION COURSES**




MISSION

IED mission is to offer young talents a thorough training and hand them the "Design Knowledge and Mindset" that will be the key success factor in their careers.





50 YEARS OF CREATIVITY



IED is an international network of education with a 100% Italian DNA. It was born in Italy in 1966 from an idea of Mr Francesco Morelli. IED has been operating in the fields of training and research in the disciplines of Design, Fashion, Visual Arts, Communication and Management.



MILAN



CAGLIARI



TURIN



ROME



FLORENCE

IED ITALY

**ACCADEMIA
DI BELLE ARTI
ALDO GALLI
IED NETWORK**

**ACADEMY OF FINE
ARTS ALDO GALLI -
COMO**





MADRID

BARCELONA



IED SPAIN

SÃO PAULO



RIO DE JANEIRO



IED BRASIL

THE PROJECT CULTURE

"Knowing how to make things, but also knowing how to learn: that's what it takes to enter the job market as leading players with a solid training in order to become an entrepreneur and to compete."

Francesco Morelli,
IED Founder and President



A photograph of students in a classroom or workshop setting. In the foreground, a student's head and shoulder are visible on the left. In the background, two other students are seated at a desk, looking at a laptop. The laptop screen displays a website with several blue cans, possibly Pepsi. The image is partially obscured by large, semi-transparent red geometric shapes (triangles and polygons) that create a modern, dynamic design.

LEARNING TO LEARN

IED network boasts more than 1900 lecturers: successful professionals providing clear theory classes and practical project work based on their perspective and work experience. Classes welcome up to 25 students.



LEARNING BY DOING

“Learning by doing” philosophy is an absolute must. Participation to numerous laboratory activities and special projects with companies along with regular lessons attendance.





LEARNING WITH COMPANIES

Curricular and extra-curricular activities involving projects commissioned by public institutions, private companies, agencies and manufacturers.



ACADEMIC PARTNERSHIPS



IED belongs to Cumulus, ELIA, WDO, ENCATC and many more international organizations. Numerous bilateral agreements with prestigious foreign universities provide the chance to take part in the Exchange Study Program and in the Erasmus+ Program and spend a semester abroad at one of our partner universities or another IED seat.

GENIUS LOCI

Every place has its own history, a soul, a strong identity featuring its own language, habits, traditions. The strong bond connecting every IED seat with the relevant cultural, economics and managerial environment generates a virtuous circle of influences.



AREAS

ART & RESTORATION

FASHION

DESIGN

**COMMUNICATION
& MANAGEMENT**

**VISUAL ARTS
& COMMUNICATION**



DESIGN

PRODUCT
TRANSPORTATION
MANAGEMENT
INNOVATION





DESIGN

FURNITURE
INTERIOR
SERVICE





FASHION

FASHION & ACCESSORIES DESIGN
FASHION STYLIST & COMMUNICATION
FASHION MARKETING & MANAGEMENT



FASHION

JEWELRY DESIGN
TEXTILES





VISUAL ARTS AND COMMUNICATION

ADVERTISING & BRANDING

COMMUNICATION DESIGN

ILLUSTRATION, ANIMATION & GAME DESIGN

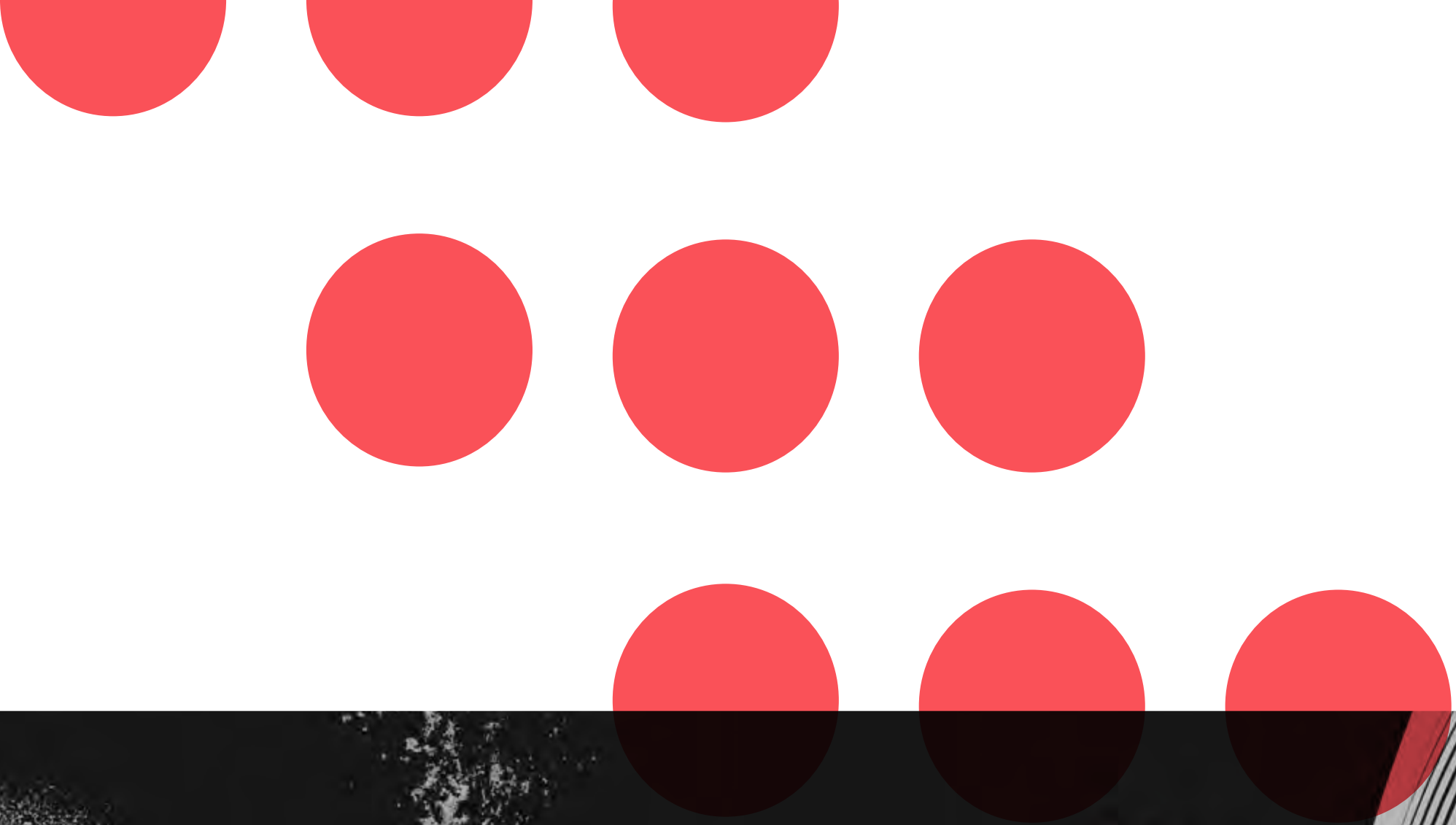
GRAPHIC DESIGN

MEDIA & INTERACTION DESIGN



VISUAL ARTS AND COMMUNICATION

PHOTOGRAPHY
SOUND DESIGN
VIDEO DESIGN
VIRTUAL DESIGN
VISUAL ARTS



COMMUNICATION & MANAGEMENT

**BRAND MANAGEMENT AND COMMUNICATION
BUSINESS DESIGN**

BURGER KING

THE RESURRECTED MENU

Brings back the taste of the past

BRIEF
The challenge is to create a new Halloween campaign that generates conversation, becomes part of popular culture and engages younger customers with the Burger King brand.

IDEA
In the course of its history Burger King has withdrawn from the market numerous products. Despite this, many people have started talking about these products, missing them and asking for their return. What better time than Halloween, to get them back to life? This bringing people to the store.

ACTIVATION
The day of Halloween Burger King will introduce five BK Classics. At the same time will start a survey on Instagram to decide which one of the resurrected products will officially return to the market. Try them all and decide the best, before it disappears.

"I NEED BK TO BRING BACK THEM CROWN SHAPED NUGGETS ASAP."

"PIZZA DOUBLE BURGER!?! MY LIFE IS INCOMPLETE UNTIL I HAVE THIS."

"REMEMBER BURGER BUNDLES FROM BURGER KING? I LOVED THEM."

BURGER BUNDLES

HOT TOPPERS

SHAPED CROWN NUGGETS

PIZZA DOUBLE BURGER



COMMUNICATION & MANAGEMENT

EVENTS & EXPERIENCE DESIGN
MARKETING & DIGITAL MARKETING



ART & RESTORATION

ARTS MANAGEMENT

ARTS AND CULTURE

CONSERVATION AND RESTORATION

CURATORIAL PRACTICE



ART & RESTORATION

CONSERVATION AND RESTORATION



PEOPLE

IED has over 120.000 former students from 90 countries across the five continents, an international network of young professionals who started their careers with different perspectives, embracing a global and contemporary mindset. Leaders of the creative community worldwide.

DESIGN



**Riccardo
Bresciani**

Fashion Business
Innovation Consultant



**Chicco
Ferretti**

Designer, Innovator

**Luca
Borgogno**

Chief Designer, Lamborghini
and Pininfarina



**Gaetano
Di Gregorio**

Architect and Designer,
founder of Spiazzi, Venice



**Chicco
Ferretti**

Designer, Innovator



María Mallo

Architect



Sanna Völker

Designer



Jordi Planas

Industrial Designer

PROFESSORS

FASHION



**Paola
Pattacini**

Fashion Coordinator,
Textile and Printing Specialist



Julia Weems

Fashion shows productions
Market editor for Style.com
Designer for José Castro



**Sebastian
Pons**

Design Director at Miguel
Adrover Fashion Hous



**Sara Sozzani
Maino**

Head of Vogue Talents



**Pilar
Pasamontes**

Designer of accessories
Fashion expert with monthly
section in Marie Claire
magazine



**Federico
Antelo**

Textile designer

PROFESSORS

VISUAL ARTS AND COMMUNICATION



**Borja
Martinez**

Art direction
Design projects



**Massimo
Giacon**

Illustrator, Designer, Artist



**Ricardo
Feriche**

Undegraduate Degree in
Graphic Design course leader



Yago Bolivar

Academic Coordinator Visual
Arts Master school,
IED Madrid



Enric Bajuelo

Director Visual Arts school,
IED Barcelona



**Luca
Barcellona**

Calligrapher

PROFESSORS

COMMUNICATION AND MANAGEMENT



Patricia Weiss

Chairwoman of Branded
Content Marketing
Association South America



Massimo Verrone

Creative Director
at Leo Burnett



Manuela Procopio

Co-founder of We push



Anna Sabater

Relationship Marketing
and Project Manager



Sasha Vidakovic

Founder of SVIDesign studio,
London



Elena Sacco

Director - Communication
school, IED Milano

PROFESSORS

ART



Giuseppe Veneziano

Professor & Artist



Ivan Quaroni

Coordinator and Curator



Vanni Cuoghi

Professor & Artist



Daria Filardo

Art Historian, Independent Curator and Professor



Valentina Gensini

Art Historian and Curator



Michele Trimarchi

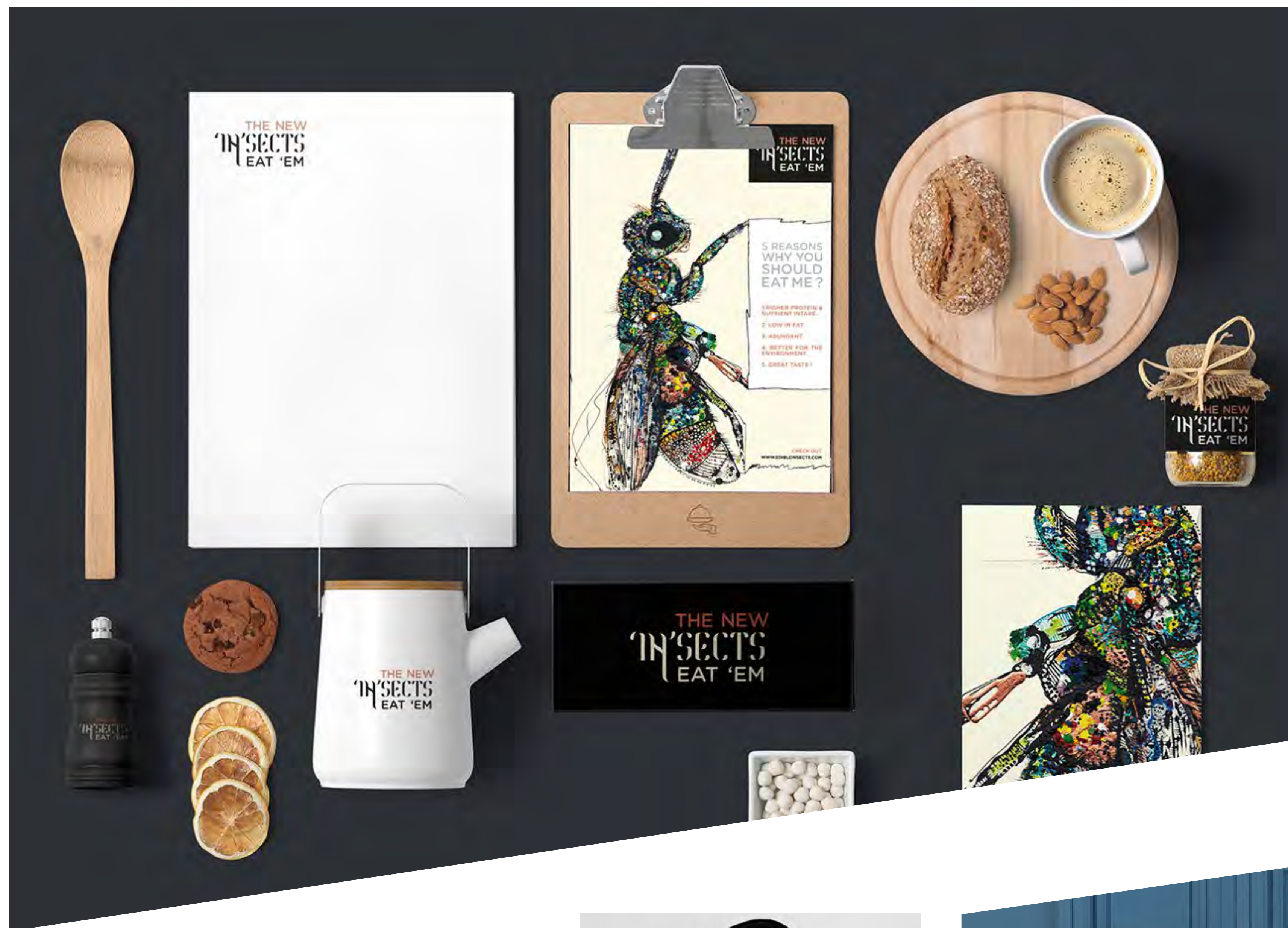
Cultural Economics Professor



Luca Scarlini

Essayist and Dramatist

PROFESSORS



Ghada Wali

Master Graphic Design
Art Director & Illustrator, Egypt



Daniel Heckscher

BA Interior Design
Co-Founder Note Design Studio, Sweden



ALUMNI



Antonello Stornelli
Illustration and animation
Illustrator at Walt Disney, USA



Cate Högdahl and Nelson Ruiz-Acal
Product Design
Founders of Cate & Nelson studio, Sweden



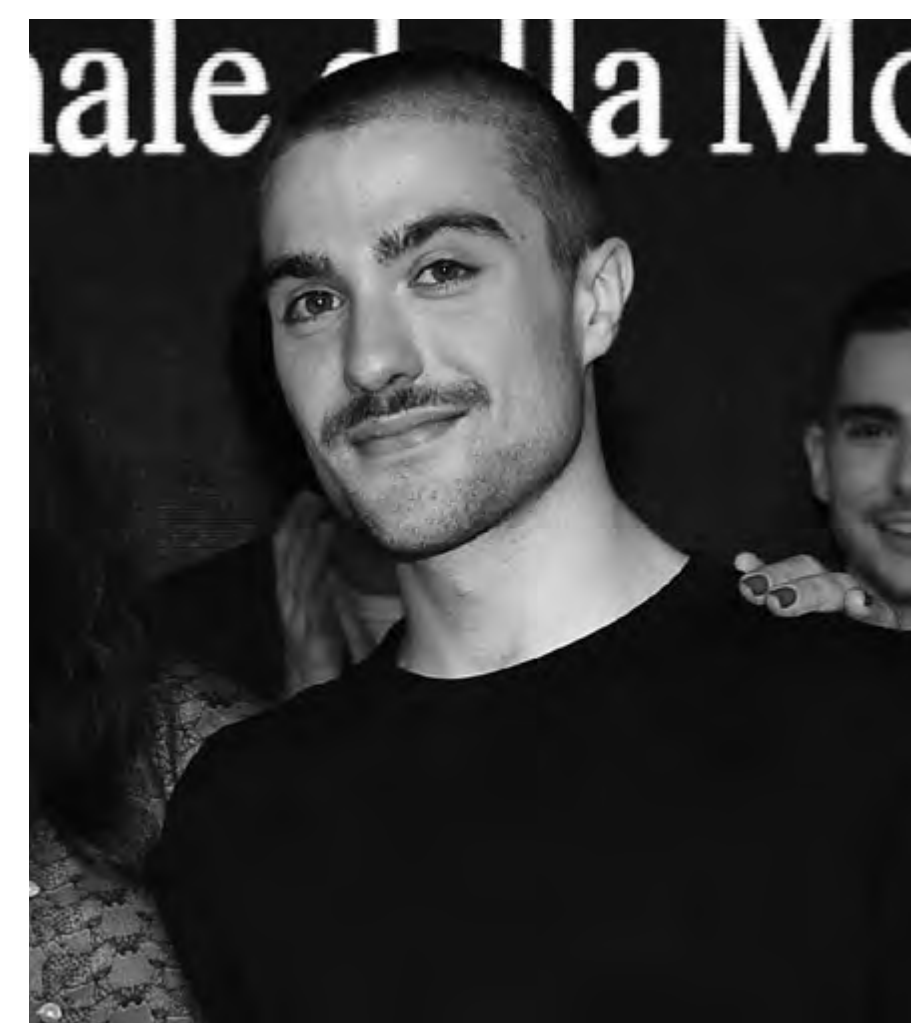
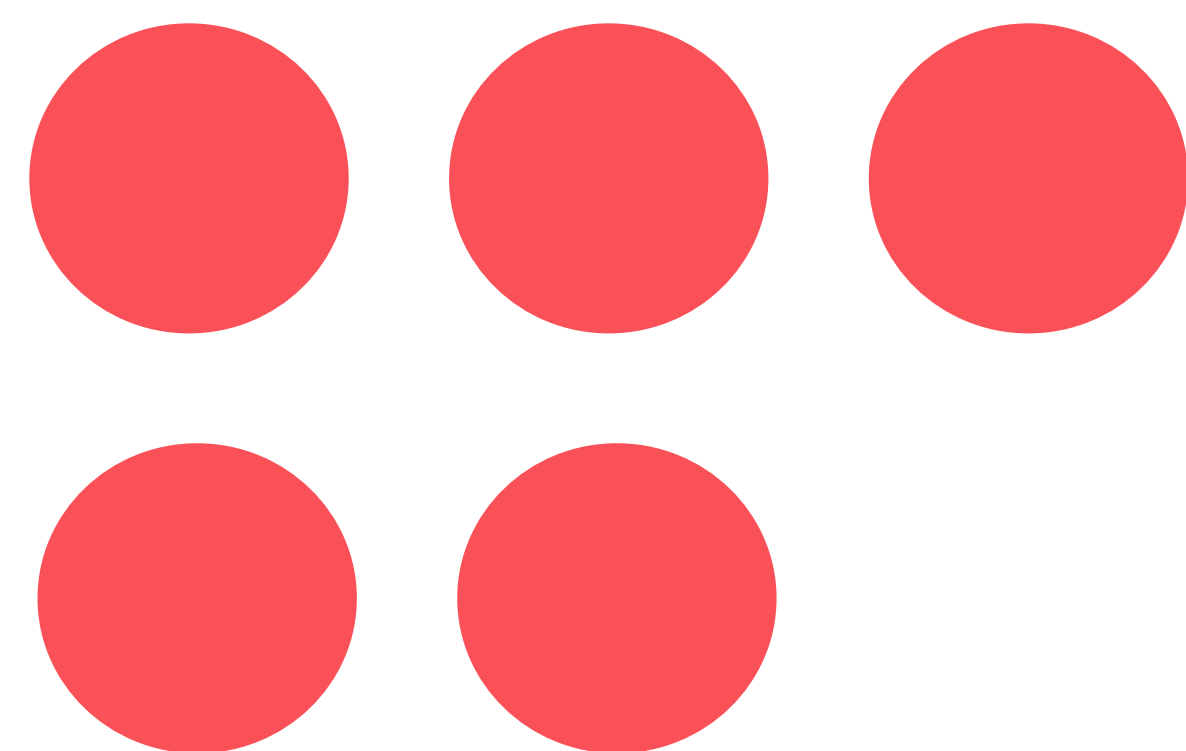
ALUMNI



Emiliano Ponzi

Illustration and animation
Illustrator, USA

ALUMNI



Francesco Murano

Fashion Design
Winner of Milano Moda Graduate 2019, Italy





Juan Jose Martinez Guerrero and Laura Cragnolini Pottecher

Product Design
Winner of ICD Progress Prize at Dubai
Global Grad Show 2019, Spain



Phaim Buyan

Video Design
Author of Bangla, Italy



ALUMNI



Simone Legno

Illustration

Artist - Co Founder Tokidoki, Japan



Marco De Vincenzo

Fashion Design
Creative director and Founder
of his namesake brand, Italy



ALUMNI

DESIGN

ICD PROGRESS PRIZE /
INNOVATION AWARD AT
HYPERLOOP POD COMPETITION

VISUAL ARTS AND COMMUNICATION

ADG LAUS AWARDS /
NASTRO D'ARGENTO

COMMUNICATION AND MANAGEMENT

CLIO / ADCI AWARDS /
BEST INNOVATIVE WASTE
MANAGEMENT PROGRAM AT THE
INNOVATION & SUSTAINABILITY
AWARDS

AWARDS

FASHION

ITS AWARD AND TOMORROW
ENTREPRENEURIAL CREATIVITY
AWARD / MILANO MODA
GRADUATE / WHO'S ON NEXT
MEXICO





COURSES

In each of the countries where IED is located the academic offerings include fully accredited Undergraduate and Masters programs as well as private diploma courses. Foundation courses, Continuing education courses, Summer, Semester and Academic Year Courses complete the offer and are able to meet the needs of everyone.



ACADEMIC OFFERING

UNDERGRADUATE

POSTGRADUATE

**SEMESTER AND
YEAR ABROAD**

FOUNDATION

SUMMER

**CONTINUING
EDUCATION**

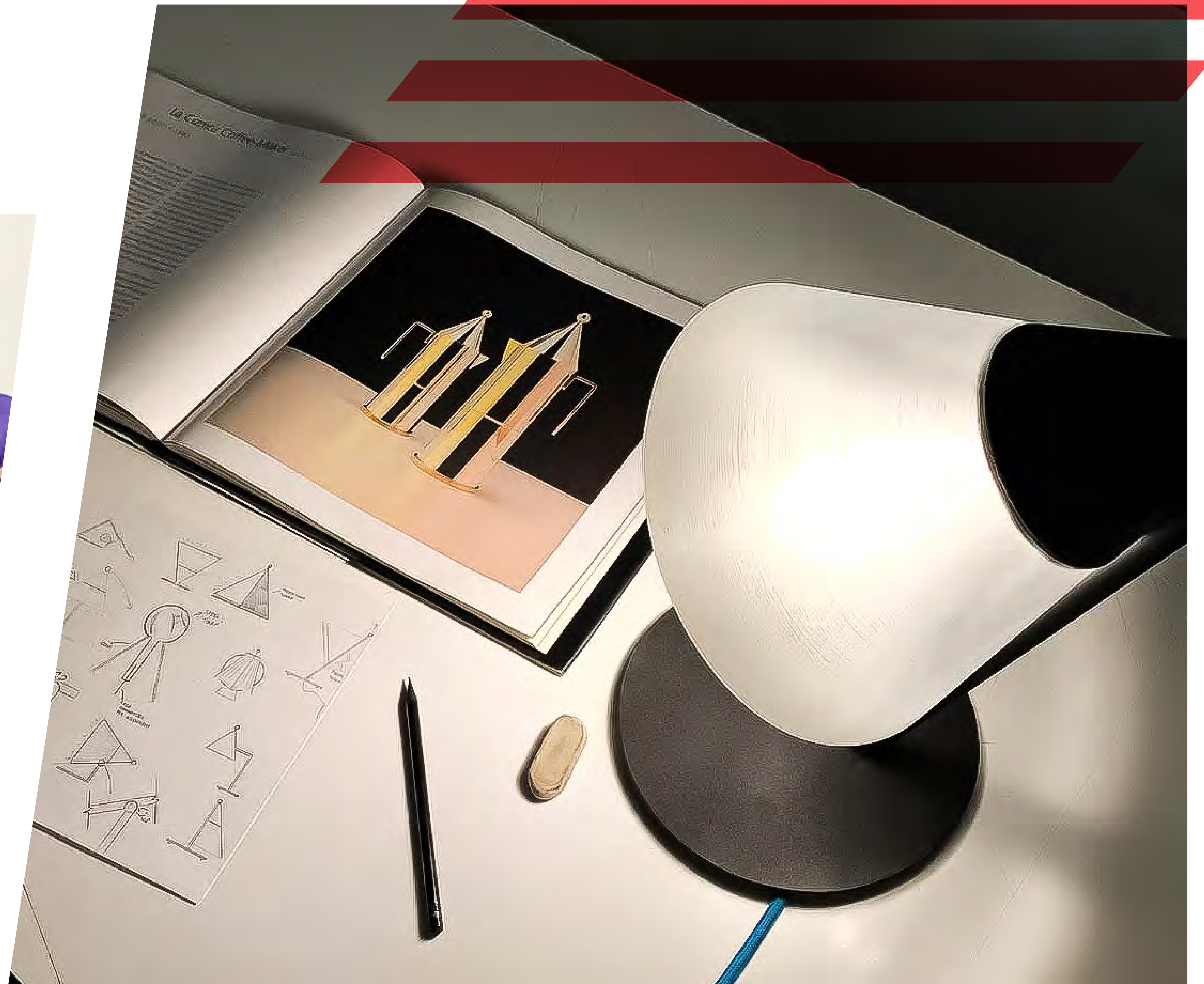
Academic Foundation Year
Language and Creativity Foundation Year
Global Design Foundation Year
Specific subjects Foundation Year



To clear ideas about the possible future education or to fill formal gaps, mix of theoretical classes about project culture and practical workshops are offered. Modules of language and culture will help the integration within the local environment.

FOUNDATION

Bachelor of Arts
Bachelor of Arts with Honors
IED Diploma
Professional Training Programs



Official accreditation / Professionals in the classroom /
School as laboratory / Cross-disciplinary approach /
Genius Loci and international experience / Thesis as
development of a real project from the concept to the market

UNDERGRADUATE

IED Master
1st Level Master's Degree
Research Study Program
Masters of Design and Innovation
Intensive: Postgrados & Blended Masters



Technical training combined with transversal knowledge and managerial skills / Methodologies, strengthening teamwork dynamics and personal languages / Alumni Community

POSTGRADUATE

Junior
Kids
Introductory
Advanced
Professional



IED Summer courses provide the opportunity to learn from the best industry professionals in a hands-on education experience that lasts from one to four weeks

SUMMER

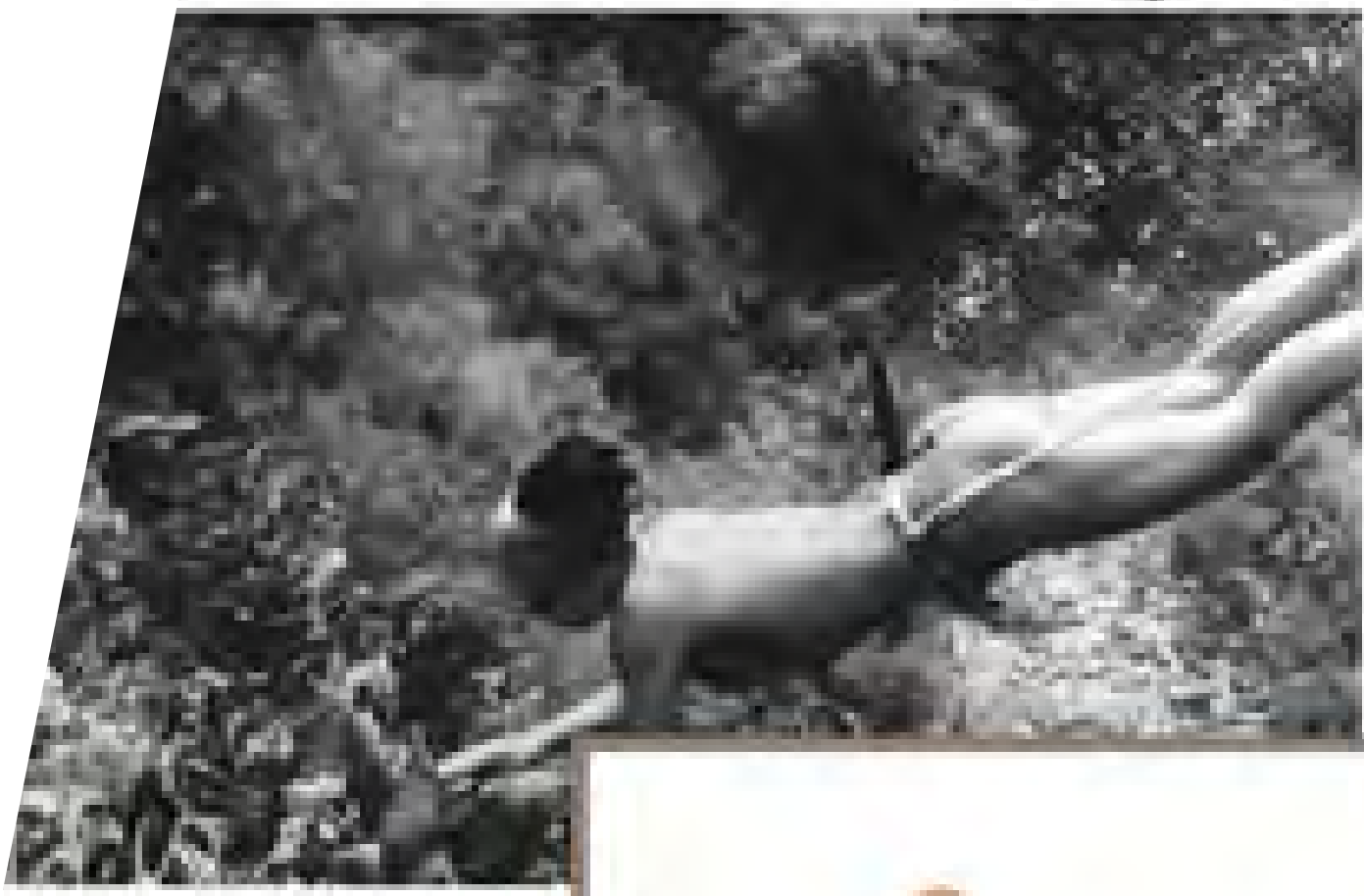
Semester
Academic Year
Introductory
Intermediate



Immersive educational experience drawing inspiration
from the opportunities of each school's unique location /
Strategic combination of theoretical lessons, cultural field
trips, and challenging workshops

SEMESTER AND YEAR ABROAD

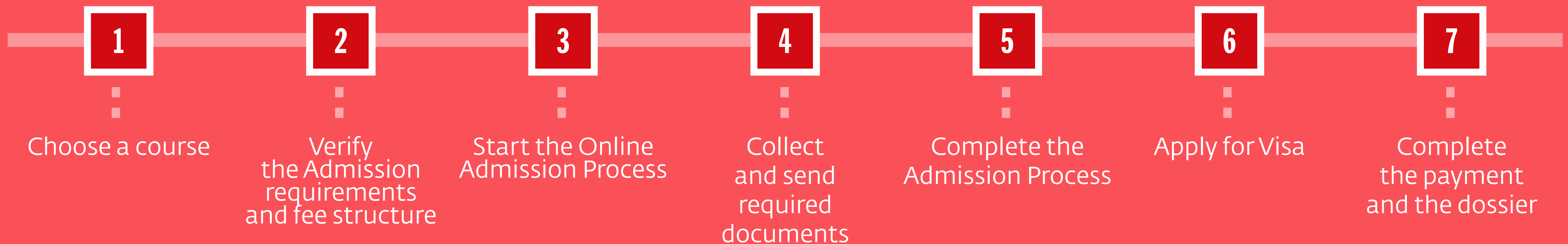
Specialisation courses
Advance training courses



These courses seize a new opportunity for a change to those already working and offer many opportunities to those looking for an intensive course on a specific topic / Acquiring techniques and tools, deepening professional fields, exploring creativity areas

CONTINUING EDUCATION

HOW TO APPLY



FINANCIAL AID

IED supports young creatives through a dedicated set of scholarships, promotions and financial aid. Scholarships are awarded on the merits to particularly deserving and motivated students, usually evaluated through the submission of a project work.

ied.edu/financial/aid



IED ITALY



IED MILANO

THE CRADLE OF DESIGN AND INDUSTRY



IED CAGLIARI

AN OPEN SOURCE CITY LAB



IED FIRENZE

DESIGNING THE NEW ITALIAN RENAISSANCE



IED ROMA

A CROSS-MEDIA CAPITAL



IED TORINO

**ENTERPRISE, RESEARCH AND CULTURE
IN NEW URBAN SCENARIOS**



RESTORING THE PAST
AND DESIGNING THE FUTURE

ACADEMY OF FINE ARTS ALDO GALLI - COMO

ACADEMIC OFFERING

UNDERGRADUATE

SUMMER

FOUNDATION

MASTER

CONSERVAZIONE E RESTAURO DEI BENI CULTURALI

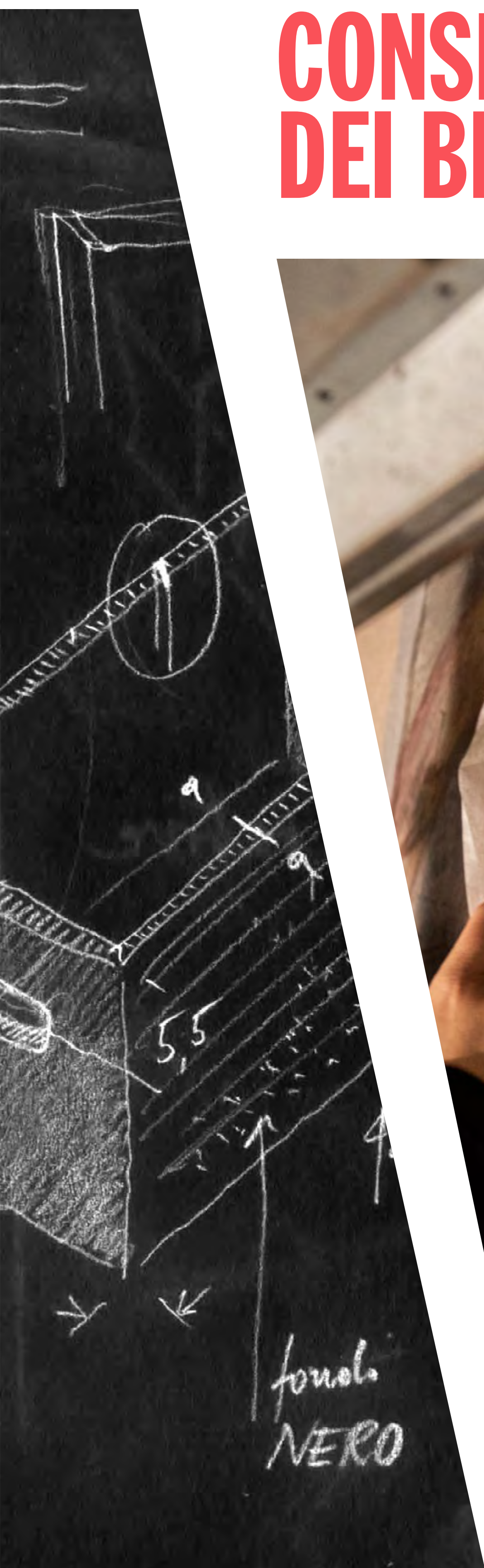


FASHION TEXTILE DESIGN

PITTURA E LINGUAGGI VISIVI



FURNITURE DESIGN





IED SPAIN



IED BARCELONA

**VISIONARY DESIGNERS AND MANAGERS
TO INNOVATE THE SOCIETY**



IED MADRID



**MERGING DESIGN AND CULTURE
IN A CROSSROADS OF DISCIPLINES
AND VISIONS**



IED BRASIL



IED RIO



**ON THE CONSTANT LOOKOUT
FOR SOMETHING NEW**

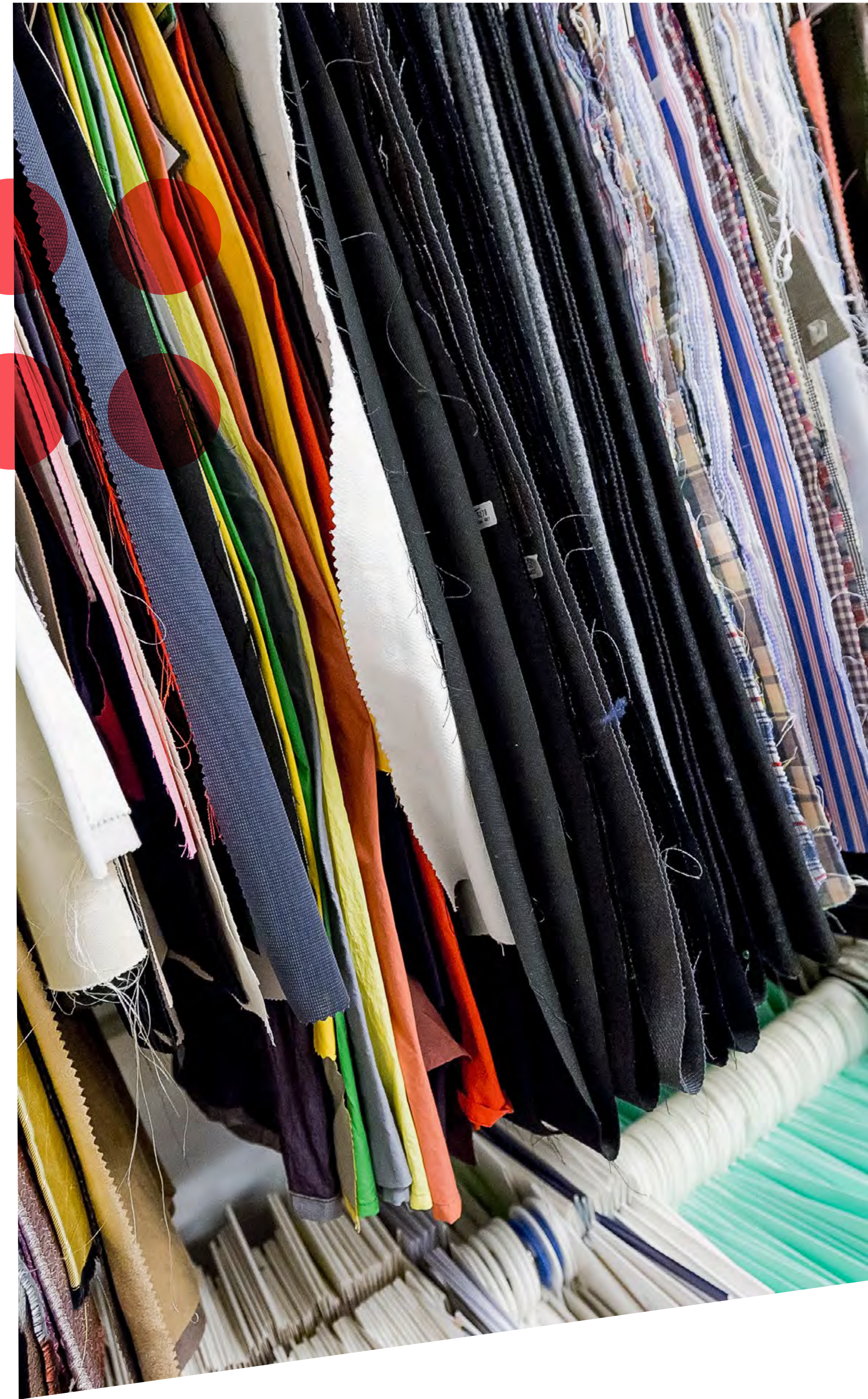


IED SÃO PAULO

A NEW HOME FOR TROPICAL CREATIVITY

FACILITIES

Professional technicians and facility managers are on hand to support students needs. Available tools include 3D printers, laser cutters, CNC routers; traditional and advanced milling equipment; vinyl high-speed plotters; printmaking equipment, Photo studios, lighting simulation lab and a video “green room”.



SERVICES

Thanks to the partnership with Adobe and Microsoft IED makes available to all students a special package including the most used softwares for designing. The package includes Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro and the Office suite. Moreover being a IED student allows the download of Autocad softwares such as 3Ds Max, AutoCAD, Maya.



IED FOR COMPANIES

IED interacts with companies at multiple levels. Staff and students come together through curricular workshops, final projects, extra-curricular sponsored projects, tailor made courses, strategic partnerships, exhibitions and competitions.



TAILOR MADE

A service built around the specific needs of each customer: modular didactic paths, flexible and carefully conceived calendars, a team of qualified professionals, reputed locations, direct experience of handmade and productive realities, tutoring and especially a solid didactic methodology of co-design.



SPECIAL PROJECTS

Project work experiences developed in partnership with public institutions, private companies, agencies and any kind of client.



ALESSI

MaxMara

SIEMENS



Canon



GIORGIO ARMANI

Coca-Cola

3M



PIRELLI



Alitalia

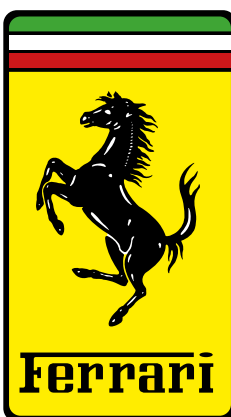
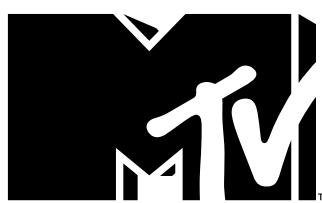
Powellato

D&G
DOLCE & GABBANA

Y&R

LV
LOUIS VUITTON

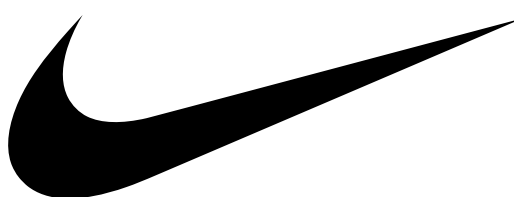
Samsnite



SECTOR



RALPH LAUREN



PRADA



IBM



FIAT



SAATCHI & SAATCHI

ck



swatch



Lenovo

VOGUE



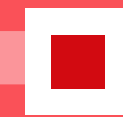
HOW TO MEET US

IED



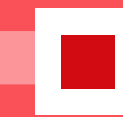
Open Days
Personal meetings
with Advisors

YOUR COUNTRY



Fairs
Exhibitions and conferences
Personal meetings with Area Managers
Partner Agencies
Partner Universities

ONLINE



Online counseling with
Advisors
Webinars



IED.edu

