

The Windy City meets the Fashion City: A Cultural Tour of the Milan Fashion Business

An intensive five day study abroad program for advanced students, graduates and professionals that explores the Italian fashion business and the sourcing of trends and ideas that will inspire the new generation of artists and designers.

Feb. 15, 2008 - [PRLog](#) -- Domus Academy is an elite graduate school of design, fashion, architecture and business founded in 1982 with an outstanding reputation for high-quality teaching that will use the expertise of full time tutors and visiting lecturers to help you achieve maximum benefit from this special course.

Domus Academy is collaborating with Chicago Sister Cities International Programs and IADT Chicago to offer this special summer program for students in and around Chicago and the state of Illinois.

This course proposes to discover the unique mood that characterises Milan as the cradle of Italian design and fashion. Milan is a dynamic, eclectic and competitive city both in terms of creativity and innovation.

The lectures will be held by experts in architecture, interior design, product design, fashion design and fashion trends, as well as those working in the world of the arts, communication, advertising and marketing, both managers and entrepreneurs.

During these busy days you will visit museums, fashion shops and showrooms, and you will visit design studios, fashion and design companies, galleries and exhibitions, and famous locations which run the ritual of the Milanese aperitif.

This course will be a unique chance to discover Milan, a city that exists between glamour and understatement with many exciting gems hidden away from the usual tourist trail.

You will see Milan, through a privileged insight, as a source of inspiration, exploring the culture that will be significant in global trends, making informed artistic choices and researching current and future markets.

The main themes and activities:

- * The Milan fashion system business model
- * Global trends forecasting
- * Researching markets
- * The power of fashion in the arts world
- * Visits to studios, factories, fashion stores and museums

An opportunity also exists to extend your stay in Italy and visit some other historic cities, towns and resorts in this fascinating European country.

Contact for further information and registrations*:

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* Students at IADT in Chicago can contact the IADT Tour Leader and Faculty Member
Ms Pilar Saiki at psaiki@iadtchicago.com telephone : 312.980.9222 ext. 9837.

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For more than 20 years, Domus Academy in Milan has shared an eminent place on the world stage as an international postgraduate school. Winner of the Compasso d'Oro, Italy's most sought after design award, Domus Academy has always been a true pioneer of "Made in Italy" not simply teaching how to design products, but considering design as a complex, challenging activity. Today, Domus Academy welcomes hundreds of students from over 50 countries to its state of the art, teaching and multimedia facilities

Website: www.domusacademy.com

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Website	https://www.domusacademy.com
State/Province	Milan
Zip	20143
Country	Italy
Industry	Education
Tags	Chicago Students Summer Abroad , Study Abroad Italy , Study Abroad Design , Fashion In Europe
Link	https://prlog.org/10051367



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