

DEPARTMENT OF SOCIOLOGY AND SOCIAL RESEARCH

DAFF: Design, Art, Food and Fashion

A TEACHING EXPERIENCE THROUGH ITALY'S
EXCELLENCES AND GLOBAL CHALLENGES



DATES

1ST MODULE 15 JUL - 27 JUL 2019

2ND MODULE 29 JUL - 9 AUG 2019

CREDITS



3+3 ECTS

TUITION



€ 1.100 EACH MODULE INCLUDES ALL COURSES ACTIVITIES (VISITS, LECTURES, TRANSPORTS). HOUSING AND MEALS ARE NOT INCLUDED (EXCEPT SOME LUNCHES AND DINNERS)

APPLICATION DEADLINE



7 MAY, 2019

LOCATION



MILAN, COMO, BIELLA, TURIN, CASERTA, SANNIO AND MATESE NATIONAL PARK



CONTACT

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PROGRAM DESCRIPTION

DAFF is an interdisciplinary program about innovative approaches which integrate creativity with the principles of sustainability, with the aim to combine the preservation of the cultural and natural capital of communities with the economic competitiveness of territories in the global market.

The program consists of lectures, hands-on experiences and field trips, and it will be mainly based in Milan metropolitan area but specific activities, designed in collaboration with other entities, will take place also in the outskirts of Milan and in other regions of Italy.

Milan is known as **the capital of Fashion and Design**, a place where creativity and industrial development met and made the city famous worldwide. Indeed, Milan is certainly a complex and dynamic city, cradle of avant-garde movements and economic and financial engine of the country. Nonetheless, in the last decades, the city has gone through dramatic changes and have initiated **also relevant regeneration processes** which involved large urban and periurban areas and greatly transformed its production activities. Nowadays, the city is strongly committed to developing pathways of sustainable urban and rural development in collaboration with research institutions, local organizations and citizens and, interestingly enough, the city - which is located in middle of the most fertile land of Europe - is also the second agricultural municipality in Italy and a leader in the agri-food industry. **The Milan Charter**, which was signed during EXPO2015, set out the **principles and objectives for World challenges in terms of healthy lifestyles and safe food production**, environmental sustainability and social justice. The program is articulated into two modules (each of two weeks) that will provide an extraordinary opportunity for students to have a direct experience of the complexity of the actors at play in regeneration and local development processes and of the global challenges to be addressed in governing urban and rural territories. More in general, **field visits in Piedmont and Campania** regions will also show the opportunities - also for peripheral and rural areas - represented by novel approaches that successfully integrate art, design thinking and ecology in the realization of sustainable and high added value production chains.

CONTENTS COVERED

1 ST MODULE 15 JUL - 26 JUL 2019

- MADE IN ITALY BUSINESS MODEL AND THE FUTURE OF PRODUCTION (FOCUS ON: DESIGN, ART, FOOD, FASHION)
- CITIES COMPETITIVENESS IN A GLOBAL WORLD
- STRATEGIES OF URBAN REGENERATION: SMART AND ATTRACTIVE TERRITORIES
- INDUSTRIAL HERITAGE AS CATALYST OF URBAN REGENERATION
- CREATIVE DISTRICTS: OPPORTUNITIES AND DRAWBACKS
- GOVERNING URBAN TRANSFORMATIONS: CAPACITY BUILDING AND PARTICIPATORY APPROACHES

THE PROGRAM INCLUDES ALSO VISITS TO:

- MILAN LARGE-SCALE REGENERATION PROJECTS
- COMO LAKE & COMO SILK DISTRICT (1 DAY)
- PIEDMONT REGION: TURIN, CITTADELLARTE PISTOLETTO FOUNDATION [HTTP://WWW.CITTADELLARTE.IT/EN/](http://www.cittadelarte.it/en/) (3 DAYS)
- WINE AND FOOD DEGUSTATION IN SLOW FOOD PRESIDIA

2ND MODULE 29 JUL - 9 AUG 2019

- GOVERNING LOCAL DEVELOPMENT IN PERI-URBAN AND RURAL AREAS
- RURAL TOURISM AND MULTIFUNCTIONALITY IN AGRICULTURE
- RURAL DESIGN AND BIO-BASED ECONOMY POTENTIAL FOR INNOVATIVE AND SUSTAINABLE VALUE CHAINS
- TOWARDS A CRITICAL RURALITY: LANDSCAPE AS ARCHIVE
- NATURAL CAPITAL AND CULTURAL HERITAGE AS A CATALYSTS OF TERRITORIAL REGENERATION
- ART AND COMMUNITY-LED REGENERATION PROCESSES

THE PROGRAM WILL PROVIDE VISITS TO:

- MILAN AGRICULTURAL PARK, HISTORICAL VILLAS AND FARMHOUSES
- LAND ART, ENVIRONMENTAL ART AND ART-LED REGENERATION EXPERIENCES
- CAMPANIA REGION: CASERTA ROYAL PALACE AND SAN LEUCIO ROYAL COLONY (UNESCO WORLD HERITAGE SITES), MATSESE NATIONAL PARK, SANNIO FALANGHINA EUROPEAN WINE CITY (5 DAYS)
- WINE AND FOOD DEGUSTATION IN SLOW FOOD PRESIDIA

PREREQUISITES

Priority will be given to students participants holding a Master degree, but application by master students is encouraged and will be evaluated on the basis of the applicant motivation and background.

ACCOMMODATION

Accommodation along with most of travel and living expenses are included in the tuition fee. Specific info will be shared to selected students at the moment of enrollment.

IN COOPERATION WITH

The summer school is organized by the University of Milano-Bicocca in collaboration with Cittadelarte - Pistoletto Foundation (Biella), Rural Design for territorial regeneration and Third landscape cultural associations.

HOW TO ENROLL

YOU ARE REQUIRED TO ENROLL THROUGH THE ONLINE APPLICATION FORM. EVERY PROGRAM ON [HTTP://WWW.SUMMERSCHOOLBICOCCA.COM](http://www.summerschoolbicocca.com) HAS AN **APPLY NOW** SECTION IN ORDER TO ACCESS TO THE APPLICATION. AFTER RECEIVING THE SELECTION NOTIFICATION, YOU WOULD BE REQUIRED TO PAY THE COURSE TUITION FEE WITHIN A SPECIFIED PERIOD. PLEASE FOLLOW THE SECTION **FEES & PAYMENT** ON OUR SUMMER SCHOOL WEBSITE FOR UNDERSTANDING THE PAYMENT OPTIONS.

SCHOLARSHIPS

The University of Milano-Bicocca offers partial/full scholarship please consult the web-site for update information and criteria of eligibility.

WEB-SITE

<http://www.summerschoolbicocca.com/19-daff-summerschool.php>