

# FLORENCE

## A FUSION OF DESIGN



Set on a backdrop of stunning surrounds, steeped in history, oozing with artistic influence and creatively encouraging a new age of designers to embark on a journey of creativity, Italy's newest boutique school- The Florence Institute will open to the artistic public as of September 2008. Until then, the new innovative design space is being finished to the highest of standards to ensure that creative learning is gained in the most inspiring of interiors.

The international design school is centred in the birthplace of the Italian Renaissance itself. Dedicated to graphic design, interior design and architecture, it specialises in both masters and academic level classes and looks set to take the international design scene by storm. The cultural city, harbours originals from the renaissance period and the new design school is sure to carry on the legacy of Michaelangelo, Botticelli and Raphael with superb artistic expression oozing through the walls of the first-class facility building.

The new school of design, which stands in the historic centre of Florence, will welcome students from all over the world to commence its first full session on January 19th in the New Year. Founder and Creative Director, Architect Marc Di Domenico, was at the epicentre of the new design schools development and formation into a

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culturally inspiring and creatively striking building, the exterior a testament to Italian architecture, the interior an inspiring hive of creative activity.



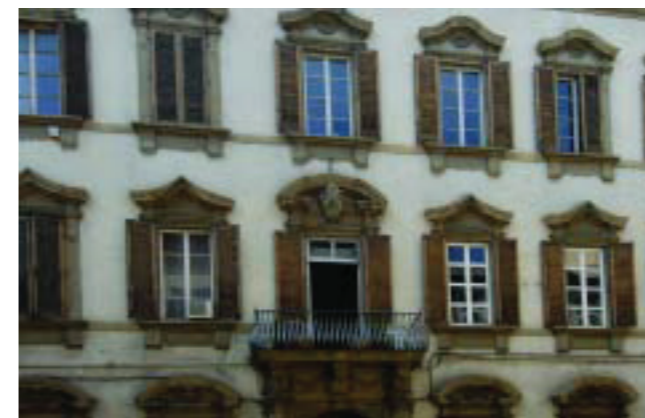
Founder and Creative Director Marc DiDomenico, currently Vice-President of the AIA Continental Europe (American Institute of Architects Europe), has collaborated with some of the most respected design studios such as those of Massimo Carmassi and Andrea Ponsi. He holds titles as architect in both Italy and the United States. DiDomenico's experience in architecture, interiors, competitions, and preservation brings a professional emphasis to the school's academic structure as he will oversee The Florence Institute's academic programs and instruct critical parts of the Interior Design courses.

The city of Florence has become an international crossroads for design students, the Florence Institute of Design International will build upon this rich history of art, culture and design, while providing students with a unique international learning experience where methodology and curriculum is designed for the broad and diverse set of students and focused on personalization of studies. Boutique by design, the Institute's philosophy is to provide a first-class facility offering the highest level of education and resources to design students around the world.

Marc Di Domenico, Architect, founder and creative director commented, "The key to this institute is the diversity and understanding of the student set. By expanding to encompass students from all over the world, the multi-cultured backgrounds of the students create an elevated level of complexity and need for varied methods of teaching. As most applicants to the Florence Institute have studied at the finest schools in their own countries, we strive to create the same level of academic excellence, offering the highest standard in design education abroad. We look forward to providing the design foundation to lead this next generation of international designers."

Set within the hills of Tuscany, Florence has long been known as an ideal destination for design students due to the rich patrimony of Renaissance works. Its modest scale and pedestrian friendly environment make it an ideal place to study design. The Florence Institute is located in the historic centre of the city within a historic Baroque palazzo.

The Institute's courses teach the foundation of Italian design by combining modern technologies with Italy's imaginative culture.



Through combining tradition and technology the program gives a detailed understanding of the Italian creative process. The course format is inspirational rather than institutional in the way it juxtaposes the concepts of new with traditional to stimulate thinking about how different periods can be integrated.

Each student is treated like a client and colleague. Class sizes are intentionally limited to create a more dynamic design studio environment. In addition, students are encouraged to undertake independent studies, to explore more personal interests in the field of design. Professor to student relations are approached as an exchange of ideas where students learn equally from the instructor and from each other.