
Partnership and International relations



5 DEPARTMENTS IN DESIGN

| FASHION | INTERIOR |
| PRODUCT | VIDEO-FILM | VISUAL |



POLIARTE *design*
ACCADEMIA DI BELLE ARTI

ITALIA/MARCHE/ANCONA





Ancona and Marche region



Ancona, the capital of the Marche region, has a thousand-year history, recently celebrating its 2.400 years. Ancient gateway to the East, still maintains its international and constantly evolving vocation, adapting to the contemporary economic, cultural, and social challenges that have transformed the city in recent years, making it more open and oriented to the world.

In this process of rebirth, Ancona has not lost its spirit and attitude towards design, art, innovation, and technology, confirming as a point of reference for the region and the entire Adriatic coast.

Creativity and design represent the tools for responding to change.

// Best in travel - Lonely Planet

Marche region was included in the second place among the 30 places not to be missed in 2020. The only Italian destination selected by Lonely Planet, the most famous travel guide in the world.

A widespread museum settled between the sea and the mountains.

// Italy in a Region

The Marche, the only Italian region in the plural form, is also recognized because it concentrates all the beauties of the country: from beaches to mountains, from national parks to ancient villages and castles, from places of spirituality to theaters and music, passing through food and wine excellences.

// Arts, crafts, and industrial districts

Luthier, bobbin lace, accordions, hats and paper, ancient handicrafts flanked by modern manufacturing districts

of household appliances, footwear, wood, naval mechanics, mega yachts, pharmaceuticals, lighting, animations, leather, and musical instruments.

Industries represent the natural evolution of traditional crafts, connected across time by the art of know-how.

// Marchigiani in the world

Raffaello Sanzio, Bramante, Gioacchino Rossini, Giovanni Battista Pergolesi, Gaspare Spontini, Giacomo Leopardi, Beniamino Gigli, Renata Tebaldi, Maria Montessori, Enrico Mattei, up to the modern Valentino Rossi and Roberto Mancini.

// Ancona 2022

The city was chosen as the finalist, among the 28 preselected, for the recognition of the Italian Capital of Culture 2022, granted the title by the Council of Ministers.



The Academy

Since **1972** the Academy of Fine Arts and Design Poliarte has been a **point of reference for design and applied arts**, recognized on Italian and international level.

Among the **first centers to have dealt with education in the design sector**, it has immediately become a source of inspiration and a bench-mark, thanks to its **teaching methodology combining research, technique, and innovation**.

The main goal is to **create projects that meet the needs of the company and end-users, involving firms, organizations, institutions, and associations**.

Design, as a tool that goes beyond the traditional aesthetic dimension, interprets the signals of society and markets evolution through new products, services, and languages.

Meaning, function, and form are the foundations of conscious and contemporary design.

Educational offer is divided into **5 departments:**

// product design

project of **simple and complex products**, from high-tech to fashion, from **luxury to everyday use**. Aesthetically valid, considering all functional and **ergonomic** targets, being replicable on a large scale or small series

// interior design

design of **environments and furniture** for different spaces: **homes, commercial premises, exhibitions, trade fair stands, parks, gardens, offices, restaurants, external or internal, public and private**

// visual design

communication through various media. **Web, new digital environments**, as well as in the **traditional ones**, focusing also on **photography, illustration, and packaging**



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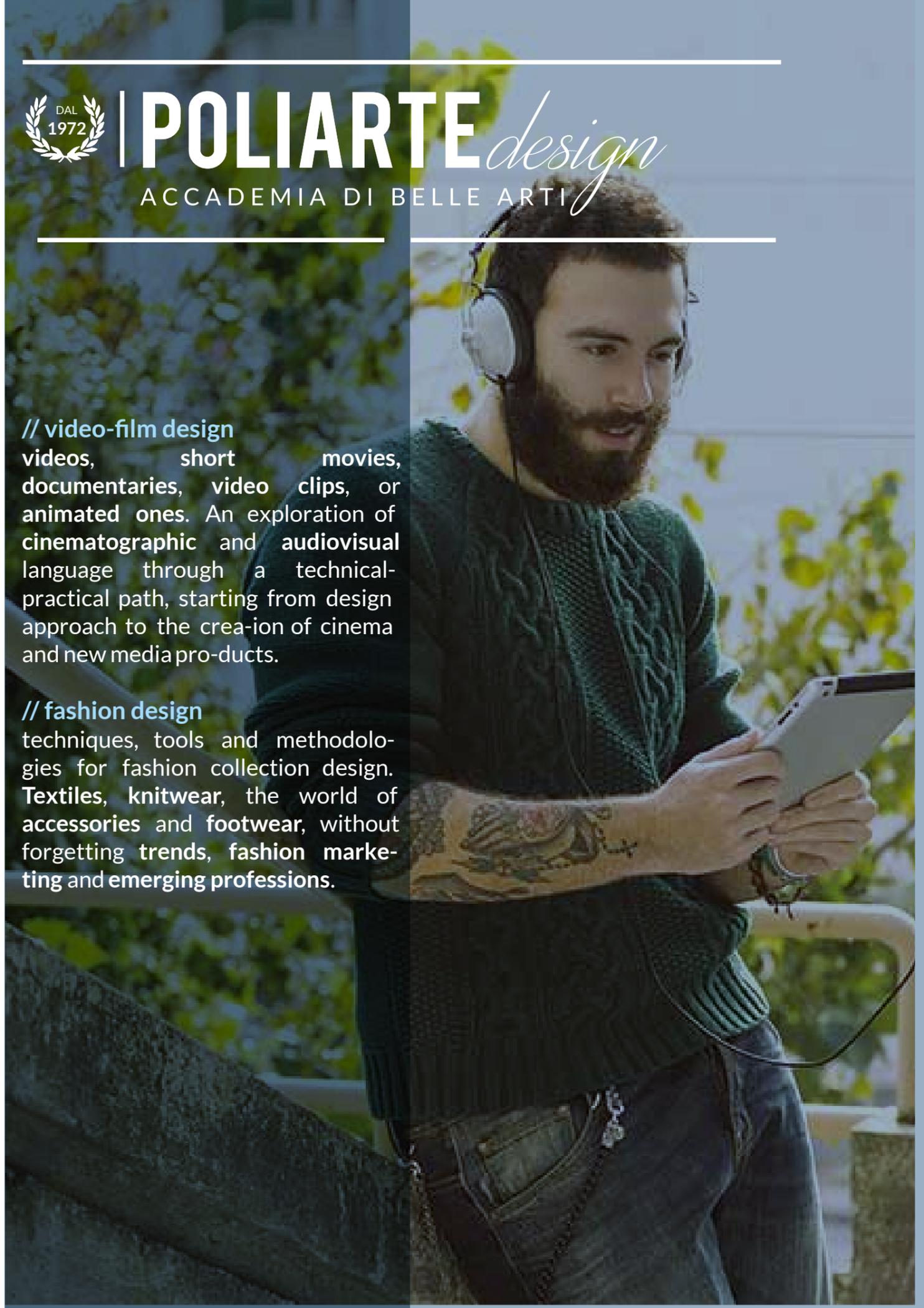
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// video-film design

videos, short movies, documentaries, video clips, or animated ones. An exploration of **cinematographic and audiovisual** language through a technical-practical path, starting from design approach to the creation of cinema and new media products.

// fashion design

techniques, tools and methodologies for fashion collection design. **Textiles, knitwear, the world of accessories and footwear**, without forgetting **trends, fashion marketing and emerging professions**.



Local design promoter

Since its foundation, Poliarte Academy has strived to **generate value for the area to which it belongs.**

Marche, **the region that made itself,** was able to develop industries and districts, to create working places, to apply a distinct way of producing, and conceive an infinity of famous brands. In this scenario Poliarte was able to fit immediately into the business mechanisms of the "**Marche model**", giving its contribution and promoting design as a crucial tool for the growth and expansion of local economies.

Poliarte has adapted its language to over 30 industrial districts and countless handicrafts and artistic micro-excellences, performing an **active role** with its students and professional teachers, supporting companies to create and spread local cult products and services all over the world.

Spreading the use of design as a lever to create a global value, and to the dissemination of the discipline of **ergonomics.** In fact, in 1980 Poliarte has founded **IPSE, the European Institute of Psychology and Ergonomics,** an essential part of the academic structure, pioneering as a pole of reference at an international level.

"L'Italia si misura", research started in 1990 detecting anthropometric measurements of the Italian population, is proof of the work in the ergonomics field. In 2009 in Kyoto it was recognized as an international standard: "Statistical Summaries of body measurement for individual ISO population ISO / TR 7250-2".







plus

// History

With a history of almost 50 years since its foundation in 1972, enriched by a path of successes and awards, Poliarte is a **generator of value for the territory**, as well as an established center of excellence in Italy and abroad.

// Accreditation

Poliarte courses have a legal value - **1st level Academic Diplomas**, thanks to the accreditation received from the **Italian Ministry of Education, University and Research (MIUR)**.

// Interdisciplinary curriculum

Compulsory attendance, plus a strong balance between **theory and practice**. **Theoretical, creative, and design activities** are completed by those aimed at learning to **collaborate**, how to **communicate** and **build relationships**, as well as cross exercises within the different areas of design.

// Professional teachers

The faculty is composed of national and international **professionals**, founders of design studios and companies, with a long and **in-depth**

work experience, as well as proven educational skills.

// Internships and real projects

There are **two compulsory internship** activities in the second and third year, as well as the inclusion in the educational path of **real projects commissioned by companies and associations**. Experiences aimed at training young professionals **ready for the job market**, facilitating the transition from the academic to the working world.

// Job placement

Poliarte Academy possesses an **employment rate of 98% within 2 years of completing studies**. Thanks to the educational method developed on **constant contact with the working reality**, creativity and projecting represent the tools to respond to the endless changes and requests of the community.



partner companies

The founding element of Poliarte philosophy: **connection and continuous exchange with the world of industry, commerce, and services.**

A relationship of mutual interest that guarantees continuously updated and high-level training, **offering talents to companies through research projects, internships, and job placements.**

Poliarte gives companies the possibility of collaboration through a part-

nership, to enhance the culture of creativity and design. Creating transversal relationships between the academic world and the company ones, becoming part of the expanding network of Poliarte partners.

Design is seen as a strategic and transversal discipline, at the service of business and society, despite the field and the final purpose.

A multidisciplinary staff and young talents able of generating innovation, improving company performance, and fully achieve financial and social objectives.



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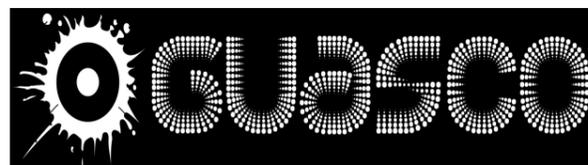
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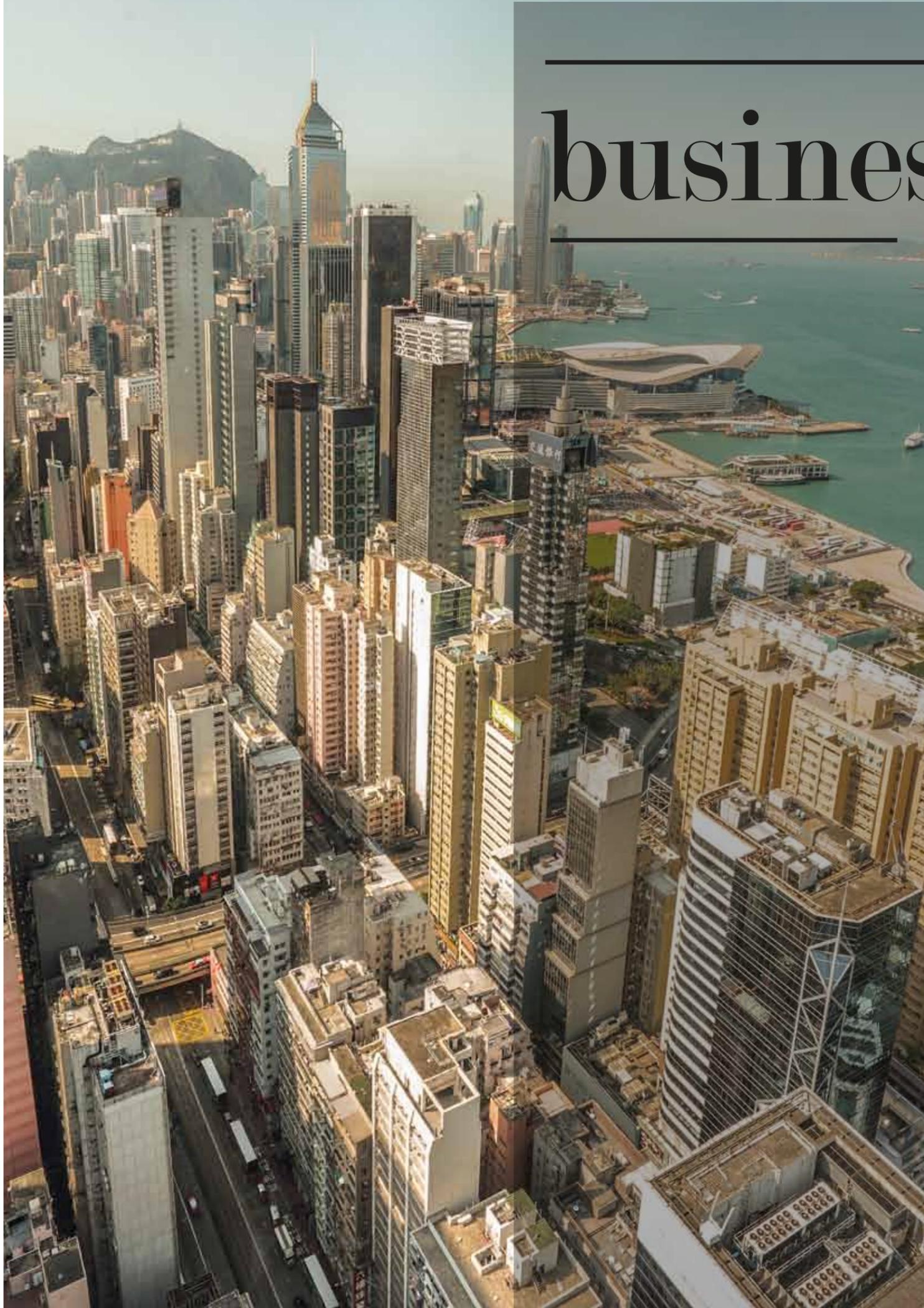
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business partnership

// Class thesis projects

Assigning a real project to an entire class of students. Guided by a multidisciplinary team of professional teachers, pupils will implement solutions on the given topic

// Individual thesis projects

Identifying individual students to assign a project. The matter will be examined and developed as a topic for the final thesis discussion

// Design Factory projects

For the achievement of special projects, engaging the specialized department formed of alumni, professionals, and the best current students

// Internship, placement, and career day

Evaluating student's portfolio and curriculum, selecting for an internship experience during the Bachelor course, or once they graduate

// Scholarships

Supporting young talents educational paths through an economic or technical contribution

// Company visits and presentations

Representing excellent business processes and case history, sharing with future designers the chronicles of success

// Events, conferences, seminars, exhibitions

Co-design, project and actively taking part in the various thematic events organized annually

// Training courses

Updating and developing your staff with funded and non-funded courses, using the tools of the creative process and the design methodology

// National and international tenders

Relying on an organized network of contacts and multidisciplinary teams of experts, to participate in national and European calls



International relations

Poliarte Academy is open to the world.

Since its foundation in 1972 it has promoted **international mobility** and **created collaborations with foreign universities, academies, educational and cultural institutions.**

The internationalization process and mutual exchange with **European and non-European educational entities** represent a vital and unique value in the enrichment of Poliarte training methods, student experiences, and departments involved, with the main goal of cultural, social, professional, and linguistic development.

Poliarte Academy has elaborated the following proposals for collaboration with foreign institutions:

// developing specific study programs: classes, courses, workshops, summer schools

// organizing meetings, congresses, lectures, and cultural activities

// promoting the mobility of teachers, researchers, and staff

// promoting student mobility to access specific study programs offered by the partner

// participating in specific projects, Italian, European and non-European tenders

// participating in national and / or international research programs

// exchanging academic material, publications, and information

// issuing of double, multiple, combined, or joint degrees

The academies, universities, and educational institutions in partnership with Poliarte can also take advantage of the following services dedicated to their students, teachers, and staff:

// dedicated conditions on enrollment fees and dedicated scholarships

// customized billing and payment agreements directed to students or the institution

// dedicated services and a preferential channel from the moment of the initial request until the end of the course





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