

SWAROVSKI CRYSTAL PALACE, MILANO

IED Arti Visive students images as the Fuorisalone documentary for Swarovski Cristal Palace

From April 14th to 19th, Swarovski Crystal Palace in Via Tortona 32 will exhibit works of art and design by five important international designers. Tokujin Yoshioka, Gwenaël Nicolas, Vincent van Duysen, Rogier van der Heide and Yves Béhar will reinterpret the beauty of the Swarovski crystal through design creations, apparently simple but technically advanced, that will lead the guests through an experimental path.

In the heart of the Milanese Fuorisalone, as an active part of this initiative, IED Arti Visive has started a special collaboration with Swarovski Crystal Palace. From April 14th to 19th, a team of selected students attending the IED Photography Course will realize a photographic documentary of the exhibition and of the activities developed inside the Swarovski Crystal Palace area. The images will be uploaded onto the Swarovski website and Facebook page. In addition, they will be uploaded onto Wallpaper.com, the online arm of Wallpaper* magazine, in a section dedicated to the Fuorisalone event, and will also be available for viewing in the Swarovski Crystal Palace section of the Wallpaper* iPhone app, which will be launched in April 2010.

21 students, all of them attending the 2nd and 3rd year of the Photography Course in IED, have been involved in the project: Anna Ceresa, Erika Buzin, Gianluca Mazza, Laura Della Valle, Matteo Albini, Matteo Salano, Mattia Campo, Mickey Moruzzo, Pietro Benelli, Rodrigo Marroni, Sara Tripaldi, Viola Tofani, Virginia Ottina, Flavia Avagliano, Marco Leone, Alfredo Vallesi, Alice Longoni, Rebekka Fagnani, Francesco Omodeo, Bianca Boriassi, Francesco Caracciolo

Swarovski Crystal Palace 2010- Via Tortona 32 Milano
Exhibition opening: April 14th to 19th

Istituto Europeo di Design

For forty years, Istituto Europeo di Design has been operating in the fields of Education and Research in the disciplines of Design, Fashion, Visual Arts and Communication. Today it is an international network constantly on the growth, with seats in Milano, Roma, Torino, Madrid, Barcelona, São Paulo in Brazil, Venice, Florence and Cagliari; IED organises three year post high school diploma courses, refresher courses, permanent catalogue courses, advanced courses and post-graduate Masters degree courses.

As one of the 4 Schools of Istituto Europeo di Design, IED Arti Visive studies and works on images, sounds and the problems related to their communication from every perspective. A creative lab where students can learn tools, linguistic and expressive registers, new techniques and technologies of image design, transmission and elaboration. Nowadays in every field of the market images and sounds are the main source for the communication of meanings and values; by means of them it is possible to convey very different production scenarios such as fashion, design, advertising but also culture, politics and social issues.

IED Arti Visive Milan gives real answers to the actual needs of the working world through seven specialised training courses – Media Design, CG Animation, Photography, Illustration and Animation, Sound Design, Graphic Design, Video Design: Direction and Performing Video - organized in synergy to give the participants the possibility to develop a protean and complex vision of one's activities.

Photography Course

The photographer's heightened aesthetic sensibility and creative outlook permit them to conceive of and produce iconographic works that are indispensable for many applications. The photographer's professional ability consists not only in technical and procedural knowledge but, more importantly, stems from an education that addresses social, cultural and aesthetic topics.

This well-rounded background together with a critical eye gives the photographer the necessary tools to develop solutions for the market, a commercial client or artistic commission. Today's photographers have evolved to be highly educated producers of ideas, to think in terms of projects and work in a multidisciplinary, multimedia world. Many different fields require a photographer's skills: publishing, internet, advertising, public relations, fashion, reportage, commentary and new professions linked to developments in technology. The role of photographer has become much more flexible and a part of global communications as a whole. New roles are now emerging distinct from that of the traditional photographer: picture editors, art directors, agency directors and web designers.

This course presents students with a wide-ranging syllabus, to help them develop the skills required in these professions and others linked to producing and using photographic images: photographic agents, photography publishing specialists, stock agency specialists, art buyers and studio managers.