

Accademia Costume & Moda
via Fogazzaro, 23 – Milano

presents 3 new Master's Degrees:

1. **Fashion Communication & Art Direction**
2. **Creative Direction for the Performing Arts**
3. **Fashion Sustainability & Industry Innovation**

Rome, 01 December 2020. **Accademia Costume & Moda (ACM) expands its educational offer** through a well-structured **proposal of Master's Degrees** - with a thematic focus in the **fields of communication, performing arts and sustainable fashion**. Such courses will be **delivered from March 2021** in the new **Milan campus**, which is set to open in February 2021.

These **3 Master's Degrees** will all deal with **topical issues** characterized both by a strong **multidisciplinary approach** and a **highly scientific approach**, aiming to **train professionals** and **innovative managerial figures** - with different educational backgrounds - who will then be able to face new challenges of the market with a fluid and transversal vision and an innovative methodology.

Just as COSTUME has always been an essential and complementary element to FASHION in the three-year courses of ACM, so in the training offer of the 3 new Master's Degrees **students will be required to deal with different subjects and professions** where a deep cultural knowledge, the analysis of new themes and new educational paths, will help building professional figures able to meet the challenges and changes of the reference system.

The strengths of all three Master's Degrees are the **scientific coordination** and the **teaching staff**, chosen among the **best professionals and technicians** in the fields covered:

1. **Fashion Communication & Art Direction.** The course avails itself of an exceptional Scientific Committee composed of established professionals in the field of fashion communication such as **Sara Sozzani Maino** (Head of Vogue Talents and Deputy Director of Special Fashion Projects of Vogue Italia, International Brand Ambassador of National Chamber of Italian Fashion) and **Antonio Mancinelli** (Editor-in-Chief of Marie Claire). Among the teachers: **Giampiero Arcese** (Freelance Fashion Designer, previous experiences as Design Director of Armani Collezioni and Creative Director for Brioni Womenswear), **Andrea Batilla** (Creative Strategist, author of Instant Moda), **Riccardo Conti** (art critic, contributing editor for Harper's Bazaar, Vogue Italia, Domus, Esquire, Artribune, Mousse), **Enrico Fasoli** (Head of Digital Communication and PR Ready2Fly), **Paolo Ferrarini** (teacher and content curator, he writes for Cool Hunting and Interni), **Olivier Saillard** (fashion historian, director of Azzedine Alaïa foundation, artistic director for image and culture of J.M. Weston), **Gaël Mamine** (archivist), **Riccardo Terzo** (Fashion Editor Vogue Talents, contributor for Vogue Italia), **Elisabetta Gneccchi Ruscone** (anthropologist), **Marco Meloni** (sociologist, Educational Coordinator ACM), **Sebastiano Renna** (Corporate Social Responsibility Manager, Sustainability & Stakeholder Management Expert), **Veronica Foschi** (Art Director).
2. **Creative Direction for the Performing Arts.** The course avails itself of an exceptional Scientific Committee composed of established professionals in the field of cultural industries such as **Paolo Petrocelli** (Founder and President of EMMA for Peace / Euro-Mediterranean Music Academy) and **Luciano Vanni** (Founder of Civitates and Vanni Editore, publisher and director of JAZZIT), who are supported by an exceptional teaching staff, composed of professionals who have collaborated with some of the most prestigious cultural organizations (UNESCO, Rome Opera House) and international artists (Coldplay, Madonna, Robbie Williams, Lady Gaga, Mika and others). Among the teachers: **Davide 'Boosta' Di Leo** (Producer, musician and co-founder of Subsonica), **Stefano Fontana** (DJ, Producer, Founder of Sound Identity), **Giulio Mazzoleni** (Music & Media Consultant, Artist Manager), **Enrico Merlin** (Composer, guitarist and music critic), **Silvia Poletti** (Critic-journalist), **Adrien Roberts** (International Director of Education Accademia Costume & Fashion and International Trustee of Graduate Fashion Foundation-Graduate Fashion Week GFW UK), **Francesco Tenti** (Founder & CEO, Totally Imported), **Tiziana Tentoni** (Founder & CEO, Amusart).

3. **Fashion Sustainability & Industry Innovation.** The course is held by an exceptional Scientific Director, **Federico Brugnoli**. Founder and sole director of Spin360, he works as an entrepreneur in the field of advanced services for sustainability, innovation and development of new business models; he is an innovation partner for several realities in the luxury world and in the fashion supply chain, collaborating with Lineapelle and Micam.

The course also includes members of **CNR** (Consiglio Nazionale delle Ricerche - the largest public research structure in Italy, with the mission to carry out research projects, promote innovation and competitiveness of the national industrial system, the internationalization of the national research system as well as to provide technologies and solutions to emerging needs in the public and private sector), of associations such as **UNIC** (National Tanning Industry Union, the world's most significant association of tanning industrialists), **Centrocot** (Cotton and Clothing Textile Centre - an Italian center of excellence in applied research and technological development that carries out testing, research, experimentation, technical-strategic orientation, certification and training) and **Assomac** (National Association of Manufacturers of Footwear, Leather Goods and Tannery Technologies).

Accademia Costume & Moda also avails itself of the **collaboration of leading companies in the Italian fashion scene**, so as to be able to start, in a real laboratory of ideas, a confrontation that contributes to concretize the students' projects by making them real. Numerous scholarships are also granted to support the most deserving students.

A. Lupo Lanzara (Vice President Accademia Costume & Moda):

*"We cannot escape the great challenges imposed by present times, which represent an opportunity for growth and evolution for an independent reality like ours. We strongly believe in training as a mission and responsibility, **and we are always at the side of our students to ensure a professional path.** As an Academy, we have chosen to invest in them, and all of our students have the opportunity to work closely with the most relevant Made in Italy realities, with which we have created the Industry Projects, now a hallmark of our teaching, a constantly evolving path to be followed together with the companies at our side.*

I would like to take this opportunity, therefore, to thank all the companies that we are finalizing for the continuous and active support, also in providing an amount of scholarships for all the brand new Master's Degrees that will be offered at our new campus in Milan and that we will announce shortly".

The Milan campus in Via Fogazzaro, with its **identity strongly linked** to the **areas of Communication and Design Management for Fashion and Entertainment**, now offers a three-year course in **Fashion Design Management** and **specialization courses** in **Visual Merchandising** (in collaboration with the Slowear Group) and in **Product Merchandising** (in collaboration with the Miroglio Group).

Attachments:

1. **Fashion Communication & Art Direction**
2. **Creative Direction for the Performing Arts**
3. **Fashion Sustainability & Industry Innovation**

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Attachments

1. Fashion Communication & Art Direction

In a world that is constantly evolving, one cannot help but **wonder what and how fashion will be communicated in the near and distant future, what the new professions will be.** This is a context that has recently seen **an acceleration of digitization processes** and the consequent increase in the number of users of these tools.

Artificial intelligence, internet of things, big data, blockchain are all elements that every single individual facing the future will have to know, because the real revolution lies in a **conscious use of technologies. Innovation is in the desire not to replace the physical experience but to transform it into a more coherent dialogue with different realities.**

Those who deal with fashion communication must be able to read the phenomena and create them in a perspective that implements these elements with **a curatorial approach**, fashion therefore understood as a language as well as an industry. In this context the areas of **diversity, inclusiveness** and the different components of **sustainability** permeate every aspect of communication in a rapidly changing sector.

For these reasons, the Master's Degree in **Fashion Communication & Art Direction is built on a cultural and curatorial approach** (anthropology and sociology, fashion history, to culturally deepen the global cultures that are an integral part of the social and economic system); **technological**, (AI, Internet of Things, big data, blockchain, to understand the changes in the same business and purchasing models and communication strategies); **technical and creative**, (styling, fashion film making, digital graphic communication); **narrative** (the art of writing and storytelling the knowledge of the magazine world that will become more and more virtual and analogical).

At the end of the training, students will be able to **pursue a professional career in the fashion industry and creative industries** as digital managers, communication & MKTG managers, event managers, stylists, journalists, art directors, They will also be able to work as image consultants and build new companies in the omnichannel communication sector.

2. Creative Direction for the Performing Arts

The **entertainment sector**, both in its more classical meaning and in a more experimental and innovative way, **expresses a strong need for new professional figures, able to translate the planning of an artist, a company or an institution** into innovative processes **both from an aesthetic and managerial point of view**.

Professionals able to conceptualize, design, manage and dialogue with the figures involved in the production of shows, festivals and musical events. For these reasons, the **aim of this Master's Degree is the formation of a new generation of professionals expert in the creation and management of the visual identity of musicians, actors, dancers and performers, as well as of brands, and the reputation of cultural organizations (theaters, festivals, exhibitions), art agencies, record labels and production companies**.

Participants have the opportunity to acquire **advanced knowledge and transversal skills**, integrating full awareness of the **fundamentals of artistic management** in the three areas of reference (music, theater and dance), **developing the ability to manage** and use all the main and most innovative specialist techniques of brand, visual identity, marketing and communication management.

At the end of the training process, participants will be able to undertake **a professional career in art agencies, record labels, cultural institutions and production companies**, as well as in the **marketing and communication departments of theaters, festivals and concert halls**, also collaborating as expert consultants and freelancers **directly with artists, musicians, actors, dancers and performers, creative directors of performing arts** able to develop and enhance new skills, new opportunities, new content and new scenarios for their referents.

3. Fashion Sustainability & Industry Innovation

The theme of sustainability has permeated the last years of the fashion and luxury market debate, often with more concrete interpretations in the communication phase than in the real production process.

The Master's Degree in Fashion Sustainability & Industry Evolution integrates cultural and design disciplines, examining the entire product cycle (Design, Production, Sales & Distribution, Defects detection, Return Goods - Shipping, Storage), **business models, legal area, communication and constantly evolving areas of scientific investigation**.

An articulated path that aims to acquire, in addition to **creative growth, a cultural, technical and methodological-design knowledge** for a complete development of specific skills, **based on a concrete scientific approach**.

The course consists of various elements: **Sociology of cultural processes**, (and the communicational and social perception of the theme of sustainability); **History of Fashion**, to analyze the recent history and the protagonists and pioneers of this theme; **Typology of Materials**, which is of decisive importance to provide, both for clothing and accessories, technical and formal information on fibers, materials and production processes; **Culture of Fashion Materials** offers skills in the culture of sustainable materials, (with particular reference to eco design); **Design of Professionalism** integrates the skills acquired with others more relevant to economic and market processes. The **Design System** module investigates the project area working on innovation in process improvement, on the construction of a circular model and design of sustainable supply chain processes for a company. There will be interventions of visiting professors, representatives of the different professionals in the sector and visits to companies and institutions. The **projects** planned in this course will examine the complexity of the system in relation to the different instances of sustainability, the design will specifically consider three equally fundamental aspects that will be developed in collaboration with companies and / or institutions: **Sustainability assessment and Improvement through product and process innovation, Lifecycle Design and Sustainable Supply Chains, Circular and Sustainable Business Models**.

At the end of the training process, participants will be able to pursue a professional career in fashion companies in the CSR and supply chain; they will also be able to deal with Responsible Innovation and act as global consultants.