

Raffles

Milano

Istituto

Moda e Design

# MST

Advertising  
Fashion design  
Photography  
Product design  
Visual design

**RafflesMilano**® Istituto  
Moda e Design

The school that had never been. The school in which you prepare to face challenges that are yet unknown.

The school in which you will push yourself to your limits and learn to play by instinct without losing sight of the boundaries.

# If you want to be a star, learn from the stars.

## **Raffles Milano Istituto Moda e Design**

A new fashion and design school in Milan? Yes, and it is called Raffles Milano. A school with an unconventional spirit and an untraditional teaching method. A school conceived for those who want to look the future straight in the eye. And, above all, a school that has assembled an outstanding team of lecturers, many of whom are prominent names in international style and design.

## **A school that goes all the way**

Raffles Milano's teaching method is inspired on transdisciplinarity and aims at letting students experience the effectiveness of working on authentic projects for real-life clients. Teachers and students are immediately involved in a relationship without barriers. Dialogue, a common effort to search for new solutions, and mutual trust between teachers and students make up the foundation of this process of individual growth and teamwork that trains you to tackle the future. An education that faces the future and prepares students to experience it as a natural evolution of the present.

## **A school which is already a job**

Raffles Milano is the school that had never existed, but which companies had been demanding for a long time; focused on doing, as much as on knowing. Projects here have a goal, a context, a stock of resources, a background of previous experiences, a series of reasons to come to life, and, naturally, a series of walls to break down. This is what students take in at every step. The professional world is the very foundation of our teaching programmes. In our Master's courses, students encounter leading creative personalities in their classrooms and get the chance to work with them on concrete projects.

## **The power of a network without boundaries**

Raffles Milano is the link that strengthens the international network of Raffles Group, which was founded more than twenty-five years ago and is currently strongly expanding, with 22 colleges in twelve countries. The choice of Milan reflects the school's strive for excellence and its deep affinity with a city which has always been acknowledged as the capital of design culture in the world.

10 good  
reasons  
to choose  
Raffles Milano



# 1

## AN INTERNATIONAL ENVIRONMENT

Raffles is a network of Fashion and Design schools with 22 campuses in 12 countries. Milan is its throbbing heart.

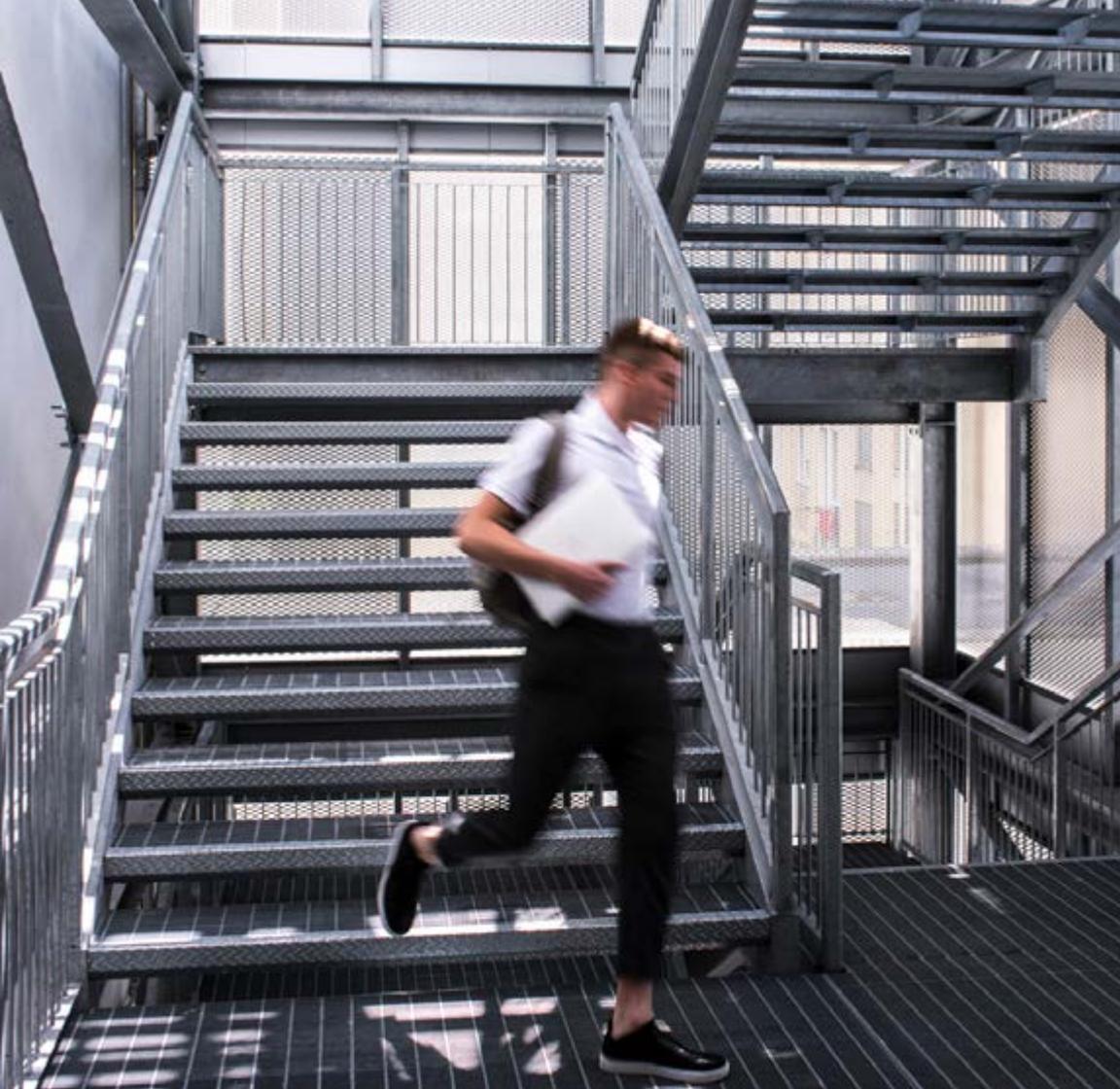




### 3

#### ADMISSION QUOTA

Raffles Milano admits a maximum number of 20 selected students in each class, with continuous review and assessment of their projects, no breaks.



## 2

### A PRESTIGIOUS FACULTY

Raffles Milano can boast a faculty of internationally acclaimed professionals. Here you can study with the best to become the best.

# 4

## A SCHOOL THAT IS ALWAYS OPEN

Raffles Milano is open 7 days a week, from 8 a.m. to midnight, from Monday to Sunday. A place where ideas and passions thrive.





# 5

## A TRANSDISCIPLINARY VISION

Raffles Milano offers a new kind of teaching, which is contaminated by different types of knowledge and disciplines. Building your own theoretical and practical background here is stimulating and more enriching.

# 6

## STUDENT OF THE YEAR

Raffles Milano rewards the best student in every course. When the course is activated with 20 students in the class the award also includes the reimbursement of the entire annual tuition fee.





# 7

## EXPERIENCES ABROAD

With Raffles Milano you can also study in the other 21 colleges around the world, in dedicated summer camps.



# 8

## MONDAY TALKS

Every Monday at 6.30 p.m., Raffles Milano organizes a public event open to all citizens featuring leading professionals in design and on the cultural scene in general.



9

**RAFFLES CLUB**

Every Thursday, Raffles Milano hosts the world of creativity in its informal Club, which is always open to new trends.



# 10

## CAREER SERVICE

When students finish the course, Raffles Milano provides guidance to insert graduates in the professional world.

Raffles Milano, a new  
method and spirit.  
A school that gathers  
around itself the  
greatest masters.

If you want to be a star,  
learn from the stars.

Master

Advertising  
Fashion design  
Photography  
Product design  
Visual design

10 Modules  
10 Projects  
10 International  
enterprises  
10 Months that  
will change  
your life.

#### Ten extraordinary months

Ten unique occasions to learn directly from leading design professionals.

#### A dedicated Course leader

Each course (BA and Master's) is closely supervised by a Course leader whose task is to coordinate the study plan, check the continuity of the teaching and teachers, and manage the relationship between the class and the Faculty in order to guarantee the best and most efficient learning system for each student.

#### Design lecturers

Unlike traditional Master's programmes, Raffles Milano Master's courses fill the classrooms with knowledge in action, thanks to 10 leading international design studios, which will take turns to work with students in the classroom throughout the ten months of the academic year.

#### Method lecturers

A team of method teachers will support students during the Master's course to train them to acquire theoretical and transversal competences, from soft skills to business skills.

# ADV

The best of Advertising. The monolith is crumbling. Advertising is now searching for new systems to reach people who are more aware than they were in the past. Advertising has evolved from an industry with few media and lots of financial resources, to a more fragmented industry. This course aims to equip students with the thought frame work to develop concept sand campaigns that leverage technology and that are resistant to technological change.

## Course Leader / Gianpietro Vigorelli

A reference point in Italian advertising, Gianpietro Vigorelli has been at the apex of the most important and creative agencies, such as Saatchi & Saatchi Advertising and Young & Rubicam, where he collaborated with great directors. In 1997, he was the co-author of the Sanremo Music Festival. During the same year, he founded his own agency with Maurizio D'Adda and Riccardo Lorenzini. He creates advertising campaigns for Danone, Philips, Pirelli, Renault, Motta, Pupa and Barilla.

Duration  
10 months  
Hours  
820  
Start date  
November  
Language  
English

## Programme and areas of study

The Master's in Advertising offers its participants the opportunity to work with the most important stars of the industry, thus helping them to develop a well-rounded vision of new construction systems and brand communication.

- Brief formulation
- Product characteristic analysis
- Techniques for idea generation
- Copywriting
- Art direction
- Layout and storyboard
- Presentation
- Feasibility of creative ideas
- Production

## Design lecturers

Unlike traditional Master's programmes, RM Master's degrees bring knowledge in action into the classroom through 10 advertising agencies at the top of the market that alternate in the classroom over the course of ten months. Among others, the following professionals will participate in the training programme for the RM Master's Course in Advertising:

Alkemy Digital Enabler  
Divbbdo  
Grey  
Havas  
J. Walter & Thompson  
Leo Burnett  
LEFT LOFT  
M&C Saatchi  
Ogilvy&Mather  
TBWA

Depending on the edition of the Master's course and on their availability during the teaching period, some professionals or design studios could be replaced

by others without altering the professional level of the international Faculty.

## Method lecturers

A team of methods lecturers accompanies the students during the Master's programme, to train them in theoretical and cross-disciplinary skills, from soft skills to business knowledge.

## Who it is designed for

The Master's course is designed for students who possess a Bachelor's degree in image design, advertising, communications and marketing. The participants are copywriters, art directors and account managers of tomorrow's agencies, as well as future leaders of agency communication.

## Professional opportunities

Upon completion of the Master's programme, students will have a clear vision of the state of the art of advertising. They will be active and efficient interpreters of contemporary communication challenges, able to take charge in all phases of creative idea development, from the brief to creation, production, and feedback collection. They can therefore work in communication agencies, consulting firms, national and international agencies, or choose to undertake the challenge of giving life to their own business.

# A vocation for the future.

Endorsement



ART DIRECTORS CLUB  
ITALIANO

# FSD

The best of Fashion Design. Fashion is a direct manifestation of modernity. It is the liveliest of all art forms: it lives in people, in real life. It is harmony of shapes and colours; it is education in what is beautiful. As in a theatre play, the staging is fundamental in the game of seduction, but it can't just depend on that alone. To win over a consumer that is ever more stressed and confused, you must return to substance through a solid preparation in technique.

## Course Leader / Massimiliano Giornetti

After being the Creative Director for Men in Salvatore Ferragamo, in 2010 he designed a collection of ready-to-wear women's fashion, and during the same year, he became Creative Director for the entire brand. In 2012, on the occasion of the sponsored exhibition at the Louvre, "Sant'Anna - The Final Masterpiece of Leonardo da Vinci", he had the opportunity to present the Resort 2013 collection within the museum. It was the first time that the Louvre donated its space to fashion.

Duration  
10 months  
Hours  
820  
Start date  
February  
Language  
English

# Towards timeless elegance.

## **Programme and areas of study**

Over the course of the Master's programme, students will acquire a global vision of the fashion industry, working alongside professionals: from business and customs trends, to research and creation of mood boards, until the completion of a collection and its story, from styling to the final staging.

- Research
- Mood board creation
- Collection design
- Textile merchandising
- Aesthetics
- Art direction
- Styling
- Portfolio
- Presentation
- Production

## **Design lecturers**

Unlike traditional Master's programmes, RM Master's degrees bring knowledge in action into the classroom through 10 lecturers at the top of the market that alternate in the classroom over the course of ten months. Among others, the following professionals will participate in the training programme for the RM Master's Course in Fashion Design Menswear:

Jean Marie Ardu  
Cesare Maria Cunaccia  
Davide Dallomo  
Rodolfo Del Chiaro  
Andrea Diletto  
Michel Lund  
Marco Panconesi  
Christian Pellizzari  
Sergio Salerni  
Andrea Tremolada

Depending on the edition of the Master's course and on their availability during the teaching period, some professionals or design studios could be replaced by others without altering the professional level of the international Faculty.

## **Method lecturers**

A team of methods lecturers accompanies the students during the Master's programme, to train them in theoretical and cross-disciplinary skills, from soft skills to business knowledge.

## **Who it is designed for**

The Master's course is designed for young designers who possess a Bachelor's degree in Design and fashion disciplines and who desire to meet with professionals in the fashion system in order to open their minds to new forms of experimentation and new aesthetic horizons.

## **Professional Opportunities**

This Master's programme shapes the future stars of the fashion world who are gifted with an independent and unique creative eye and capable of accessing a complex and rapidly changing market thanks to their dynamism and professionalism, in contexts such as Men's Style Offices of Italian and international fashion companies.

Raffles

Milano

Master in

Photography

# PHOTO

The best of Photography. Taking a picture means offering a useful and interesting pattern of the world, which will help us love it by describing the reality that surrounds us. Being a photographer is no longer limited to craftsmanship: digital technology leads the photographer to overcome the obsession of following a technique in favour of a logic which is more and more connected to being able to see and interpret - essentially, being able to tell a story.

**Course Leader / Alessandra Mauro**

After her degree in Literature, she studied at École des Hautes Études en Sciences Sociales in Paris. She worked at Sfera magazine before starting to work for Contrasto where she dealt with exhibitions and editorial projects on the most important photographers of the world. She teaches Photography at DAMS at the University of Roma Tre and at LUISS University in Rome. Art Director of the Fondazione Forma since 2005 and Lead Director for Contrasto Publishing in Rome; she is author of three books of Photoshow Collection.

**Duration**  
10 months  
**Hours**  
820  
**Start date**  
November  
**Language**  
English

## Programme and areas of study

Students will acquire a 360-degree perspective of the new methods to project the identity, reporting, advertising campaigns and corporate communication, by working on actual projects and being supported by the most influential professionals of contemporary photography. Particular attention is given to collector's markets, publishing and fine art, by creating a personal portfolio.

- Context of Italian and international photography
- Collector's market and fine art
- Creativity and creation of new projects
- Advertising and corporate
- Beauty and portrait
- Importance of storytelling
- Organising and curating exhibitions and events
- Creating a portfolio
- Digital technology used with creativity

## Design lecturers

Unlike traditional Master's programmes, RM Master's degrees bring knowledge in action into the classroom through 10 photography icons at the top of the market that alternate in the classroom over the course of ten months. Among others, the following professionals will participate in the training programme for the RM Master's Course in Photography:

Franco Pagetti  
Margaret Courtney-Clarke  
Giovanni Gastel  
Matthias Harder  
Erik Kessels  
Aida Muluneh  
Philippe Séclier  
Ferdinando Scianna  
Enrico Bossan  
Jessica Dimmock

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## Method lecturers

A team of methods lecturers accompanies the students during the Master's programme, to train them in theoretical and cross-disciplinary skills, from soft skills to business knowledge.

## Who it is designed for

This Master's course addresses all those who wish to know and deepen their knowledge of contemporary photography themes, by transforming passion into a profession, with special attention to redefining the contemporary photography context.

## Professional opportunities

At the end of the course of study, students will possess the competences and critical tools which are fundamental to successfully access the huge world of production and communication through the image: from still & motion to storytelling, from the advertising to the corporate field, and on a national and international scale.

# New stories, new visions.

Endorsement



# PRD

The best of Product Design. Why do design projects which appear to be perfect end up failing in the market? Is there a recipe for success? No, there are no recipes. There is only talent, energy and serious projects. Being able to understand the complexity of the world and then following that pattern is real, together with perseverance, analysis and learning.

**Course Leader / Marc Sadler**

Graduated in “Esthétique industrielle” at the ENSAD of Paris, with a dissertation on plastic materials, he was the pioneer of material testing and technological contamination, two characteristic aspects of his activity. Over the years, he has won important prizes and has been recognised on an international scale, including 4 Compassi d’Oro ADI. His projects are included in the permanent collections at the New York MoMA and at the Paris Centre Pompidou.

**Duration**  
10 months  
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820  
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**Language**  
English

## Programme and areas of study

This Master in Product Design allows students to experiment with different approaches on design, working with a variety of lecturers and methods: from the discovery of different patterns in design research, to the planning of real solutions for company brand and image. It also gives room to creative freedom, with a strong new living concept.

- Know-how in materials and production projects
- Conceptual developments of new materials and surfaces
- Development of new aesthetics and graphics
- New products and distribution patterns
- New product boundaries: nomadic products
- New production boundaries: 3D printing metamorphosis

## Design lecturers

Unlike traditional Master's programmes, RM Master's degrees bring knowledge in action into the classroom through 10 international designers at the top of the market that alternate in the classroom over the course of ten months. Among others, the following professionals will participate in the training programme for the RM Master's Course in Product design:

Mindert De Koningh  
Jozeph Forakis  
Stefano Giovannoni  
Francisco Gomez Paz  
Makio Hasuike  
SETSU & SHINOBU ITO  
King & Miranda  
Alberto e Francesco Meda  
Yossef Schvetz  
Giulio Vinaccia

Depending on the edition of the Master's course and on their availability during the teaching period, some professionals or design studios could be replaced by others without altering the professional level of the international Faculty.

## Method lecturers

A team of methods lecturers accompanies the students during the Master's programme, to train them in theoretical and cross-disciplinary skills, from soft skills to business knowledge.

## Who it is designed for

This Master is for Architecture and Design graduates, but also for young designers and curious professionals who are eager to look towards new aesthetic horizons. They will be the future stars of creative design.

## Professional opportunities

At the end of this Master, the students will develop a "toolbox " of knowledge and skills and therefore will be able to efficiently design a range of products, in a wide range of sectors: within companies, design agencies and architecture, research groups, large global organisations, and in the professional field.

# Building, breaking, rebuilding.

Endorsement

**ADI** ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

# VSD

The best of Visual design. If the world is a geography of “communicating vessels”, what kind of tools do we need to be sure the messages do not get lost on the way? Visual Design is the discipline for designing large information and content flows. Every sign follows a reaction. Each step follows an exchange. The important thing is that these signs, steps, and messages are accurate, interesting, and constructive.

## Course Leader / Francesco Cavalli

Thanks to his experience in the field of visual communication as a creative director and strategic designer, Francesco Cavalli, in collaboration with Bruno Genovese, David Pasquali and Andrea Braccaloni established Leftloft. Since 1997, the studio has carried out more than 900 projects for national and international customers. He worked, among others, for Moleskine, Documenta 13, FC Internazionale, Triennale di Milano, Cassina, Colmar, and Subito. In 2015 he created Luft, the think tank and research arm of Leftloft, a laboratory of thoughts about the meaning and practice of contemporary design.

Duration  
10 months  
Hours  
820  
Start date  
November  
Language  
English

## Programme and areas of study

In this Master in Visual design, students learn how to do and think at the same time: to develop, while designing, the skill to understand a concept and its restrictions, to research and generate efficient ideas, to compose, illustrate and narrate a visual story in order to give a shape to ideas. All by experimenting with different areas of social image and culture, both commercial and editorial communication, in the physical and the digital world.

- Research
- Concept generation
- Art direction
- Branding
- Integrated Graphics / Communication
- Publishing
- Typography and icons
- Data display
- Wayfinding and signposting
- Digital and User Interface Design

## Design lecturers

Unlike traditional Master's programmes, RM Master's degrees bring knowledge in action into the classroom through 10 visual design studios at the top of the market that alternate in the classroom over the course of ten months. Among others, the following professionals will participate in the training programme for the RM Master's Course in Visual design:

Area17  
Atelier Muesli  
Daylight Design  
G Design Studio  
Landor  
Lava  
Leftloft  
Pentagram  
Raffinerie  
Studio FM Milano

Depending on the edition of the Master's course and on their availability during the teaching period, some professionals or design studios could be replaced by others without altering the professional level of the international Faculty.

## Method lecturers

A team of method lecturers accompanies the students during the Master's programme, to train them in theoretical and cross-disciplinary skills, from soft skills to business knowledge.

## Who it is designed for

The Master is for designers with a Bachelor's degree and/or professional experience in topics related to graphics, image, communication, product and publishing. A Master for those who know that details make the difference, and that communication and experience are defined as strategically as they are emotionally, creatively and artistically.

## Professional Opportunities

We do not want to develop robots who execute theoretical paths built elsewhere and by others. On the contrary, we intend to develop active, effective, responsible interpreters, capable of managing all stages of development of a concept, from the briefing to the phase of release and collection of feedbacks. At the end of the course, students can find jobs in major national and international groups, service companies, consultancy agencies, as well as non-governmental organisations and research institutes.

# A matter of exchanges.

Endorsement



# Admissions

Applications can be sent by email (by means of the form available on the Raffles Milano website) or made by phone by calling the Secretariat directly. When we receive the required documentation and a motivational letter written by the Candidate, the Management will set the date for an introductory interview with the Course Leader or with the College Director if necessary. If their profile is considered suitable, candidates will receive official notice regarding the acceptance of their application, which in any case is non-binding for the Candidate.

# Tuition fees

Following the Management's official notice concerning the Candidate's admissibility, the latter may proceed to the enrolment stage. All students who fulfil the requirements must pay the enrolment fee when they formalize their enrolment, which must then be integrated by the yearly tuition fee before the beginning of the course. The amount of the tuition fee can be paid in one single instalment or in two further instalments after the enrolment fee: the second instalment must be paid before the beginning of the First Semester, and the third instalment before the beginning of the Second Semester. Only one payment option is available to international students, which is one single payment upon enrolment.

# Student of the year Scholarships

At the end of each academic year, Raffles Milano rewards the best talent of every course and every year (both BA and Master's courses). The award is given to the student who has distinguished him- or herself in terms of his/her academic career and portfolio, according to the assessment both of an internal committee of teachers and of an external committee of professionals who are invited to assess the portfolio (the student's anonymity is protected). If the class in question is composed by 20 students, the award for Student of the Year includes both Raffles Milano's official acknowledgement and the complete reimbursement of the winner's annual tuition fee.

Every Academic Year, Raffles Milano offers a significant number of international scholarships to provide financial support to Italian and international talents. The Scholarships are announced on Raffles Milano's institutional website at least 6 months before the activation of the Master's courses in November and February.

## **Management**

### **College Director**

Pasquale Volpe

pasqualevolpe@rm-modaedesign.it

### **Scientific Director**

Carlo Forcolini

carloforcolini@rm-modaedesign.it

### **Course Leaders**

#### **of the Three-year Courses**

Cristina Ortiz

Fashion design

Carlo Forcolini

Interior Design

Franco Achilli

Visual design

Marc Sadler

Product design

### **Course Leaders of the Masters**

Alessandra Mauro

Photography

Francesco Cavalli

Visual design

Massimiliano Giornetti

Fashion design

Marc Sadler

Product design

Gianpietro Vigorelli

Advertising

### **Contact person for Three-year Courses**

Jana Mangundayao

triennali@rm-modaedesign.it

### **Contact Person for Masters**

Gayane Petrosyan

master@rm-modaedesign.it

### **Administration**

amministrazione@rm-modaedesign.it

### **Reception**

from Mondays to Fridays,

from 9:00 am to 6:00 pm

info@rm-modaedesign.it

+39 02 22 17 50 50

### **Access for students**

The school is open every day

from 8:00 am to midnight

Raffles

Milano

Istituto

Moda e Design

Raffles Milano  
Istituto Moda e Design  
Via Felice Casati, 16  
20124 - Milan, Italy  
02 22 17 50 50  
[info@rm-modaedesign.it](mailto:info@rm-modaedesign.it)