Francesca Piacentini
Decostruttivismo
Collection
Ambra Mangiagli
Hat
Index

6 Intro
7 Courses
8 First Level Courses
9 Portfolio
Roberto Ghirardini
Hat
department of Fashion Design

L’itinerario didattico è finalizzato a formare futuri fashion designers attraverso l’acquisizione di competenze tecniche, la preparazione culturale, lo sviluppo del talento e l’approfondimento dei mezzi per trasformare l’impulso creativo in collezioni di moda innovative e competitive.

The curriculum aims to train future fashion designers through the acquisition of technical skills, cultural preparation, to the development of talent and to a deeper understanding of means to transform creative impulse into innovative and competitive fashion collections.
<table>
<thead>
<tr>
<th>Courses</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Design</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Acessory’s design</td>
<td>8</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Modeling</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>History of modern art</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>History of costume</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cloth design</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Basic computer science</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artistic anatomy</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital elaboration of image</td>
<td></td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Art Design</td>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>History of fashion</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Fashion Direction</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>History of modern art</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Great events organization</td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>
First Level Courses

Descrizione

L’itinerario didattico è finalizzato a formare futuri fashion designers attraverso l’acquisizione di competenze tecniche, la preparazione culturale, lo sviluppo del talento e l’approfondimento dei mezzi per trasformare l’impulso creativo in collezioni di moda innovative e competitive. Accanto alla preparazione teorica, che prevede l’analisi delle opere di alcuni stilisti, lo studio della storia del costume, della moda, del design tessile e il continuo dialogo tra moda e arte, saranno forniti allo studente tutti gli strumenti pratici necessari alla progettazione di un abito. Le lezioni di disegno, di rappresentazione del figurino di moda e di visualizzazione grafica del progetto di moda saranno d’aiuto allo studente per organizzare le proprie idee progettuali. Lo studente avrà, infine, la possibilità di concretizzare l’idea progettuale maturata durante le lezioni in università, così da riuscire a giungere alla giusta valutazione, scelta e analisi dei materiali e a gestire con consapevolezza il rapporto tra fattibilità ed esigenze espressive, tra qualità/costi/limiti dei materiali e il progetto di partenza.

Description

The theoretical preparation foresees an analysis of the works of some stylists, the study of the history of costume, fashion and textile design, and the continuous dialogue between fashion and art. Along with this, students will be provided with all the practical tools necessary for design an article of clothing. Lessons will help the student in organizing his/her own ideas regarding the planning of a project. The student will eventually have the opportunity to realize this project idea which has taken shape during lessons, so as to be able to come to a correct evaluation, choice and analysis of materials, and he/she will be able to manage with awareness the relationship between feasibility and expressive needs, together with that between quality/cost/limitations of materials and the original project.
Portfolio

Alessandra Duò
Fake Nature
Enrica Monister
Ice Dress
Diana Jurca
Black & White Dress
Veronica Pietta
Tracce di memoria
Francesca Piacentini
Decostruttivismo
Collection
Ambra Mangiaghi
Omaggio a Capucci


Abito realizzato in corceggi e rafia.
Robert Tognoli
Fluid Shoes
Leucos Dress
Erika Bonetti
Anatomia dell’Anima Collection
Sheila Condello
DNA Tracce di Memoria
Sofia Montini
Paper Dress
Fashion Design

Head of department: Silvia Casagrande

Professors: Federico Badinelli, Santina Bianchini, Silvia Casagrande, Marcello Gobbi,
Giuliano Guatta, Alberto Mattia Martini, Gherardo Mazzocchi, Camilla Rossi,
Cristina Simoncelli, Johanna Wahl

Booklet Credits: Graphic Design: Luca Zini  Editing: Camilla Rossi

Photo Credits: Rossella Brunazzi, Manuel Colombo, Gianmarco Drama Serena, Giorgio Ferri,
Ambra Rossetti, Simone Rutigliano, Federica Spada, Andrea Tran
FOR REGISTRATION, PLEASE CONTACT OUR OFFICE IN HO CHI MINH CITY, VIETNAM

LABA Libera Accademia di Belle Arti
Via Don G. Vender, 66
Brescia 25127, Italy
info@laba.edu
+39.030.380894 int.1
www.laba.edu

HBU Hong Bang International University
ADS Vietnam Design Institute
143 Ly Chinh Thang Street, District 3, HCMC
08 3848 2180 | 0917 547 776
ads@adsvietnam.edu.vn
www.hbu.edu.vn | www.adsvietnam.edu.vn
Graphic Design & Multimedia
From paper to bits
department of

Graphic Design & Multimedia

From paper to bits.
Index

7 Graphic Design & Multimedia
8 Courses
11 Students work
department of

Graphic Design & Multimedia

De-materialization process that new technologies have made possible leads course cultural processes and shows its evolution and innovation. Lack of physicality doesn’t deny contents, that need to be competently acquired and conveyed. The course program includes the acquisition of practical skills and the implementation of integrated communication projects: complex publishing projects, photo shoots, illustrations, websites, video projects, animations, communication techniques for Web 2.0, marketing planning, e-commerce, social networks, development of multimedia applications for tablets and smartphones. The course is based on the synergy between visual culture, strategic marketing and integrated communication, creativity, technology and knowledge of their respective markets as in contemporary artistic experiences.
<table>
<thead>
<tr>
<th>Course</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Computer Graphic</td>
<td>3.5</td>
<td>3.5</td>
<td>3.5</td>
</tr>
<tr>
<td>Art Direction</td>
<td></td>
<td></td>
<td>3.5</td>
</tr>
<tr>
<td>Illustration</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Lettering</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Photography</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital modelling techniques</td>
<td>2.5</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Web Design</td>
<td></td>
<td>3.5</td>
<td>3.5</td>
</tr>
<tr>
<td>Digital Video</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Direction, audiovisual language and techniques</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Sound Design</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>History of Modern Art</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>History of Contemporary Art</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>History and theory of new media: Graphic Design</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>History and theory of new media: Web</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Marketing e Management</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Professionalism design</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>English language</td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>
First Level Diploma
(Bachelor EQF Level 6)

Course objectives

The course aims to develop professional profiles in the field of graphic design and multimedia such as: Director, Project Director, Art Director, Graphic Designer and Animator.
LABA
LIBERA ACCADEMIA DI BELLE ARTI
Students Work
Corporate Identity
MAVS
archeological museum of Sabbia Valley

"Being able
to pleasantly
live the past
is like living two times"

M.V. Marziale

Corporate Identity

Integrated institutional communication system:
corporate identity, website, mobile app.
institutional videos, sound design logo
Sistema Brescia EXPO

Corporate Identity

Sistema Brescia x Expo 2015 aims to design and implement initiatives of promotion and enhancement of the economic, social and cultural system of the province of Brescia in order to determine ways of participation and visibility within the Universal Expo 2015 (May-October 2015).
Gasoline

Corporate Identity
Editorial projects
Dobbiamo capire anche cosa ci attira di quel mondo che desideriamo.

Fatto e presente sono mezzi, solo l'avvenire è il nostro fine. Così non viviamo, ma speriamo di vivere, e preparandoci ad essere felini è inevitabile che non lo stiamo mai.
Photography
Illustration e Digital modeling
Web design & apps
SAPER VIVERE CON PIACERE IL PASSATO È VIVERE DUE VOLTE.
Ogni device avrà la propria icona personalizzata. Per rendere possibile l'ampio sviluppo dell'app è stata creata un'interfaccia che si adatta facilmente ad ogni tipo di device Android e Windows phone 7.
Stand design
Graphic Design and Multimedia department

Head of department: Diego Ruggeri


Booklet Credits: Design and editing: Prof. Luca Zini, Prof. Diego Ruggeri
Works photography: Federica Galli, Alessandra Vecchi
FOR REGISTRATION, PLEASE CONTACT OUR OFFICE
IN HO CHI MINH CITY, VIETNAM

LABA Libera Accademia di Belle Arti
Via Don G. Vender, 66
Brescia 25127, Italy
info@laba.edu
+39.030.380894 int.1
www.laba.edu

HBU Hong Bang International University
ADS Vietnam Design Institute
143 Ly Chinh Thang Street
District 3, Ho Chi Minh City, Vietnam
08 3848 2180 | 0917 547 776
ads@adsvietnam.edu.vn
www.hbu.edu.vn | www.adsvietnam.edu.vn
Industrial Design

Ideas for a positive future
Industrial Design

Ideas for a positive future
Index

7 Intro
8 First level courses
9 Educational objectives
10 Projects
The course will prepare the student to work in a creative team in design companies and as Art Director in important businesses in the area.

Il corso intende preparare lo studente al lavoro di squadra all’interno di team creativi aziendali di design così come a svolgere la funzione di Art Director grazie ad una serie di stage da svolgere presso importanti aziende del territorio.
## Industrial Design department

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st year</td>
</tr>
<tr>
<td>Design</td>
<td>10</td>
</tr>
<tr>
<td>Interior Design - interior architecture</td>
<td>6</td>
</tr>
<tr>
<td>Technology of materials</td>
<td>6</td>
</tr>
<tr>
<td>History of modern art</td>
<td>4</td>
</tr>
<tr>
<td>History of design</td>
<td>4</td>
</tr>
<tr>
<td>Drawing for design</td>
<td>6</td>
</tr>
<tr>
<td>Drawing, CAD introduction</td>
<td>6</td>
</tr>
<tr>
<td>Modeling</td>
<td>4</td>
</tr>
<tr>
<td>Basic computer science</td>
<td>6</td>
</tr>
<tr>
<td>Industrial design - Product design</td>
<td>10</td>
</tr>
<tr>
<td>Cad 3D</td>
<td>6</td>
</tr>
<tr>
<td>Computer Graphic</td>
<td>6</td>
</tr>
<tr>
<td>Ecodesign</td>
<td>6</td>
</tr>
<tr>
<td>Analysis of communicative processes</td>
<td>6</td>
</tr>
<tr>
<td>Color design, introduction</td>
<td>6</td>
</tr>
<tr>
<td>Digital photography</td>
<td>4</td>
</tr>
<tr>
<td>English - mandatory exam in three-year program</td>
<td>4</td>
</tr>
<tr>
<td>Final Thesis</td>
<td>12</td>
</tr>
</tbody>
</table>
The school of Design foresees an education and training suitable for the development of a professional figure who knows how to work in a methodologically correct and aware way as a designer or as a consultant in companies dealing with consumables. In addition, it foresees a more open-minded education, aimed towards formulation and development of new lines and types of products strongly centered around innovation.
Department projects
Research Design

In the previous page: Self cash register

Project by Ambra Pisati, Maria Laura Sala
Prof. Marco Valente

Objective: develop innovative products for a time to market (3 to 5 years), through a process of functional and ergonomic tests (evaluated on 1:1 scale), accompanied by a feasibility study.

To the right: Roma City Car / CRFiat

Project by Enrico Novaglio, Luca Cancelli
Prof. Mauro Martinuz

ROMA City Car, developed from a brief offered by Centro Ricerche Fiat to Industrial Design Department of LABA, is a project full of interesting contents. Conceived for 4 people and characterized by agile transport and easy cargo, Roma is a Tall – City Car. De facto, a “typological hybrid” born by the cross between different volumes: the one of a small City Car and the one of a Suv/Cross Country.

Industrial Design

Stepladder for urban garden

Project by Jacopo Mauro, Paolo Gasparini
Prof. Emma Chiari
Eco Design

Os Kitchen

Thesis by Jacopo Mauro, Paolo Gasparini

Prof. Pietro Giorgio Zendrini
From the concept to a Product Design

Icaro chais longue

Project by Andrea Gallina
Prof. Mauro Martinuz
Research Design

Pop upp Smart Cooking
Project by Alice Pasinetti
Prof. Mauro Martinuz

Greenbot robot
Project by Fabio Zappellini, Manuel Rachtian, Stefano Bresciani
Prof. Mauro Martinuz, Marco Ribola
HumanWAG toys
design in collaboration with Opto 3

To the right innovative toys shapes, a reinterpretation of 3D scannings

Small kitchen appliances
Above project by Stafano Bresciani
Prof. Mauro Martinuz, Marco Ribola

Design research for Bialetti company

Vo-Go handbike
Project by Francesca Furian
Prof. Marco Ribola
Industrial Design

Multicenter 3 spindle

Project by Alessandro Mascoli, Andrea Prina, Flavio Salvi
Prof. Mauro Martinuz, Marco Ribola

Give body to a new workcenter in order to transmit the innovative technological setting hidden inside; supply to difficulties of previous setting to facilitate accessibility to parts during maintenance phases. Those were Porta Solutions requests to Design Department LABA.
Exo backpack

Project by Andrea Bertulli Tosi, Gennaro Varriale
Prof. Marco Ribola
Design for all

Bench System / Zinco global

Design in collaboration with Zinco service
Prof. Mauro Martinuz, Marco Ribola

The collaboration with zinc service, a company that provides technical services for the hot dip galvanizing industry, was created as a project for the construction of a bench outdoor, made of galvanized steel and designed according to the criteria of design for all.
Blog  http://www.research-theories.eu/labadesign
Community of professors and graduates

Research & Theories / LABA

Community of professors and graduates / LABA Academy / Research and Projects developed at Design Master Degree

---

**Scenarios of contemporary decor**
16 April 2015
Theories
Alberto Goglio

**O2Gen: project for a dystopian setting, design warns**
18 April 2015
Industrial & Research
Alessandro Percallo, Mauro Martinu

**Stones and Words**
3 April 2015
Theories
Pietro Giorgio Zendini

**Multicenter 3 spindle**
16 April 2015
Industrial & Research
Alessandro Mascal, Andrea Prina, Flavio Salvi, Marco Ribola, Mauro Martinu
Industrial Design department

Head of department: Mauro Martinuz, Marco Ribola

Professors:
Piero Almeoni, Enrico Bassi, Santina Bianchini, Daniele Bresciani, Emma Chiari, Massimo Devicenti, Corrado Galli, Andrea Gallina, Andrea Gianfreda, Alfonso Giannone, Gianluca Giordano, Giorgio Goffi, Gianpietro Guiotto, Alberto Mattia Martini, Alessandro Mascoli, Sergio Meschi, Antonio Marco Migliari, Sergio Mori, Marco Pardo, Ambra Pisati, Andrea Prina, Camilla Rossi, Sergio Sala, Olga Salvoni, Andrea Stefani, Marco Valente, Fabio Zappellini, Pietro Giorgio Zandrini

Booklet Credits: Mauro Martinuz, Marco Ribola

Graphic Design: Prof. Luca Zini

Editing: Prof. Alessandro Mascoli
Industrial and technological partners

Porta Solutions
CRFiat
Luxottica
BFT_Somfty
Ivar group
Zinco Global
Napkin
Foliopanel
Bialetti
Cortepack
Riva 1920

Opto 3
Opentechnologies
Partec
Ikotec
FOR REGISTRATION, PLEASE CONTACT OUR OFFICE IN HO CHI MINH CITY, VIETNAM

LABA Libera Accademia di Belle Arti
Via Don G. Vender, 66
Brescia 25127, Italy
info@laba.edu
+39.030.380894 int.1
www.laba.edu

HBU Hong Bang International University
ADS Vietnam Design Institute
143 Ly Chinh Thang Street, District 3, HCMC
08 3848 2180 | 0917 547 776
ads@adsvietnam.edu.vn
www.hbu.edu.vn | www.adsvietnam.edu.vn
department of

Interior Design
Decoration Design

Art and Architecture interactions
Index

7 Intro
8 First level courses
9 Educational objectives
10 Projects
The curriculum aims to train designers in the field of Interior Design and Decoration. Compared to a traditional learning process, the curriculum pays particular attention to the relationship between Art and Architecture in definition and characterization of the projected space.
### Interior Design Decoration Design department

<table>
<thead>
<tr>
<th>Course</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior design</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Decoration design</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Basic computer science</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drawing for design</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Drawing for decoration</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>History of art</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>History of architecture</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Painting techniques</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rendering</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Urban design</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Furniture design</td>
<td>6</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Cultural anthropology</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pattern design</td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Theory and practice of perspective drawing</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>History of applied arts</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>English - mandatory exam in three-year program</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Final Thesis</td>
<td></td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>
At the end of the three years course, the student will have acquired the knowledge, critical awareness and skills to handle the interior design as part of the living space, work and entertainment, of the temporary space and stand exhibition. He will also have experienced design and creative processes related to artistic intervention in the interior and in the urban space.

L’obiettivo del corso è sviluppare una dimensione professionale autonoma e ricca di competenze trasversali rispetto alle discipline di riferimento. Al termine del triennio, lo studente avrà acquisito le conoscenze, la consapevolezza critica e le competenze per gestire la progettazione d’interni nell’ambito dello spazio abitativo, del lavoro e dell'intrattenimento, dello spazio temporaneo e dell’allestimento museale e di stand fieristici. Avrà inoltre sperimentato percorsi progettuali e creativi legati all’intervento artistico negli interni e nello spazio urbano.
Department projects
**Architecture & Urban**

In the previous page

Project Frida Kahlo, San Giorgio Mantova

Project by Decoration department
Prof. Vincenzo Denti

To the left Temporary design lab
Workshop taken by Paolo Mestriner

To the right INTERFACE, designing the edge
Project by Loredana Bertelli, Elisa Pulcioni
Prof. Alberto Goglio

**Under Art, nature, identity**

Project by Elisa Pulcioni
Prof. Ugo Spiazzi, Maura Bianchi
Decoration Design
Decoration project for Ivar company

Project by Andrea Gallina, Annalisa Tosi, Francesco Maestri, Greta Iorianni, Stefano Cinieri, Valentina Mazzotti, Valentina Palatini
Prof. Alberto Goglio
The purpose of the project, developed during Progettazione del colore dei materiali e delle finiture course at LABA taken by Prof. Olga Salvoni, has been to analyze the chromatic and material context of Civic Museum of Natural Sciences of Brescia, in order to valorize its structure through the study and application of color schemes.
Furniture Design
Bed for Riva 1920 company
Project by Luca Cancelli
Prof. Emma Chiari

Avo, Le feu domestiquè -Kitchen design
Project by Luca Cancelli, Enrico Novaglio, Marco Slvestri
Prof. Pietro Giorgio Zendrini
3D cad for interior
Various ambient renderings
Project by Alice Alghisi, Stefano Cinieri
Prof. Andrea Busi
Interior Design
Decoration Design department

Head of department: Alberto Goglio


Booklet Credits: Graphic Design: Prof. Luca Zini  Editing: Prof. Alessandro Mascoli
FOR REGISTRATION, PLEASE CONTACT OUR OFFICE IN HO CHI MINH CITY, VIETNAM

LABA Libera Accademia di Belle Arti
Via Don G. Vender, 66
Brescia 25127, Italy
info@laba.edu
+39.030.380894 int.1
www.laba.edu

HBU Hong Bang International University
ADS Vietnam Design Institute
143 Ly Chinh Thang St, District 3, HCMC
08 3848 2180 | 0917 547 776
ads@adsvietnam.edu.vn
www.hbu.edu.vn | www.adsvietnam.edu.vn