

## deep design summer school

At SPD an intense workshop programme with Ross Lovegrove, Fernando and Humberto Campana, Matali Crasset, Martí Guixé. In Milan from June 27th to July 24th.



### DeepDesign Summer School programme

Ross Lovegrove  
27th June – 3rd July 2008  
*Superliquid* in collaboration with Serralunga

Fernando e Humberto Campana  
4th July – 10th July 2008  
*Reprocessing* in collaboration with 3M

Matali Crasset  
11th July – 17th July 2008  
*PinkTek* in collaboration with Microsoft

Martí Guixé  
18th luglio – 24 luglio 2008  
*Prosthesis* in collaboration with Alessi

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Go deeper into contemporary design. This summer, from **June 27th** to **July 24th** the Deep Design **Summer School** promoted by **Scuola Politecnica di Design SPD** in Milan offers four workshops with the leading names in the international scenario: **Ross Lovegrove, Fernando and Humberto Campana, Matali Crasset, Martí Guixé.**

The Summer School is coordinated by Cristina Morozzi; the workshops are held in collaboration with partners companies – **3M, Alessi, Microsoft** and **Serralunga** – that will share with the participants their visions and challenges for the future.

Each workshop offers a one-week studio-based experience from Friday to Thursday. The language of the course is English. Participants will work full time using the school facilities and will be housed in a University residence next to the school (single room/half board accommodation). The programme tackles groundbreaking themes in contemporary society that designers will interpret according to their own methodology and personality.

**Ross Lovegrove's** work embraces technology to generate new forms which are capable in their complexity of simulating nature. The workshop entitled *Supernatural* is oriented around these two opposites: the artificial and the natural world. Starting from technology the participants will develop products, systems or installations with a peculiar organic quality such as living creatures.

The **Campana brothers** have always been investigating alternative materials, production leftovers or even garbage. Their innovative usage can provide a whole universe of second-generation objects with aesthetical dignity. During their workshop, *Reprocessing*, participants will transfer the most common consumer goods out of their original context and function. Thanks to the handcrafted work the participants will create objects that unveil the beauty and luxury of their components.

With *PinkTek* **Matali Crasset** will explore the theme of the accessible technology that accompanies and simplifies life. This is an optimistic and positive vision of technology: smart communication devices thought out for women or in general for the feminine and pragmatic side of each and everyone. After high tech comes low tech: practical and intuitive interfaces that supports us in sharing more pleasant and human relationships.

**Martí Guixé** will face the issue of nomadic lifestyles we all are experiencing in our daily routine so that it becomes necessary to bring along a basic sustenance kit upon our body. These accessories materialise into a new type of prosthesis that amplifies our sensitivity and possibilities. During the workshop *Prosthesis*, participants will envision new body extensions a new aesthetics of the body that suits the new roles better.

The workshops are open to students in design, architecture and communication, professionals or tutors who wish to experience this intensive educational pathway. A limited number of entries is available for each course. SPD suggests to send your cv and a digital portfolio to: [summerschool@scuoladesign.com](mailto:summerschool@scuoladesign.com) SPD Academic Office is available for information. To learn more: [www.scuoladesign.com](http://www.scuoladesign.com)

### Information

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