HAVING REGARD TO Politecnico di Milano’s Articles of Association;  
HAVING REGARD TO Ministerial Decree 3.11.1999, no. 509;  
HAVING REGARD TO Ministerial Decree 22.10.2004, no. 270;  
HAVING REGARD TO the University's Educational Rules - Regulations;  
HAVING REGARD TO the Regulation for 1st and 2nd level Specialising Masters, Post Graduate Courses and Continuing Education of Politecnico di Milano issued with Rector's Decree no. 0227162 of 04.10.2022;  
HAVING ACQUIRED the favourable opinion of the Academic Senate during the meeting on 20.11.2023, on the establishment and activation of proposals for Specialising Masters, including the first level Specialising Master in “FURNITURE DESIGN LEARNING FROM THE ITALIAN EXPERIENCE”.

DECREES

that the first level Specialising Master in “FURNITURE DESIGN LEARNING FROM THE ITALIAN EXPERIENCE” is established and activated for the years 2024/2025.

ART. 1

Master's features

The first level Specialising Master in “FURNITURE DESIGN LEARNING FROM THE ITALIAN EXPERIENCE” has been set up and activated at the Design Department.

The Master is provided by POLI.design s.c.r.l. The reference school is the School of Design.

The Specialising Master's Director is Professor Alessandro Deserti. The Vice Director is Francesco Zurlo. The Scientific Committee of the Specialising Master’s programme is composed by Professors from Politecnico di Milano: Alessandro Deserti, Francesco Zurlo, Francesco Scullica, James Postell and Valeria Maria Iannili; by Elisa Astori from Elisa Astori; by John William Bennet from John William Bennet; by professor Anna Consolati and Marilena Tarantino from POLI.design.

ART. 2

Educational objective and employment opportunities

The aim of the Master Course is to provide designers with specialized skills in the field of furniture design, teaching them to respond to the changes and transformations occurring in the industry's production systems and markets by using the most advanced relationship models of integrating the product development processes with market dynamics and technological advancements. The program furthermore seeks to complete the training of professionals in industry working in R&D, marketing and brand management departments and provide them with the ability to understand and manage design as a lever of competitive advantage. The course is primarily intended for those already with work experience in the furniture industry and in related fields seeking to: complete their training, expand their knowledge base and understand the dynamics of an advanced relationship model between design, culture and productive systems.

The master seeks to train international designers for companies and design studios working in the international market, in Italy and abroad. The program trains students for the following roles in the Furniture Industry: - R&D Managers; - Designers or Leaders of Product Development Teams; - Product Engineers or technical experts in the design of furnishing elements; - Product Portfolio Managers; - Design Managers or Art/Design Directors; - Communication and Brand Managers.
The Programme will be delivered in English.

ART. 3
Teaching content and organisation

The Specialising Master’s will start in **June 2024** and will end in **August 2025**.

The program is delivered through company visits, lectures, testimonials, case studies and project work according to the following teaching modules: 1. Design and Manufacturing Processes The main production models, technology and their relationship with design skills are introduced, providing students with a wide panorama of the diverse product typologies and technological matrixes of the furniture industry. 2. Product Design The module focuses on the many phases of the design process, from need and opportunity exploration to conceptual solution definition and from product development to engineering. The objective of the course is to provide students with vertical and transversal abilities through the development of projects that start with a brief provided directly by companies supporting the educational program of the Master. 3. Design, Brand Direction and Communication. The module introduces design direction and management principles by linking brand positioning and identity with supply management and brand expression (brand positioning and architecture, product portfolio strategies, brand presence at point of sales, etc.). The course aims also to introduce strategies and tools for managing media and digital distribution channels. 4. Retail, Service and Exhibition Design The module introduces issues in retail (channel typologies, presence formats, etc.), point of sale organization (layout, etc.), user experience (service and experience design) and integration between the tangible and digital dimension. The course also introduces the principles of display and product styling, as well as exhibition design. 5. Internship 350 hours of professionalizing projects or 350 hours of curriculum internships at companies and professional studios, with the aim of experimenting and expanding the skills acquired during the Master in the world of work.

The master’s is a **60 ECTS** programme and teaching will be organised as follows:

<table>
<thead>
<tr>
<th>Didactic activity</th>
<th>Course</th>
<th>Area</th>
<th>SSD</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio Empowerment</td>
<td>Empowerment</td>
<td>M-PSI/01</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Pitch and Presentation Design</td>
<td>Empowerment</td>
<td>ICAR/13</td>
<td>2</td>
<td></td>
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<tr>
<td>Empowerment</td>
<td></td>
<td>M-PSI/01</td>
<td>2</td>
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<tr>
<td>3D Modeling and Rendering</td>
<td></td>
<td>ICAR/17</td>
<td>2</td>
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<td></td>
<td></td>
<td>ICAR/13</td>
<td>2</td>
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<tr>
<td>3D Modeling and Rendering</td>
<td></td>
<td>ICAR/17</td>
<td>2</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>ICAR/13</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Free Hand Sketching</td>
<td>Italian Furniture Design and Manufacturing</td>
<td>ICAR/18</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Introduction to Italian Design, Technologies and Materials</td>
<td></td>
<td>ING-IND/16</td>
<td>1.5</td>
<td></td>
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<tr>
<td>Principles of Statics</td>
<td></td>
<td>ICAR/13</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Italian Furniture Design and Manufacturing</td>
<td></td>
<td>ICAR/13</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Ideation and Concept Design</td>
<td></td>
<td>ICAR/17</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Sketch Modeling</td>
<td>Product Design and Engineering</td>
<td>ICAR/13</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>New Product Development</td>
<td></td>
<td>ICAR/17</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Product Engineering</td>
<td></td>
<td>ICAR/13</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Design for Sustenability and Design for Circular Economy</td>
<td></td>
<td>ING-IND/16</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Design for Manufacturing</td>
<td></td>
<td>ICAR/13</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Shapes, Surfaces and Colours</td>
<td></td>
<td>ICAR/13</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### MANDATORY Courses
<table>
<thead>
<tr>
<th>Design and Brand Direction</th>
<th>Design Strategies</th>
<th>ICAR/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Media and E-Commerce</td>
<td>Communication, Retail, Service and Exhibition Design</td>
<td>ICAR/13</td>
</tr>
<tr>
<td>Retail, Service and Exhibition Design</td>
<td>ICAR/13</td>
<td></td>
</tr>
<tr>
<td>Internship or Professionalizing Project or Activity Akin to Internship</td>
<td>ICAR/13</td>
<td></td>
</tr>
</tbody>
</table>

**ART. 4
Admission requirements**

Applicants must hold a Bachelor or a Master of Science Degree in Architecture, Industrial Design, Engineering, Economics or Scientific Disciplines (Chemistry, Informatics, Physics). For applicants holding foreign degrees, the equivalent qualifications of the respective university systems will be considered valid.

Applications will be evaluated according to the chronological order of submission. The maximum number of admitted students is 30. The selection process is carried out by the Scientific Committee.

**ART. 5
Formal requirements**

The **admission application** must be submitted to the managing authority starting from the day after the date of this Decree and by **April, 5th 2024**.

The admission application must state the following “I authorise this University, under EU Regulation no. 2016/679 on data protection, to process personal data only for purposes related to the Master’s admission, enrolment and management, and agree to the disclosure of my personal information to third parties, particularly:

- public and private entities possibly interested in recruitment;
- to academic programme backers; Politecnico Treasurer for services related to tuition fees;
- to Managing Authorities managing loans, housing, flexible employment contracts, cultural, recreational and/or sport activities.
- I authorise the use of the data for statistical purposes in respect of the procedures and authorisations required by the cited regulation.

The extended information on data processing and data subject rights is available on the website [www.polimi.it/privacy](http://www.polimi.it/privacy).

The admission documentation is available by clicking on ISCRIVITI at the following link [https://www.polidesign.net/it/formazione/product-design/master--furniture-design/](https://www.polidesign.net/it/formazione/product-design/master--furniture-design/).

The documents required for **admission** and **enrolment**, listed below, must be sent to:

**POLI.design s.c.r.l**
Via Don Giovanni Verità, 25
20158 MILANO (MI)
Phone: +39 02.2399.5911
email: selezioni@polidesign.net

* Italian/foreign citizens who graduated in Italy

- copy of the identity document
- copy of the Diploma Supplement or copy of the degree diploma or self-certification through the appropriate form provided by the Master’s Managing Authority.
* Italian/EU citizens with qualification obtained abroad

- copy of the identity document
- **copy of the academic qualification** in original language and its translation into Italian/English/French or Spanish
- copy of transcripts with the list of exams in the original language and their translation into Italian/English/French or Spanish or Diploma Supplement in English language (**when enrolling, the students have to submit:**
  - the Declaration of Value issued by the relevant area’s Italian Representative abroad or
  - the Diploma Supplement with digital signature or electronic time stamp or, in case of absence of digital signature/electronic time stamp, the Diploma supplement with apostille or
  - a certificate issued by the Enic/Naric Centres or
  - a certificate issued by the World Education Services – WES).

Under Art. 75 of Italian Presidential Decree 445/2000, if the Administration, after carrying out suitable checks, finds that the content of the declarations made by the applicant is untrue, the declarant forfeits any benefits obtained through the untrue declaration.

* Non-EU citizens who graduated abroad

Non-EU foreign citizens must submit the following documents to the Managing Authority:

- **copy of the degree** in the original language and its translation into Italian/English/French or Spanish;
- **copy of the transcripts** with the list of exams in the original language and their translation into Italian/English/French or Spanish (**when enrolling, the students have to submit:**
  - the Declaration of Value issued by the relevant area’s Italian Representative abroad or
  - the Diploma Supplement with digital signature or electronic time stamp or, in case of absence of digital signature/electronic time stamp, the Diploma supplement with apostille or
  - a certificate issued by the Enic/Naric Centres or
  - a certificate issued by the World Education Services – WES).
- copy of a **valid passport**)

at least 30 days before the closing date of the registration period as indicated in this article.

The Managing Authority shall send the documentation listed above to Politecnico di Milano Masters and Continuous Educations unit, for the evaluation of qualifications, **by the closing date of this call for applications**, in accordance with the MIUR/MAE’s note “Procedures for entry, residency and enrolment of international students and the respective recognition of qualifications, for higher education courses in Italy for the academic year 2023/2024”

**After the acceptance from the University, and only after confirming to the Managing Authority their participation to the programme in accordance with its procedures, students will have to register on the Ministerial portal [https://www.universitaly.it](https://www.universitaly.it) . Once the registration has been completed, the student will have to inform the the Managing Authority, so that the application can be sent to the authorities responsible for issuing the entry visa.**

**ENROLMENT PROCESS:**

Students admitted to the Master’s Programme must create access credentials to Politecnico di Milano’s online services on the website [www.polimi.it](http://www.polimi.it). They also must enter their details, attach a valid identity document (passport for non-EU citizens) in order to create a **person code**, and send it to the Master’s Managing Authority. Students already registered have to update their personal details, if they are obsolete.

**Portal access credentials must be safely kept since they will be required for the access to all Politecnico di Milano’s services.** Lost credentials can be autonomously restored or obtained through an OTRS ticket.
Politecnico creates a temporary student identification number to allow the student to pay the enrolment fee via online services.

In addition to the above documentation, non-EU citizens must upload a copy of a valid entrance document as well as the residence permit, on their online services personal data record.

In order to be enrolled at Politecnico di Milano, regardless of the Master’s delivery mode (in person, online/distance learning), non-EU citizens must upload a copy of a valid passport on their online services personal data record.

ART. 6
Degree and award recognitions

ISSUED CERTIFICATION
In order to be able to take the final exam, students admitted to the Master’s final examination have to pay the due fee through the online services of Politecnico di Milano.

At the end of the Programme, upon completion of the course and after passing the final test, the student will be awarded the first level specializing Master in “Furniture design learning from the Italian experience”, in English language.

STUDENT OBLIGATIONS
Attendance is compulsory for at least 75 per cent of the programme activities.
Withdrawal from the Programme must be communicated in written form. The training period cannot be suspended for any reasons.

TESTING METHODS
The final exam consists in the development and presentation of an elaborate in which the candidate will take care of bringing out the experience gained during the curricular internship and all the master activities and developed projects.

ART. 7
Tuition fees and contributions

The cost of this Specialising Master programme is € 15,500.00 divided as follows:
- Politecnico di Milano enrolment fee is € 500.00 per student.
- Participation fee is € 15,000.00 per student

Politecnico di Milano enrolment fee will not be refunded under any circumstances.

Enrolment and participation fees can be paid to the bank account IBAN number: IT28M030690960610000176368 – Account no. 100000176368 – ABI 03069 – CAB 09606 – CIN EUR 28 – CIN IT M – account holder POLI.design s.c.r.l - BANCA INTESA SAN PAOLO, Piazza Paolo Ferrari, 10 - 20121 Milano (MI)

Specifying as the reason for the payment: ID 2742 MU1 FURNITURE DESIGN.

ART. 8
Personal data processing

Under EU Regulation no. 2016/679 on data protection, the University processes personal data only for purposes related to the master’s admission, enrolment and management, and you agree to the disclosure of your personal information to third parties, particularly:
- public and private entities possibly interested in recruitment;
- to academic programme backers; Politecnico Treasurer for services related to tuition fees;
- to Managing Authorities managing loans, housing, flexible employment contracts, cultural, recreational and/or sport activities.
- I authorise the use of the data for statistical purposes in respect of the procedures and authorisations required by the cited regulation.

The extended information on data processing and data subject rights is available on the website www.polimi.it/privacy

ART. 9
Publication

This Decree is made public on Politecnico di Milano’s website at https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/

FOR CLARIFICATIONS AND FURTHER INFORMATION, PLEASE CONTACT:

ELISA PICCINI  
POLI.design s.c.r.l  
Via Don Giovanni Verità, 25  
20158 Milano (MI)  
Phone: +39 0223997225  
email: selezioni@polidesign.net  
website: http://www.polidesign.net

Digitally signed document, under legislation.