

31/08 - 06/09 2015

Rotellando design summer school

APPLY NOW!

Empathic design, design for all, exhibition and interaction.

Join an international and multidisciplinary group to generate creative and innovative concepts for an interactive exhibition about **traveling with (dis)ability**.

100% immersion in the astonishing countryside of Piemonte. Visits to Turin, Milan and EXPO 2015.

Interdisciplinary faculty and special guests.

Calling design, architecture and art students as well as young professionals.

Early bird registration by 10/06/2015.



www.designtractor.com



[designtractor](https://www.facebook.com/designtractor)



hello@designtractor.com



**Design thinking outside the classroom,
on the field, to create meaningful solutions.**





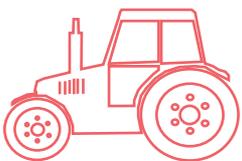
31/08 - 06/09 2015
Rotellando
summer school

Experience

Empathy

Design for all

Interactive exhibition design



**DESIGN
TRACTOR**

**Design thinking
outside the classroom,
on the field, to create
meaningful solutions.**

The Challenge

Empathic design, design for all, exhibition and interaction, all meet together in an exciting and involving one week summer school in Piemonte, Italy. During an intensive workshop the students will be guided to **generate creative and innovative concepts for an interactive exhibition about “traveling with (dis)ability”**. The summer school is for design, architecture and arts students as well as young professionals who would like to challenge their skills and tackle wicked problems and complex contexts. Participants will be given the opportunity to work on a real project and gain professional experience.

Inspiration

The non profit organization “Rotellando” is our main partner. It aims at promoting and encouraging independent travel experiences for people with disabilities. Fabrizio Marta (aka @rotex), president of this organization, is personally involved in a continuous story-telling about his travels around the world. They are documented with digital media and short text in a worldwide famous blog hosted by Vanity Fair. Rotellando is now in the process of creating an interactive exhibition about this engaging experience aiming at creating awareness and generating positive conversation.

Main
partner

www.rotellando.it



Addressing

We are collecting applications from undergraduate, postgraduate and professional from the following disciplines:

product design
exhibition design
interior design
interaction design
media and communication
service design
interior architecture
scenography
applied arts
(students from other disciplines will be considered by their motivation letter)

Creation

The students will be first taken through a process of empathic design, traveling themselves in a wheelchair, throughout selected locations in Turin and Piemonte. They will personally meet Fabrizio Marta and learn about his personal experience. Then they will attend classes in a family owned farmhouse: professors of exhibition, interaction and service design will guide the students towards the creation of a sensorial experience making everyone feel what to travel differently means. Concepts for the exhibition will be presented at the end of the workshop with visuals and prototypes.

Outcomes

Reaching a multi-sensorial understanding, through an empathic process of travelling on a wheel chair.

Learning more about tourism for all.

Gaining knowledge and practice about the potential of interactive exhibition design to enhance sensibility and involve visitors.

Designing meaningful experiences

Managing a multidisciplinary and international working atmosphere.

Faculty

Design Tractor is an independent group of designers – teachers, collaborating with various local organizations in order to generate significant creative solutions to real problems.

This workshop will be guided by:

Davide Fassi – community centered design, Interior design

Liat Rogel – service design, empathic design

Emanuele Lomello – interaction design and media

Special guest:
Fabrizio Marta

Location

Piemonte is one of Italy's most active Regions on "tourism for all". It has been involved in generating and implementing projects such as Turismabile, making of Piemonte a best practice for accessible Tourism.

The farmhouse (www.camariuccia.it), hosting the workshop was renovated and is operated with high social and sustainable values. It promotes ecological farming, collaborative work and openness to social initiatives. The farm is located on the hills near to Albugnano (AT), allowing the students to enjoy a beautiful panoramic view as well as excellent local food. The farm is only 35 km from Turin and 140 km from Milan, where at that time the EXPO 2015 will take place. Students will be offered the possibility to visit both Milan, Turin and the EXPO 2015.



Key Dates

**Workshop will take place
from 31/08/2015 to
7/09/2015**

**Deadline for registration:
10/07/2015**

**Early bird registration until
10/06/2015**

Tuition fee

Early bird registration – **1 100 Euro** (VAT excluded)

Full cost – **1 400 Euro** (VAT excluded)

Tuition fee includes:

- 7 full days workshop tutored by experts and special guests
- Accommodation and meals (breakfast, lunch, dinner, beverage included) for 6 nights and 6 days
- A visit to Turin and the country side of Piemonte
- Workshop material
- Travel costs from Turin to the farmhouse and back
- Insurance

Tuition fee does not include:

- Travel by mini van to Milan and entrance to Expo2015 – 125 euro
- Anything not specified in “Tuition fee includes”

Apply now!

Application by email should include:

- Motivation letter
- Short CV (max 3 pages) including a portrait picture
- Portfolio (PDF max 5Mb or websites)

Contacts



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