

# Masters Workshop: Design History, Theory and Practice in Venice and Rome

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**May 30 – June 12 (IPG-5212-A)**

3 graduate studio credits

Spend two weeks studying visual communication—especially typography—in Venice and Rome, the birthplace of Western typographic tradition. Study with the best typographers in Italy. Visit the Trajan Column, the Pantheon and the Arch of Titus. Examine inscriptions on Roman buildings and monuments that have long been a typographic ideal. Our workshop in design history, theory and practice is an intensive period of study that enables students to research and analyze the roots of typography, draw type and letters from the classic models while practicing contemporary design with Italian and American designers and design historians.

The Masters Workshop fosters multidisciplinary design—through immersion—in architecture, art, literature, and even cuisine. Collaborations with Italian design organizations and businesses will result in unique projects and products. Classes are held Monday through Saturday and include time for critiques and personal exploration, as well as field trips to some of the best sites in Italy.

**Prerequisite:** Students must be at least seniors in a design or art college, or design professionals. Participants must supply their own Macintosh laptop with Adobe InDesign and Photoshop installed and a digital camera, as well as equipment to download images from the camera to laptop. *Note: A portfolio and an interview (in-person or via telephone) are required for acceptance to this program.*

Tuition includes accommodations, daily Continental breakfast, transportation for class field trips, guided tours of architectural and archaeological site visits, train from Venice to Rome and all program receptions.

For more information:

**[http://design.sva.edu/masters\\_workshop\\_italy](http://design.sva.edu/masters_workshop_italy)**

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## FACULTY:

### Lita Talarico

Co-chair, MFA Design Department, School of Visual Arts. Formerly, Founding managing editor, *American Illustration & Photography*; reporter at large, *Italian Design Graphis*.

**Education:** BA, Empire State College; MFA, School of Visual Arts. **Books Authored or Co-authored:** Co-author, *Design Entrepreneur*, *Design School Confidential*, *Design Career: A Practical Guide for Beginning Illustrators and Graphic Designers*; co-editor, *Graphis Publication Design*; associate editor, *Art Against War*, *New York Observed*.

### Steven Heller

Co-chair, MFA Design Department, School of Visual Arts; editor, *Voice: AIGA Online Journal of Graphic Design*; contributing editor, *Print, Eye, I.D., Baseline*; writer, *Print* blog, “The Daily Heller;” contributing writer, *Design Observer*. Formerly, art director, *The New York Times Book Review*. **Books Authored and Co-Authored:** More than 120 books on graphic design and popular culture, including: *Design Literacy*, *Paul Rand*, *Anatomy of Design*, *Graphic Style*, *Stylepedia*, *The Design Entrepreneur*, *Iron Fists: Branding the 20<sup>th</sup>-Century Totalitarian State*. **Awards Include:** The 1999 AIGA Medal for Lifetime Achievement.

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## FACULTY (continued)

### Louise Fili

President, Louise Fili Ltd. **Education:** BS, Skidmore College. **Collections Include:** Musée des Art Decoratifs; Bibliothèque Nationale de France; Library of Congress; Cooper-Hewitt, National Design Museum. **Books Co-authored Include:** *Euro Deco: Graphic Design between the Wars*; *Typology: Type Design from the Victorian Era to the Digital Age*; *Streamline: American Art Deco Graphic Design*; *Design Connoisseur: An Eclectic Collection of Imagery and Type*; *Stylepedia: A Guide to Graphic Design Mannerisms, Quirks, and Conceits*.

### Cristina Chiappini

Graphic and new media designer, vice president, Association of Italian Graphic Design (AIAP); faculty member, University of Rome, University of Venice. **Clients Include:** RAI International, Marithe+Francois Girbaud, Pianca Design Living. **Exhibitions Include:** La Triennale di Milano, New Italian Design 2007 and Fair of the PMI, Canton, China.

### Giorgio Camuffo

Co-founder, Studio Camuffo; Faculty: University Iuav of Venice. **Clients Include:** Pitti Immagine, Benetton, Alessi, Vespa, Palazzo Grassi, Musei Civici Veneziana, Giorgio Armani, Fox International. **Publications Include:** *Red, Wine and Green, Venice Is Not Sinking*.

### James Clough

For more than thirty years he has lived and worked in Milan as typographer, designer and calligrapher. Since 1990, he has been a professor at the Milan Polytechnic University and the ISIA of Urbino.

### Carlo Branzaglia

Faculty, coordinator of design, Academy of Fine Arts, Bologna; editor in chief, *Art Lab, Design Quarterly*; national director of EIDD Design, All Europe Board. **Publications Include:** *Comunicare Con Le Immagini, Discodesign in Italia, Immaginari Del Consumo Giovanile, Video Logo, Video Sign*.

### Dr. Darius Arya

Darius Arya is a Roman archaeologist (Ph.D., UT Austin) who lives and resides in Rome, Italy. He is the co-founder and executive director of the American Institute for Roman Culture ([www.romanculture.org](http://www.romanculture.org)), a nonprofit organization which promotes and defends Rome's heritage through projects and unique teaching experiences for university-level students. He leads the archaeological projects, currently including the Villa delle Vignacce dig, and directs the program in archaeology and Roman civilization.

### Mauro Zennaro

Mauro Zenaro is a graduate in architecture. He studied palaeography with Armando Petrucci and calligraphy with Jean Larcher, Thomas Ingmire, Donald Jackson and others. He has done projects for Italian public institutions, including Biblioteca Nazionale Centrale di Roma (National Central Library of Rome): visual identity; Biblioteca Angelica: visual identity and Angelica typeface; city of Fara in Sabina: Farfa typeface; city of Rome: Equa typeface for the Città dell'altra economia (Town of Alternative Economy). He teaches graphic design at the Università per Stranieri (University for Foreigners) of Perugia and at the Carlo Urbany Professional High School in Rome. Mauro is a prolific author of articles and books and a fellow of AIAP—Associazione italiana progettazione per la comunicazione visiva (Italian Visual Design Association).

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For further information on the Masters Workshop in Design, contact Esther Ro-Schofield, Program Director MFA Design, via e-mail: [eroschofield@sva.edu](mailto:eroschofield@sva.edu) or phone: 212.592.2600.

[http://design.sva.edu/masters\\_workshop\\_italy](http://design.sva.edu/masters_workshop_italy)

# Schedule



## Venice

### Fondazione Claudio Buziol, Grand Canal

All participants are required to be in Venice on Sunday, May 30th for orientation and welcome reception scheduled for 4:30 pm at the Fondazione Claudio Buziol.

#### SUNDAY, MAY 30

4:30 pm

**Orientation and Welcome Reception: Lita Talarico and Steven Heller**  
Fondazione Claudio Buziol, Grand Canal

#### MONDAY, MAY 31

9:00 am

**Introduction: Carlo Branzaglia**  
Author; Editor-in-Chief, Artlab; Director of Design,  
Academy of Fine Arts Bologna

10:00 am – 1:00 pm

**Workshop 1: Louise Fili**  
Founder of Louise Fili Ltd.

Afternoon:

**Design Lab at the Fondazione**

#### TUESDAY, JUNE 1

9:00 am – 1:00 pm

**Workshop 2: Louise Fili**

7:30 pm

**Lecture: Steven Heller and Lita Talarico**  
*(Open to the Public)*

#### WEDNESDAY, JUNE 2

9:00 am - 12:00 pm

**Workshop 3: Louise Fili**

Afternoon

**Design Lab at the Fondazione**

#### THURSDAY, JUNE 3

9:00 am – 1:00 pm

**Workshop 4: Louise Fili**

4:00 pm

**Lecture: Giorgio Camuffo**  
Founder Studio Camuffo; faculty University IUAV, Venice

#### FRIDAY, JUNE 4

9:00 am – 5:30 pm

**Site Visit: Tipoteca Type and Printing Museum, Corunda**  
*Tour/Lunch/Workshop*

#### SATURDAY, JUNE 5

9:00 pm

**Design Lab at the Fondazione**

5:00 pm

**Final Project: Venice Guidebook**  
*Critique with Special Guests*

8:00 pm

**Cocktail Reception**

#### SUNDAY, JUNE 6

10:00 am

**Venice Hotel Check Out**

11:00 am

**Train to Rome**

4:00 pm

**Rome Hotel Check In**

**Free Evening**

# Schedule (continued)



## Rome

Sapienza University of Rome, Piazza Fontanella Borghese

### MONDAY, JUNE 7

9:00 am

**Welcome: Carlo Martino**

Director, Design Department, Sapienza University of Rome

10:00 am – 1:00 pm

**Workshop 1: Mauro Zennaro**

Designer and typographer; faculty at the University for Foreigners of Perugia and the Carlo Urbani Professional High School in Rome

### TUESDAY, JUNE 8

9:00 am – 1:00 pm

**Workshop 2 Mauro Zennaro**

Walking Tour of Roman Inscriptions

### WEDNESDAY, JUNE 9

9:00 am – 4:30 pm

**Workshop 3: James Clough**

Typographer, designer and calligrapher; faculty at Milan Polytechnic University and ISIA of Urbino

Afternoon

**Site visit: Museo delle Terme, Epigraphy Collection**

### THURSDAY, JUNE 10

9:00 am – 1:00 pm

**Workshop 4: Cristina Chiappini**

Graphic and new media designer; Vice President, Italian Association of Graphic Design; Faculty at U of Rome, IUAV in Venice and U of Republic of San Marino

Afternoon

**Design Lab at Sapienza U of Rome**

### FRIDAY, JUNE 11

9:00 am – 1:00 pm

**Workshop 5: Dr. Darius Arya**

Roman archeologist; co-founder and executive director of the American Institute for Roman Culture

**Archeology Site Visit: Trajan Column, Imperial Forum**

### SATURDAY, JUNE 12

5:00 pm

**Final Project: Rome Guidebook**

*Critique with special guests – Palazzo delle Esposizioni*

8:00 pm

**Cocktail Reception**

### SUNDAY, JUNE 13

10:00 am

**Hotel Check Out and Departure**



## Check Program To Which You Are Applying

### Painting in Barcelona

<input type="radio"/> IPD 3302-A	2 studio credits	June 25 – July 10	two weeks	\$3,800
<input type="radio"/> IPD 3303-A	3 studio credits	June 25 – July 16	three weeks	\$4,500

### Studio Art Therapy in Florence

<input type="radio"/> IPD 3502-A	2 graduate credits	May 29 – June 12	two weeks	\$3,100
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### Digital Photography in Florence

<input type="radio"/> IPD 3202-A	2 studio credits	June 11 – 26	two weeks	\$3,800
<input type="radio"/> IPD 3203-A	3 studio credits	June 11 – July 2	three weeks	\$4,500

### Art History in Southern France

<input type="radio"/> IPD 3703-A	3 art history credits	June 5 – 18	two weeks	\$3,800
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### Art Therapy in Provence: Innovative Techniques for the Professional

<input type="radio"/> IPC 4606-A	20 CECs	June 19 – 26	one week	\$2,200
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### Masters Workshop: Design History, Theory & Practices in Venice & Rome

<input type="radio"/> IPG 5212-A	3 graduate studio credits	May 30 – June 12	two weeks	\$6,700
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### Masters Workshop Photographic Practices in Provence

<input type="radio"/> IPG 5242-A	3 graduate studio credits	July 4 – July 16	two weeks	\$6,700
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### Digital Photography Residency in Shanghai

<input type="radio"/> IPD 3233-A	3 studio credits	June 26 – July 17	three weeks	\$4,300
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### Action Surf Photography in Rincon

<input type="radio"/> IPD 3292-A	2 studio credits	March 6 – 14	one week	\$2,500
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### Cinema in Italy

<input type="radio"/> IPD-3602-A	1 art history/ 1 film studio credit	June 20 - July 3	two weeks	\$3,800
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## Colleges and Other Institutions of Higher Education You Have Attended

Institution \_\_\_\_\_ City \_\_\_\_\_ Dates Attended \_\_\_\_\_

Institution \_\_\_\_\_ City \_\_\_\_\_ Dates Attended \_\_\_\_\_

## Travel Experience

Where \_\_\_\_\_ How Long \_\_\_\_\_ When \_\_\_\_\_

Where \_\_\_\_\_ How Long \_\_\_\_\_ When \_\_\_\_\_

### Mark All That Apply

Smoker  Nonsmoker  Vegetarian  Kosher

### Gender

Male  Female

Optional question: Do you have a medical condition you want us to be aware of?

If yes, please describe the condition and any medication you are taking.

\_\_\_\_\_

## In Case of Emergency Notify

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Relationship \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone with Area Code \_\_\_\_\_ Evening Phone with Area Code \_\_\_\_\_

Cell Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Statement Of Intent:** *Please describe briefly your goal in attending this summer program.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How did you hear about our Arts Abroad programs?**

\_\_\_\_\_

I hereby certify that the information above is complete and accurate. I also agree by signing this document that photographs or video clips taken during these programs of me or my work can be used for promotional purposes by the School of Visual Arts.

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**