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The international capital of fashion and design

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Milan is the city of architects, designers, fashion stylists, entrepreneurs, graphic designers, creative minds and publishers. Students will find themselves in a thriving metropolis with an international dimension. Milan is unanimously recognized as the world capital of design and creativity. Every year it hosts the Milan Design Week (International Furniture Fair), that – besides being the most important event in this sector at an international level, is also the occasion for a unique global business, communication and image exchange.

Milan is the worldwide capital for fashion hosting the internationally renowned Fashion Weeks during which, Milan becomes a big showroom where exhibitions, performances, parties and conferences involving lots of international guests take place. Additionally, Milan puts you in the center of cultural and artistic events, a thriving contemporary art scene, world-class fashion studios, architecture firms, communication and media production companies. Design, Fashion and Arts are integral part of Milan.

WHY NABA?

TO STUDY IN MILAN, THE WORLD CAPITAL OF FASHION AND DESIGN

TO BE PART OF AN INTERNATIONAL NETWORK OF UNIVERSITIES

TO GET INTERNATIONALLY RECOGNIZED DEGREES

TO GIVE YOUR CAREER A BOOST

TO DEVELOP REAL PROJECTS WORKING WITH COMPANIES

TO LEARN FROM A PRESTIGIOUS FACULTY AND INTERNATIONALLY RENOWNED PROFESSIONALS

MILAN
THE INTERNATIONAL CAPITAL OF FASHION AND DESIGN
**APPROACH**

**LEARNING BY DOING**

The Academy was founded in Milan in 1980 upon the private initiative of Ausonio Zappa, Guido Ballo and Gianni Colombo; its objective always was to challenge the rigid academic tradition and introduce visions and languages that are closer to contemporary artistic practices and to the system of arts and creative professions.

Over the past 30 years, NABA has refined a proven instructional method that thoroughly integrates classroom study with experiential workshop practice. Our multidisciplinary approach combines traditional visual disciplines with new digital technologies and synthesizes individual study with group project work.

We establish numerous collaborations and projects with Italian and international companies and institutions to give students hands-on workplace opportunities to develop their critical thinking, conceptual problem-solving, and practical artistic and design skills.

**AWARDS AND RECOGNITIONS**

**ACCRREDITED BY THE ITALIAN MINISTRY OF EDUCATION, UNIVERSITY AND RESEARCH**

NABA is unique among all Italian art and design academies. It was the first and private academy accredited by the Italian Ministry of Education, University and Research (MIUR). First and second level academic degrees are legally recognized in Europe and the world over.

The NABA approach has received high accolades from third-party authorities. Magazines such as *frieze*, *Flash Art*, and *Kaleidoscope* have ranked NABA as a top design school. *Domus* magazine named it as one of Europe’s top schools of architecture and design. NABA was included in Frame Publishers’ 2012 Masterclass: Product Design: Guide to the World’s Leading Graduate Schools and its 2013 Masterclass: Fashion Design: Guide to the World’s Leading Graduate Schools.

NABA students have won awards in several international contests, including *Who’s on Next? Accessories 2012, Orange France vous confie les clés, Lipton Ice Tea Limited Edition 2012, and 55DSL’s FiftyFive Fights for the Future*. They have also taken part into design contests sponsored by the UNESCO Seoul Agenda, Premio Nazionale delle Arti, Fondazione Roberto Capucci, and the Milan Chamber of Commerce. NABA students were selected by the Art Directors Club Italiano for the Best of European Design and Advertising 2012 and by Vogue Talents 2012.

**FACULTY**

Our professors are key to the success of our approach. They are highly skilled educators who are also practicing art and design professionals. They come from leading design and architecture studios, fashion companies, advertising and marketing agencies, and arts and culture institutions. Some are renowned art curators, critics, published authors, or regular contributors to influential art and design magazines. All bring a current, real-world perspective to their lectures and group projects, through which they inspire students to learn, experiment, and grow.

**SCIENTIFIC DIRECTOR**

**ITALO ROTA**

Architect and designer, Italo Rota was born in 1953 in Milan, where he graduated from the Politecnico. After winning the competition for the interior spaces of the Musée d’Orsay, he moved to Paris, signing the renovation of the Museum of Modern Art at the Centre Pompidou (with Gae Aulenti). the French School rooms in Cour Carré at Louvres, the lighting of the Notre Dame cathedral and Seine promenade and the renovation of Nantes city centre. He founded Studio Italo Rota & Partners, which deals with international projects from product design to architecture, aiming at achieving the wealth of space and form. Among his projects, the renovation of the Museo del Novecento, at Palazzo dell’Arengario in Milan and luxury design hotels all over the world. The studio has received many awards, including the Golden Medal for Italian Architecture for public spaces, the Golden Medal for Italian Architecture for culture and the spare time, the Landmark Conservancy Prize (New York) and the Grand Prix de l’Urbanisme conferred in Paris. Besides his intense professional activity, Italo Rota has written articles for magazines and architecture books held conferences and lectures.
NABA’s campus hosts more than 2000 students from all over Italy and more than 64 foreign countries. Its 13 buildings are located downtown in the Navigli district - one of Milan’s most exciting and stimulating areas - in a newly renovated industrial complex with significant architectural value. NABA’s superb IT infrastructure, high-tech equipment, and fully equipped labs provide students with every resource for unlimited experimentation and self-expression. Numerous and spacious common areas help to build a strong feeling of community among students and faculty members by fostering invaluable interaction and collaboration.

The library contains books and other media relevant to NABA courses, all students theses from 1980 to the present, DVDs of Italian and foreign films, and magazines about specialized fields of design. Students can search for articles on EBSCO, the premiere online academic database. Lecture notes and supporting materials are available, as well as a complete record of design contests that students can participate in.

NABA’s Design Lab is a great resource for the production of models and projects. It is equipped with high-tech machines, tools, and a wide range of materials for the realization of ideas. Fashion students use NABA’s Fashion Lab to produce models and prototypes. Fully equipped with sewing machines, mannequins, and irons, as well as leathers and fabrics, the Fashion Lab is where students’ designs take shape.
NABA offers a wide range of programs to prepare students for international careers in art and design. Thanks to NABA recognition by the Italian Ministry of Education, Universities and Research (MIur), all NABA undergraduate and postgraduate degrees are internationally accepted.

Our diplomas are equivalent to first- and second-level university degrees and comply with the Bologna Agreement. Two departments (the Visual Arts Department and the Design and Applied Arts Department) include six main thematic areas: Communication and Graphic Design, Design, Fashion Design, Multimedia Arts, Theatre and Exhibit Design, Visual Arts.

### Undergraduate Programs

<table>
<thead>
<tr>
<th>Department</th>
<th>Program名称</th>
<th>Degree</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design and Art Direction*</td>
<td>Three-year Bachelor of Arts Degree (BA)</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td>Design*</td>
<td>Three-year Bachelor of Arts Degree (BA)</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td>Fashion Design*</td>
<td>Three-year Bachelor of Arts Degree (BA)</td>
<td>180</td>
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</tr>
</tbody>
</table>

### Postgraduate Programs

<table>
<thead>
<tr>
<th>Department</th>
<th>Program名称</th>
<th>Degree</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Design</td>
<td>Two-year Master of Arts Degree (MA)</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Design-Product Design**</td>
<td>Two-year Master of Arts Degree (MA)</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Fashion and Textile Design**</td>
<td>Two-year Master of Arts Degree (MA)</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Film and New Media</td>
<td>Two-year Master of Arts Degree (MA)</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Visual Arts and Curatorial Studies</td>
<td>Two-year Master of Arts Degree (MA)</td>
<td>120</td>
<td></td>
</tr>
</tbody>
</table>

### Special Programs

- **Diploma Programs**
- **Certificate Programs**
- **Preparatory Semester in Design**
- **Summer Courses**
- **Semester Abroad Programs**

* Programs delivered in Italian and English
** Programs delivered in English

All other programs without* are delivered in Italian.
Introduction
Three-year Bachelor of Arts in Graphic Design and Art Direction
Two-year Master of Arts in Communication Design
One-year Master Program in Creative Advertising
Case History

COMMUNICATION AND GRAPHIC DESIGN
COMMUNICATION AND GRAPHIC DESIGN

Students explore a wide range of graphic design tools, learning to employ classical methods of typography and calligraphy as well as the latest digital techniques, with a strong accent on motion design, advertising, communication, and interactive design.

Advisory Leader: Angelo Colella

KEY FACULTY & VISITING PROFESSORS

Franco Achilli, Rudy Bahuer, Pasquale Barbella, Carlo Beretta, Fabrizio Bemisconi, Fulvio Caldarelli, Vincenzo Celi, Roberto M. Clemente, Marco Cremona, Emanuel Estrada, Oded Ezer, Eleonora Fiorani, Michel Fuzellier, Eros Giogetti, Franco Gonella, Sebastian Kaupert, Giancarlo Majorino, Andrea Mineo, Drew Smith, Anna Maria Testa, Pasquale Volpe, Francesco Zanot.

Students learn to create communications that leverage the excellence of Italian graphic design and communications within an international environment. Students and alumni feel part of a large, ever-active community that supports intercultural exchange both on and off campus. The lecturers, most of whom are active professionals, are an important element of this community. Thanks to their expertise, teaching methods are constantly updated in line with the latest technologies and strategic trends. Their efforts have enabled NABA Communication and Graphic Design to reach its high educational standards.

Previous spread: BA in Graphic Design and Art Direction students, Illustration and Decoration, at LaVerdi Auditorium, Milan

This page: Laura Marin, BA in Graphic Design and Art Direction student, winning project “Lipton Ice Tea Limited Edition 2012”
Three-year Bachelor of Arts in
GRAPHIC DESIGN AND ART DIRECTION
★ 180 credits

THREE-YEAR BACHELOR OF ARTS

In the three-year BA in Graphic Design and Art Direction, students learn the professional competencies and the practical techniques required to launch a career in the field. By acquiring technical, strategic, and methodological expertise, they become professionals capable of anticipating the public’s new communication needs.

LEARNING OBJECTIVES

During the three-year BA in Graphic Design and Art Direction, students have the opportunity to:

› Learn by doing
› Become knowledgeable professionals who can educate others
› Research, strategize, and innovate
› Bridge the gap between cultures and technologies
› Explore multidisciplinary approaches to graphic design and communication

CAREER OPPORTUNITIES

Graduates of this program find employment as:

› Graphic designers
› Art directors and copywriters
› Corporate and brand designers
› Packaging designers
› Literature and editorial designers
› Digital editorial designers
› Advertising communicators
› Web and digital designers
› Special events, retail, and exhibit designers

SPECIALIZATIONS

› Brand Design
› Audiovisual Languages and Techniques
PROGRAM CURRICULUM / BA IN GRAPHIC DESIGN AND ART DIRECTION

YEAR 1
- COMPUTER GRAPHICS I
- HISTORY OF MODERN ART
- HISTORY OF GRAPHICS AND ADVERTISING
- ART DIRECTION I
- GRAPHIC DESIGN I
- LAYOUT AND VISUALIZATION TECHNIQUES
- SEMIOTICS

YEAR 2
- HISTORY OF CONTEMPORARY ART
- DIGITAL TECHNOLOGIES AND APPLICATIONS
- ART DIRECTION II
- GRAPHIC DESIGN II
- MARKETING
- THEORY AND METHODOLOGY OF MASS MEDIA
- COMMUNICATION METHODOLOGIES AND TECHNIQUES
  ONE OPTIONAL EXAM AMONG:
  - ILLUSTRATION
  - PHOTOGRAPHY
  - CREATIVE WRITING

YEAR 3
- COMPUTER GRAPHICS II
- PHENOMENOLOGY OF CONTEMPORARY ARTS
- PROJECT METHODOLOGY OF VISUAL COMMUNICATIONS
  ONE OPTIONAL EXAM AMONG:
  - AUDIOVISUAL LANGUAGES AND TECHNIQUES
  - BRAND DESIGN
  3 OPTIONAL EXAM AMONG:
  - HISTORY OF CINEMA AND VIDEO
  - DIGITAL ANIMATION TECHNIQUES
  - PHOTOGRAPHY II
  - AESTHETICS

Alessandro Crippa and Nivi Jasa, A in Graphic Design and Art Direction students, winning project of 55DSL competition Fiftyfive fights for the future.
Two-year Master of Arts in Communication Design

120 credits

The MA program synthesizes the typical economic dimensions of business with artistic-expressive dimensions as they apply to the context of use of new technologies. It’s a path designed to help students develop a solid background in the field of marketing and integrated communications, gaining a rich variety of expressive skills through the use of real design production tools.

Learning Objectives

The program provides students with the tools they need to consciously and independently undertake all phases of complex communication projects, while alerting them to the implications of their work.

Career Opportunities

Students can employ the theoretical and technical knowledge gained during the program in a wide variety of communication contexts, especially those characterized by complex design problems. Graduates of this program may find employment as:

- Communication designers
- Marketing professionals within studios, communication agencies, and multimedia production agencies
Program Curriculum / MA in Communication Design

**YEAR 1**
- Project Management I
- Computer Graphics
- Project Methodology
- Design Management
- Integrated Marketing Communication
- Graphic Design
- Ethics of Communication
- Photography
- Web Design

**YEAR 2**
- Project Management II
- Brand Design
- Art Direction
- Advertising
- Sociology of Communication
- Digital Video
- Integrated New Media
- Fundamentals of Journalism

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**One-year Master in Creative Advertising**

60 credits

Based in Milan, the Master in Creative Advertising is a joint initiative between NABA and Media Design School in Auckland, New Zealand. Students in this one-year master’s program will develop core skills in copywriting, storytelling, and art direction so they can create advertising campaigns across various types of media. In addition to a Master Diploma awarded by Media Design School, eligible graduates will receive an Academic Master Degree awarded by NABA and recognized by the Italian Ministry of Education, Universities and Research (MIUR).

**About Media Design School**

Media Design School is New Zealand’s most-awarded private higher education institute for the creative industries. The Auckland-based school offers specialist degrees in emerging creative industries, including bachelor’s degrees in the fields of 3D Animation, Media Design, Visual Effects, Game Art, and Game Programming. Media Design School alumni have gone on to work with companies such as DreamWorks, Pixar, BBDO, and Saatchi & Saatchi, as well as working on major productions such as The Hobbit and Avatar.

**Learning Objectives**

This master’s program kicks off with an introduction to the basics of creative advertising, from terminology to best practices. Students will be challenged by leading companies and experts with creative briefs designed to give them a working knowledge of advertising processes. In the last month of the course, students will work on a major final project that culminates in an open presentation delivered to all course faculty members, external examiners, and invited critics. During the program, students also have the chance to participate in an internship.

**Career Opportunities**

Graduates will have the skills to launch careers in art direction and copywriting in creative agencies worldwide as:
- Creative directors
- Brand consultants
- Media planners
- Copywriters
- Art directors

www.mediacdesignschool.it
NABA has been working with 55DSL, Diesel, Absolute Vodka, ADCI, Auditorium La Verdi Milano, Berlucchi, Comune di Milano, COOP, Cosmoprof, Ferrero, Fiera Milano International, Glion Institute of Higher Education, Gonstrand, Good 50x70 Association, Jacuzzi, L’oreal Paris, Leo Burnett, Libera (Associazione contro le Mafie), Lipton-PepsiCo, Martini, McCann-Erickson, PDA, Praga International Marathon, Procter & Gamble, RCS Gazetta dello Sport, Regione Lombardia, Roberta di Camerino, SCF, Smartbox, Start Milano, UISP (Unione Italiana Sport per Tutti), Università Statale di Milano.

**Case History**

**Cover of “The 100 Greatest Guitarists of All Time”**

NABA was selected by Rolling Stone magazine to design a cover dedicated to “the 100 greatest guitarists of all time.” Roberto Spagnolo, Giulia Macri, and Kevin Moraci won the competition with an image of a guitar pick with an alien face. Their cover celebrates Jimi Hendrix, who was fascinated with aliens; he liked to say that his music came from another planet and that his fans thought he wasn’t human. The image was the cover of the February 2013 issue of Rolling Stone magazine.

**PROGETTO ROLLING STONES**

*NABA Graphic Design 3° anno*

Maria Pia Bartoli Felter

Marta Carluccio

Michela Conti

Valentina Fiorendi; Margherita Venchierutti; Martina Trovato

NABA Graphic Design & Art Direction Serale

Anno 2012/2013

**NABA Communication and Graphic Design Has Been Working With**

55DSL - Diesel, Absolute Vodka, ADCI, Auditorium La Verdi Milano, Berlucchi, Comune di Milano, COOP, Cosmoprof, Ferrero, Fiera Milano International, Glion Institute of Higher Education, Gonstrand, Good 50x70 Association, Jacuzzi, L’oreal Paris, Leo Burnett, Libera (Associazione contro le Mafie), Lipton-PepsiCo, Martini, McCann-Erickson, PDA, Praga International Marathon, Procter & Gamble, RCS Gazetta dello Sport, Regione Lombardia, Roberta di Camerino, SCF, Smartbox, Start Milano, UISP (Unione Italiana Sport per Tutti), Università Statale di Milano.

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**Top:** Maria Pia Bartoli Felter, Marta Carluccio and Michela Conti, BA in Graphic Design and Art Direction students

**Bottom:** Valentina Fiorendi, Margherita Venchierutti, Martina Trovato, NABA BA in Graphic Design and Art Direction students

**Left Page:** Roberto Spagnolo, Giulia Macri and Kevin Moraci, BA in Graphic Design and Art Direction students. Winner project
Introduction
Three-year Bachelor of Arts in Design
Two-year Master of Arts in Design-Product Design
Two-year Master of Arts in Design-Interior Design
Case History
NABA design students develop different scales of design projects by cultivating a conscious relationship between the spatial dimension and the design of products, services, and interaction systems. In their third year, students can choose to specialize in Product Design or Interior Design. Upon completing the BA, they can opt to continue their studies in a two-year master’s program in Product Design or Interior Design. While the BA program focuses on experiences that develop the student’s capacity to manage the technical and decision-making aspects of design, the MA programs promote close cooperation with professionals in an assortment of workshops that expose students to ideas and strategies and enable them to develop their own design visions and identities. Key themes of the NABA Design educational philosophy include:

› The history of art, architecture, and product design
› Promoting an understanding of design cultures, human values, and aesthetics relevant to a “new industrialisation”
› Materials and technologies of artisanal and industrial productions
› Theories about surfaces, forms, lights, colours, and expressive codes as elements of interior designs and product designs rich with sense and meaning
› Manual and digital drawing and modelling representation systems
› Teaching and professional practice led by a faculty of excellent designers
› Close connections with companies fostered through guest lectures and workshops led by industry professionals

Advisory Leader: Dante Donegani
Inspired by a “learning by doing” philosophy, the three-year BA in Design alternates and integrates theoretical studies with experiential workshops. During the program, students are challenged by progressively more demanding tests and exercises as they hone their conceptual and technical skills. This accelerates their education and experience and exposes them to the many roles for designers today.

After exploring basic concepts and techniques, students learn to observe the multitude of contemporary forms of design and apply them in their work. The program aims to stimulate sensitivity and passion for the world of objects, understood as cultural artifacts that reflect and shape human life. It explores space as an environment, examining its interactions with objects and its function as a stage for individual and collective rituals.

During the three-year BA in Design, students will have the opportunity to:

- Gain the cultural and scientific competencies to define design problems and the technical competencies to solve them
- Develop the ability to anticipate contexts of use, translate these into typological and formal solutions, and determine aspects of marketing and distribution
- Learn how to use tools and techniques relating to interior and product design, from manual drawing to digital modelling
- Competencies regarding languages and artistic and visual cultures

The three-year BA in Design equips students with the necessary fundamentals to either continue their studies or enter the world of professional design. The program helps students gain the sensitivity required to handle the requirements of the contemporary design world and its demands regarding the design of objects, spaces, and services. Areas of competency include product design, interaction design, interior design, installation design and new technologies, service design, and social design.

Three-year Bachelor of Arts in Design

★ 180 credits

Anna Valvecchi, BA in Design student, Womby, final project.
**PROGRAM CURRICULUM / BA IN DESIGN**

**YEAR 1**
- Interior Design I
- History of Design I
- History of Modern Art
- Technology of Materials I
- Product Design I
- Digital Technologies and Applications
- Drawing for Design

**YEAR 2**
- Interior Design II
- History of Contemporary Art
- Technology of Materials II
- Product Design II
- Digital Modelling Techniques I
- Design System I
  **ONE OPTIONAL EXAM AMONG:**
  - Exhibit Design
  - Light Design
  - Accessory Design
  **ONE OPTIONAL EXAM BETWEEN:**
  - Cultural Anthropology
  - Marketing and Management

**YEAR 3**
- Design Culture
- Technology of Materials III
- Phenomenology of Contemporary Arts
- Interaction Design
  **ONE OPTIONAL BETWEEN:**
  - Product Design III
  - Design (Interior Design III)
  **ONE OPTIONAL BETWEEN:**
  - Design System II
  - Urban Design
  **ONE OPTIONAL EXAM AMONG:**
  - Digital Modelling Techniques II
  - History of Cinema and Video
  - Photography
  - Aesthetics
  - Design Management

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**TOPI: Alice Barki, MA in Design—Product Design student.**
**BOTTOM: Evgenia Khardikova, MA in Design—Product Design student, project for the competition Electrolux Design Lab 2012, Inspired Urban Living.**
The modern world’s transition from a “society of goods” to a “society of services” gives today’s designers the opportunity to more deeply explore the ethics of design. Post-industrial human beings are discovering the limits of progress and working to establish a sustainable relationship with nature and the environment. Clearly, many design projects today add a dimension of socially responsible production.

In the two-year MA in Design-Product Design, students prepare to become professionals by analyzing scenarios and designing or re-designing objects through developing an experiential and physical relationship with them. Thanks to their continuous interaction with lecturers and professionals, students become well-rounded designers, able to direct all stages of product development, including the initial idea, design strategy, materials research, and actual production.

**LEARNING OBJECTIVES**

During the two-year MA in Design-Product Design, students will have the opportunity to:

› Learn a contemporary approach to design founded on the Italian design culture
› Investigate and design new relationships between people, environment, and objects
› Decipher and analyze new reference scenarios
› Design through fostering an experiential and physical relationship with objects
› Develop projects on innovative topics
› Explore the various ideas and strategies of professional designers in order to develop a personal design identity

**CAREER OPPORTUNITIES**

MA in Design-Product Design graduates find employment in all areas of professional activities and businesses operating in the field of design in its broadest sense, from consumer goods to furniture, from service systems to interactive products. Professional studios and companies employ graduates as:

› Design managers
› Product design consultants
› Project coordinators
› Product development managers
Elvin Akkan, MA in Product Design student, Hide & Seek, for the project Cià ch’el Fèm, Works of Heart made by Hands, in collaboration with Bosch and Zanotta.
Two-year Master of Arts in Design

INTERIOR DESIGN

★ 120 credits

Throughout recent decades, interior spaces have played an increasingly important role in our individual and collective environments. The “interior” space is built substance, and entering into it does not mean entering an empty space but becoming part of a large structure. Interior design animates and enlivens the complex public buildings within our contemporary cities and gives meaning to public spaces, which represent the interior of the city itself.

The program is characterized by its Project Workshops, in which students face very challenging design tasks that are developed from an interdisciplinary perspective under the supervision of a small team of professors, each responsible for a distinct aspect of the project.

The program develops specific technical and methodological approaches to domestic spaces. Its theoretical courses explore the historical and contemporary landscape of Italian design, with an overview of the international scene of art, architecture, and design. Finally, the creative workshops, in which students engage in practical design projects, are led by outstanding personalities in the fields of interaction design, communication design, and exhibition design.

During the two-year MA in Design-Interior Design, students have the opportunity to:

› Explore the limits and constraints of the world of interior design, widening their knowledge, critical awareness, and creative thinking skills

› Develop highly experimental methods through an interdisciplinary design approach, while striving for theoretical and practical innovation

› Design how humans live, work, and communicate through interior spaces, over two years of intense interior space exploration, in the exceptionally stimulating and creative environment of the city of Milan in the lead-up to the World Expo 2015.

Nina Miklavcic, MA in Design-Interior Design student, concert hall with integrated spa centre, Research of spaces, 2013
CAREER OPPORTUNITIES

Design studios and companies employ MA in Design-Interior Design graduates to manage the design of spaces in home environments, commercial settings, manufacturing sites, and cultural venues, including museum, trade fair, and retail spaces. They may also design public spaces for important functions (such as offices, hospitals, schools, and universities), in addition to hotel spaces in an era of mass tourism.


PROGRAM CURRICULUM / MA IN DESIGN-INTERIOR DESIGN

YEAR 1
- HISTORY OF DESIGN
- PROJECT METHODOLOGY
- NEW MATERIALS TECHNOLOGY
- INTERIOR DESIGN I
- RENDERING 3D
- LIGHT DESIGN
- PROJECT CULTURE
- INTEGRATED NEW MEDIA

YEAR 2
- DESIGN MANAGEMENT
- INTERIOR DESIGN II
- BRAND DESIGN
- INTERACTION DESIGN
- DECORATION
- EXHIBITION DESIGN
- MULTIMEDIA DESIGN
CIÀ CH’EL FÈM
Works of Heart, made by Hands

During the Milan Design Week 2012, NABA collaborated with Zanotta and Bosch Elettroatensili Green on “Cià ch’el fèm, Works of Heart, Made by Hands”. This innovative and visionary project served as a tribute to the great tradition of Milan and Italian design, based on creativity as well as practicality, while referencing the international design community of the Milan Furniture Fair. Thanks to the synergy among NABA, Zanotta, and Bosch—three protagonists of excellence in training, design, and technology—a selection of students from the NABA Design MA program had the opportunity to take on a complete design experience. The first phase of project design was followed by creating prototypes of furnishing elements that were produced in NABA’s laboratories using Bosch power tools. The prototypes were exhibited at the Milan Zanotta Shop in Piazza del Tricolore.
FaSHion DESiGn

Introduction
Three-year Bachelor of Arts in Fashion Design
Two-year Master of Arts in Fashion and Textile Design
Case History
The roots of NABA Fashion Design are in its academic tradition; its anthropologic vision connected with visual art, media, and design; and its location in Milan, the heart of the fashion industry, with fashion shows, magazine publishers, and a culture of art and design.

From these solid roots a young and up-to-date program has sprung, one that is aware of the fashion industry’s need to respond in real time to market requests and that anticipates new possibilities for students’ professional futures.

NABA’s focus on the connection between fashion and art fosters professional excellence and more job possibilities. With a fundamental approach that is both creative and practical, NABA Fashion Design leads each student to find and develop his/her own talents, guided by accomplished faculty members through experiences of collaboration with companies that are connected to the cultural, social, and economic life of the city.

Professional knowledge and skills grow in an atmosphere of curiosity and motivation, looking at and working out things more than simply seeing and recording them. The educational pathway involves the transformation of students into professionals, through principles of clear and authentic personal growth:

› Living a creative profession
› Enhancing the motivation to hone skills
› Learning the tools and techniques that express design content
› Finding one’s own personal skills through teamwork
› Exploring new job possibilities
› “Fashion is a Language”: discovering new vocabularies through cross-cultural collaborations
› Developing designs that foster a healthy relationship between people and the environment
› Communicating one’s own identity through fashion design projects
Three-year Bachelor of Arts in Fashion Design

The goal of the BA in Fashion Design is to prepare students to find a job within the Italian and international fashion system. The program is structured to help the student achieve learning objectives in a coherent and progressive way. Each year, students can take a fun, experimental course focused on coaching and free creativity, from which they gain motivation and passion and discover their personal skills through teamwork. Along with the program, students participate in collaborative projects with companies that give them a realistic experience of professional life. This structure allows students to specialize within different areas of expertise, thus focusing the field of their future job.

Learning Objectives

During the three-year BA in Fashion Design, students have the opportunity to:

› Learn the tools and techniques of fashion design
› Discover and focus on a field of interest within the fashion system
› Develop the capacity to analyze and elaborate on concepts
› Participate actively in the profession
› Share work experiences within teams
› Explore new forms of entrepreneurship

Career Opportunities

BA in Fashion Design graduates find employment as:

› Fashion designers
› Accessories designers
› Pattern makers
› Illustrators
› Stylists for magazines and communication agencies
› Visual merchandisers
› Event organizers
› Costume designers and stylists for film and TV production

Specializations

› Fashion Design
› Fashion Styling and Communication
**Program Curriculum / BA in Fashion Design**

### Year 1
- History of Costume and Fashion I
- History of Modern Art
- Technology of Materials I
- Digital Technologies and Applications
- Textile Design I
- Fashion Design I
- Anthropology

### Year 2
- Pattern-Making I
- History of Contemporary Art
- Textile Design II
- Accessories Design
- Fashion Design II
- Semiotics
- Marketing and Management

*One optional exam among:
- Performative Techniques for Visual Arts
- Illustration
- Photography*

### Year 3
- Technology of Materials II
- Phenomenology of Contemporary Arts
- History of Costume and Fashion II

*One optional exam between:
- Fashion Design III
- Fashion Styling and Communication

*One optional exam between:
- History of Cinema and Video
- Aesthetics

*One optional exam among:
- Decoration
- Design
- Theatre Costume*
Two-year Master of Arts in

FASHION AND
TEXTILE DESIGN

★ 120 credits

The MA in Fashion and Textile Design offers students deep and wide educational experience that helps prepare them for the career of their choice. The program’s main courses, taught by leading fashion professionals, rely heavily on lab experience. While in most schools, industry professionals have the role of visiting professors, in this program they lead a full design mentorship experience, monitoring and guiding the development of each student’s individual skills.

Collaborative projects with companies are distributed along the two-year experience, with the participation of small, select groups of students for each project.

LEARNING OBJECTIVES

During the two-year MA in Fashion and Textile Design, students will have the opportunity to:

› Develop awareness of their own skills
› Hone the ability to analyze and critique at a high level
› Focus on their own style
› Learn innovative processes in the fashion system
› Explore the capacity to translate ideas into their own fashion language

CAREER OPPORTUNITIES

MA in Fashion and Textile Design graduates find employment as:

› Fashion designers
› Textile designers
› Journalists/fashion critics (for both on line and off line media)
› Art directors
› Creative consultants for companies
› Entrepreneurs with their own fashion company
Miao Rian, MA in Fashion and Textile Design student, hand made hat realized during the course of Hats Making of Federica Moneti, 2013.
naba Fashion design has been working
with

Case History

Campaign for Wool
The “Campaign for Wool” was Woolmark Company’s big event in Milan to promote Merino wool, sponsored by the Prince of Wales.

Woolmark entrusted NABA with the realization of a garment representing a particular feature of this wool to be displayed in a window of the upscale department store Rinascente Duomo for three days in September 2013.

Student Ali Karami, attending the second year of the MA in Fashion and Textile Design, was challenged to make a piece of cold-resistant clothing. Karami made a sculpture-dress, in collaboration with companies Lane Cardate and Ermenegildo Zegna, that has garnered high acclaim from companies and the audience.

NABA Fashion Design Has Been Working With

MULTIMEDIA ARTS

Introduction

Three-year Bachelor of Arts in Media Design and Multimedia Arts

Two-year Master of Arts in Film and New Media

Case History
Acknowledging the inevitability of media convergence and the ever-increasing prevalence of interactive digital technologies, NABA Multimedia Arts offers programs that expose students to a comprehensive array of electronic media production techniques and skills. Its innovative approach synthesizes theoretical inquiry, creative experimentation, and the refinement of technical facility—all in the service of a balance between practice and research.

NABA Multimedia Arts programs develop professionals who can direct and manage all phases of the production process for all forms of electronic media. Theoretical courses provide students with the interdisciplinary conceptual tools they need to understand the complexity of today’s media world; on the other hand, thanks to the relationship with relevant professionals in the field, students are able to create and manage projects in an increasingly dynamic audiovisual environment marked by the ongoing digital revolution.

Students will learn how to manage the complexity of the production process by gaining experience with scriptwriting, camerawork, editing, interactive practices, and experimental research.

PREVIOUS SPREAD: Dorotea Pace, BA in Media Design and Multimedia Arts student, Dreamer
RIGHT PAGE: Sirio Varelli, BA in Media Design and Multimedia Arts student, Blindview
Three-year Bachelor of Arts in

MEDIA DESIGN AND MULTIMEDIA ARTS

180 credits

The program provides the tools for students to interpret and participate in the complex reality of contemporary media. The nature of these media—linear as a film but also instant, accessible, and multimodal—provides more opportunities than ever for authors and artists to engage and interact with them to create fresh, original work.

The bachelor’s degree focuses on the content, history, and effects of various media, exploring topics such as mass media, literary and information theories, the anthropology of art, film history and theory, criticism, video shooting and editing, 2D and 3D design, directing photography and videography, compositing, sound design, and gaming.

LEARNING OBJECTIVES

The BA aims to provide students with competencies in the following fields:

- Media design
- Audiovisual direction of linear narratives
- Interactive media direction of non-linear narratives
- 3D character design and animation
- Authoring of interactive, intermedia, and multimedia works
CAREER OPPORTUNITIES

The three-year bachelor’s program prepares the new generation of professionals to work in the movie industry and show business: creators and authors of linear movies, audiovisual pieces, multimedia installations, animations, digital visual effects, and characters.

The course aims at training author-designers who are capable of also serving as artists, researchers, producers, and entrepreneurs - simply put, well-rounded professionals who can work as freelancers or take up various positions in the TV, audiovisual, animation, show business and new media sectors.

SPECIALIZATIONS

- Video and Film Making
- Animation and Game Design

Ludovica Mantovan, BA in Media Design and Multimedia Arts student, Ingranaggi Stampa

PROGRAM CURRICULUM / BA IN MEDIA DESIGN AND MULTIMEDIA ARTS

YEAR 1
- Digital Applications for Visual Arts I
- Audiovisual Story-Telling
- Multimedia Design for the Arts
- Multimedia Arts Theory
- History of New Media
- History of Cinema and Video
- New Integrated Media Technologies

YEAR 2
- Digital Applications for Visual Arts II
- Photography
- Interaction Design
- Audiovisual Languages and Techniques II
- Direction I
- New Media Aesthetics
- Multimedia Languages

YEAR 3
- History of Contemporary Art
- Theory and Methodology of Mass Media
- Direction II
- Sound Design
- Phenomenology of Contemporary Arts
- One Optional Exam Between:
  - Sculpture
  - Project Culture
  - Digital Modelling Techniques
  - Semiotics
Two-year Master of Arts in

FILM AND NEW MEDIA

★ 120 credits

The two-year MA in Film and New Media trains the millennial generation of authors and directors, as well as artists who wish to explore the possibilities of film and linear narratives, video games and non-linear narratives, 2D and 3D animation, and interactive media. The MA focuses on authorship that is a mix between literary narratology and interactive and “fluid” storytelling, viewed from a critical perspective on the relationships between techniques and the subject seen as author.

Learning Objectives

The BA aims to provide students with competencies in the following fields:

› Film and direction
› Gaming and interactive storytelling
› Character design and animation
› Interactive media artworks

Career Opportunities

In contemporary film markets, career emphasis has shifted from author/director-centered roles to the role of a critical thinker whose versatility is an asset in navigating the complexity of today’s media market. Techniques learned in this program apply within the entire culture and communications market, creating a huge, sophisticated field of possibilities.
PROGRAM CURRICULUM / MA IN FILM AND NEW MEDIA

YEAR 1

MULTIMEDIA STORY-TELLING
DIGITAL CULTURES
SOCIOLOGY OF NEW MEDIA
ANTHROPOLOGY OF COMPLEX SOCIETIES
DIRECTION I
VIDEO SHOOTING AND EDITING TECHNIQUES
THEORY AND METHODOLOGY OF MASS MEDIA
HISTORY OF CINEMA AND VIDEO
MEDIA ART PRODUCTION AND ORGANIZATION

YEAR 2

AESTHETICS OF NEW MEDIA
DIRECTION II
DIRECTION OF PHOTOGRAPHY
SOUND DESIGN
AUDIOVISUAL DOCUMENTATION TECHNIQUES
MULTIMEDIA DESIGN METHODOLOGY
NET ART
NABA collaborated with Rolling Stone Italy, the magazine devoted to music renowned all over the world, for the realization of the new production “School of Rec”, that involved students to produce several backstage clips on the music and artistic scenery. The several videos document, among the others, present: the work of the fashion editor of the magazine Simona Melegari revealing the behind the scenes of a fashion service; the “Vogueing”, an event of the NABA BA in Fashion Design that connected fashion and contemporary dance; and the video-interview to Guido Harari, musical photographer, realized during the presentation of his solo photographic exhibition.

Amin Ali, Serena Anzalone, Stefania Luise, Samuele Cigardi, Matteo Molfino, Matteo Bello, Matteo Maffini, Martine Del Aria, Jeddie Ortolo, Marzo Comello, Laura Palombi, Lorenzo Cattaneo, Alex Avella, Eduardo Catanias, BA in Media Design and Multimedia Arts students and Fabio Matta, MA in Film and New Media student, School of Rec project in collaboration with Rolling Stone Magazine.

NABA Multimedia Arts has been working with

Ardaco Film, Barilla, Bicycle Film Festival, Cicciotun, Gagarin Cinematografica, H3G, Indiana Production, Mediaset, MIR Cinematografica, Rai, Wired Italia.
THEATRE AND EXHIBIT DESIGN

Introduction

Three-year Bachelor of Arts in Theatre and Exhibit Design

Case History
The world of show business—theatre, live performances, musicals, dance, opera, television, cinema, and fashion shows—enjoys a continual evolution. New materials, new technologies, new rules, and new ways of putting on productions demand a lot from a theatre designer.

The role of the set designer and creator is that of an essential collaborator within a working group, who actively participates in space design, lighting and costume design, investigation of new materials, and organisational planning and budgeting.

Within this context, NABA Theatre and Exhibit Design offers a broad, interdisciplinary education in theatre design by providing students with critical, technical, and methodological tools.

The program prepares students through authoritative lectures, practice workshop exercises, and design experiences outside the university.
For more than two decades, NABA’s three-year BA in Theatre and Exhibit Design has integrated theoretical and critical studies with technical and practical work. From its launch, this program has been enriched through opportunities for students to gain significant in-the-field experience. The BA program teaches theoretical, technical, and practical aspects of subjects such as scenography, theatre design, theatre costuming, and lighting. More recently, new transversal courses in other disciplines, such as dramaturgy, narratology, and performing arts complete student training. These are arts with broad boundaries: everything required for a performance (theatre, film, television) or a spectacular event can be defined as “scenography.”

Students gain theoretical knowledge and techniques that enable them to organise their artistic production processes and learn to work in a team. They develop skills with 2D and 3D design programs and audiovisual media in addition to various painting and graphical representation techniques. Students learn to make artefacts such as scenery, props, and costumes. They acquire computer and organisational skills, both through practical application in the field during various training experiences and through drawing up budgets, periodic reviews, and specifications.

During the three-year BA in Theatre and Exhibit Design, students have the opportunity to:

- Design scenography for theatre, television, and cinema
- Create exhibition installations for art, design, fashion, and other events
- Design and create costumes for plays, opera, musicals, and other shows
- Design the lighting of outdoor or indoor spaces for productions
- Organize theatrical and other events
- Provide assistance to art curators

The program offers a broad spectrum of specializations relating to theatre and cinema, television, and the creation of artefacts, scenery, costumes, lighting design, and installations for every performance-related activity. Scenographers can assist theatre directors, act as set designers or interior decorators of television and cinema sets, and design and create installations for events, art exhibitions, and fashion shows.

Three-year Bachelor of Arts in
THEATRE AND
EXHIBIT DESIGN

180 credits

THREE-YEAR BACHELOR OF ARTS

LEARNING OBJECTIVES

CAREER OPPORTUNITIES

SPECIALIZATIONS
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<td>ANALYSIS AND DESIGN OF AUDIO SPACES</td>
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NABA Theatre and Exhibit Design has been working with:


### CASE HISTORY

#### DESIGN DANCE

NABA was selected by the Cosmit (Milan Furniture Fair organizer) as the only school involved in the realization of “Design Dance,” the leading and exclusive performance of the Milan Design Week 2012. Dance Design, a project by Michela Marelli and Francesca Molteni, celebrated the great human adventure through the unique experience of design, staging a spectacular narration that made the objects and works of the great protagonists of Italian design speak, act, and dance. BA in Theatre and Exhibit Design students, together with BA in Fashion Design students, worked for the realization of the scenes and costumes of this important performance.
INTRODUCTION

Three-year Bachelor of Arts in Painting and Visual Arts

Two-year Master of Arts in Visual Arts and Curatorial Studies

One-year Master Program in Photography and Visual Design

CASE HISTORY
VISUAL ARTS

Starting from the belief that a single discipline is not enough to fully grasp the complexities of the contemporary world, the department of Visual Arts situates itself as a new cross-disciplinary center that integrates the most diverse contemporary artistic practices.

Advisory Leader and Director of the Visual Arts Department: Marco Scotini

Putting art at the center of education as a language and method allows us to create fluid links between such multifaceted practices as visual arts, publishing, graphic design and editing, curatorial studies, critical studies, creative writing, public art, theatre, and performing arts. NABA’s Visual Arts department is a laboratory based in critical studies and production that puts experimental methodology into action.

Our students are able to enter the complex art system and job market almost immediately, as well-trained young professionals who are able to creatively work with space, signs, images, and language, in order to provide real solutions to concrete problems.

The department focuses on:

› Art education—a lens enabling students to view the past, present, and future of art
› Art as a method—allowing the invention of cross-disciplinary practices serving one’s specific artistic needs
› The academy as a site of production—learning through experience in the field
› Art as an agent of social transformation—providing real solutions for a real world
› Developing one-to-one relationships with talented international practicing professionals

KEY FACULTY & VISITING PROFESSORS

Gerry Badger, Erick Beltran, Vincenzo Castella, Luca Cerizza, Giovanni Chiaramonte, Denis Curti, Charles Esche, Peter Friedl, Walter Guadagnini, Hou Hanru, Jens Hoffmann, Francesco Jodice, Vasif Kortun, Franco La Cecilia, Marcello Maloberti, Christian Marazzi, Chus Martínez, Angela Meitopoulos, Linda Fregni Nagler, Adrian Paci, Grazia Quaroni, Tim Rollins, Andrea Sala, Nicola Setari, Eyal Sivan, Patrick Tutifulcoco, Nomeda and Gediminas Urbonas, Giorgio Verzotti, Luca Vitone.

PreVIOUS PAGE: MA in Visual Arts and Curatorial Studies students. We have a business proposal of…2012, at Rausci/Santamaria Gallery, Napoli

RIGHT TOP: Gianni Colombo, NABA founder

BOTTOM: Yooyin Kim, Gianmaria Lupco Cerutti and Marco Imperiale, BA in Painting and Visual Arts students, Dove c’è Barilla c’è, nature, in collaboration with Barilla
THREE YEAR BACHELOR OF ARTS

This three-year program acknowledges the contemporary transformations that are blurring the traditional borders between fine art disciplines in favor of a project-driven perspective that attempts to connect art to a broader social context.

The program reinterprets and expands a traditional academic approach to painting and visual arts. It includes instruction and experimentation with the full array of artistic techniques and media, encouraging students to conceive artistic works with the complete project in mind and with regard for the dynamics and values of contemporary art.

Students are guided through experimentation with a variety of environments, techniques, and methods, which support them in developing an individual way of expressing themselves and their personal artistic path.

The program was founded on the belief that the role of an artist is becoming more and more similar to that of a professional capable of playing various roles within contemporary aesthetic and social education, thereby carrying out functions that are connected with the worlds of production and communication. Besides creative skills, students are also encouraged to develop their skills with self-promotion and organization to gain easier access to the professional world.

LEARNING OBJECTIVES

During the three-year BA in Painting and Visual Arts, students have the opportunity to:

› Produce and display artistic works
› Use visual and aesthetic vocabularies to work with images
› Demonstrate communication and organizational skills relevant to the art and cultural field
› Learn basic skills in painting, drawing, graphic design, video, photography, sound design and other media
› Gain a basic knowledge of art history and the contemporary art system

CAREER OPPORTUNITIES

Graduates find employment as:

› Visual artists
› Illustrators
› Assistants curators
› Managers of cultural events
› Assistants film directors
› Filmmakers and videographers
› Cinematographers
› Sound designers
› Graphic designers
› Exhibition and set designers
› Video and audio editors
› Photography assistants

SPECIALIZATIONS

› Painting
› Visual Arts

Emre Baloglu, BA in Painting and Visual Arts student, Storia dell’analisi e economia.
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Two-year Master of Arts in
VISUAL ARTS AND CURATORIAL STUDIES
VISUAL ARTS AND PERFORMING STUDIES - PAINTING/VISUAL ARTS AND CURATORIAL STUDIES
★ 120 credits

TWO-YEAR MASTER OF ARTS

The two-year MA in Visual Arts and Curatorial Studies is the only program in Europe that unites a solid education in the field of visual arts production with a highly specialized curatorial program. Students explore visual culture, visual arts and performance, curatorial studies, exhibition design, contemporary art management, art criticism, writing, and communication.

They also participate in a wide range of laboratory projects that allow them to engage directly with artists and professionals of international standing. Additionally, a series of interdisciplinary activities are conducted through lectures, workshops, seminars, and exhibitions aimed at producing new operative and educational models in the field of contemporary art.

LEARNING OBJECTIVES

During the two-year MA in Visual Arts and Curatorial Studies, students have the opportunity to:

› Produce and display professional artistic works and curatorial projects
› Become professional operators within the Italian and international art system
› Learn to use a visual and aesthetic vocabulary to work with images
› Gain knowledge of the main research and theoretical methodologies of contemporary art
› Develop professional skills in communication and the organization of various cultural activities
› Develop advanced skills in painting, drawing, graphic design, video, photography, sound design, and other media
› Advance their knowledge of art history, the art economy, and the contemporary art system

CAREER OPPORTUNITIES

Graduates find employment as:

› Artists
› Curators
› Editors of specialized magazines and books
› Art critics and journalists
› Exhibition designers
› Gallery and museum directors
› Consultants at auction houses
› Art dealers
› Directors of public institutions

Mirko Smerdel, MA in Visual Arts and Curatorial Studies graduate, Nessun’isola è un’isola
program curriculum / ma in visual arts and curatorial studies

year 1

visual arts i
curatorial studies i
exhibition design i
publishing i
photography i
phenomenology of contemporary art
theory and methodology of mass media
history of exhibition

year 2

visual arts ii
curatorial studies ii
publishing ii
exhibition design ii
photography ii
semiotics of the body
visual anthropology
history of contemporary art
economy of art

Curating Degree Zero
Archive, display Gruppo A12
The one-year Master’s Program in Photography and Visual Design, developed in collaboration with Fondazione FORMA per la Fotografia, integrates theoretical study with laboratories and project workshops. Coursework is enriched by guided visits to research centers and performance spaces, audiovisual production facilities, publishing houses, theatres, artists’ studios, museums, and contemporary art galleries.

Workshops simulating real assignments in real technologically-equipped studios are conducted in collaboration with a network of partner companies and institutions and focus on various project areas from photography exhibitions to magazines, photo/video interactions, and corporate projects.

The second part of the program is dedicated to a period of internship at selected companies or institutions such as publishing companies, editorial offices, photo agencies, photo archives, museums, galleries, or photo studios that facilitate their entry into the job market.

The combination of all these different aspects and approaches represents the tools through which this program prepares groundbreaking professionals to enter the world of photography, arts, and national and international communication.

**LEARNING OBJECTIVES**

During the one-year Master’s Program in Photography and Visual Design, students have the opportunity to:

› Acquire a solid base of historical and cultural knowledge

› Develop the technical and practical skills necessary for success in national and international markets

› Learn a number of professional methods and presentation techniques that will be useful in the working environment

**CAREER OPPORTUNITIES**

This program is focused on training a wide variety of professionals who are involved in the production, management, and distribution of photographic images for both commercial objectives and artistic goals:

› Photographers in a variety of fields, including advertising, fashion, architecture, and the arts

› Curators and cultural operators, events managers for photographic exhibitions, festivals, fairs, and other cultural venues

› Photo editors and image consultants for companies and publishing houses

› Photo research specialists and archivists for image banks and stock photography agencies

› Managers for cultural industries who are involved in the production and management of photographic materials
PROGRAM CURRICULUM / MA IN PHOTOGRAPHY AND VISUAL DESIGN

PROJECT AND SET DESIGN (EXHIBITION)
PHOTOGRAPHY (MAGAZINE)
PHOTOEDITING (VIDEO-PHOTOGRAPHIC PROJECT, CORPORATE PROJECT)
HISTORY OF PHOTOGRAPHY
THEORY OF IMAGE
PHOTO DOCUMENTATION (PHOTOGRAPHY SYSTEM - AGENCIES, COLLECTING, MARKETS)
COMPUTER GRAPHICS
PHOTOGRAPHY TECHNIQUES
PORTFOLIO

Carolina Prieto, MA in Photography and Visual Design student, La vida que da el tiempo, 2013
LEFT PAGE: Simone Santilli, MA in Photography and Visual Design student, Negatives, 2011
CASE HISTORY

DISOBEDIENCE

MA in Visual Arts and Curatorial Studies students collaborated with Marco Scotini – curator, art critic and director of the NABA Visual Arts Department – to create “Disobedience Archive (The Republic),” an exhibition of images and videos about the past four decades of social disobedience in Italy: from the 1977 Italian revolution to the Arab dissent of today.

The Disobedience Archive was shown at the Museum of Contemporary Arts in Rivoli Castle, and it was also exhibited at Van Abbemuseum in Eindhoven, Nottingham Contemporary, Raven Row in London, the Massachusetts Institute of Technology in Cambridge, and Bildmuseet in Umeå. During the opening, the first of a series of panels organized by NABA took place, entitled “Disobedience Talk.”

THE VISUAL ARTS DEPARTMENT HAS BEEN WORKING WITH

SPECIAL PROGRAMS

Diploma Programs
Preparatory Semester in Design
Semester Abroad Programs
Summer Programs
Advanced Course in Contemporary Art Markets
Certificate Program in Sound Design
Corsi Liberi
DIPLOMA PROGRAMS

Students who lack the prerequisite requirements for admission to one of NABA’s three-year Bachelor of Arts programs (i.e., students who have completed only 11 years of education or do not submit the required Declaration of Value) may apply to NABA to enroll in one of our three-year Diploma Programs.

These programs offer the same curricula and require the same examinations as our Bachelor of Arts programs; however, students who complete the curriculum earn a NABA diploma instead of a full Bachelor of Arts degree.

To enroll in a NABA Diploma Program, students are required to submit a document verifying their previous studies. This document can be provided either in Italian or English and does not need to be legalized by the Italian Embassy or Consulate. It is not necessary to provide a Declaration of Value. For admissions procedures, refer to Admission for BA International Students later in this brochure. To be awarded the final diploma, students must pass all exams on their approved study plan as well as a final examination.

For further information, please contact int.info@naba.it.

Students from foreign institutions/colleges/universities can transfer to the second and third year of the Diploma Program.

PREPARATORY SEMESTER IN DESIGN

INTRODUCTION

The Preparatory Semester in Design is designed for high school graduates who need to improve their Italian language skills and intend to enroll in one of NABA’s three-year Bachelor of Arts (BA) degrees taught in Italian. The semester gives students a basic introduction to the curricula in Painting and Visual Arts, Graphic Design and Art Direction, Design, Fashion Design, Media Design and Multimedia Arts, Theatre and Exhibit Design.

For international students who wish to enter the Italian BA pathway, the program helps students develop proficiency in Italian so they can get the most out of studying at NABA and in Milan. Carefully designed modules facilitate a gradual acquisition of increasingly advanced language skills. The program includes a combination of intensive Italian language classes (300 lessons), courses on basic design disciplines, lectures on life in Milan, and field trips within the city.

Following this program, a 45-hour Summer Course allows students to focus on the design area of their choice as preparation for any one of NABA’s six BA degree programs. During the course of both programs, students create a portfolio that is presented as part of the admission testing process for the Bachelor of Arts program.

LEARNING OUTCOMES

› Intense academic and non-academic activities will enhance students’ independent critical-thinking skills and help them decide which academic path suits their abilities, aspirations, and potential.
› Students will achieve a good working knowledge of the Italian language. This is vital for them to take full advantage of studying in Milan and integrate fully in the Italian cultural environment.
› A final test will be administered for admission into the NABA Bachelor of Arts programs. Students who complete the Preparatory Semester acquire the skills to pass the entrance exam.

SCHEDULES, DEADLINES AND REQUIREMENTS

The Preparatory Semester runs from February through July.

Admission requirements:
› Completion of at least 12 years of education
› TOEFL score of 450 or higher or IELTS score of 4.5 or higher
› High school transcripts
› Valid passport and visa
› Health insurance
SEMESTER ABROAD PROGRAMS

NABA Semester Abroad programs are designed for international students who wish to complete a portion of their education by studying in Milan. By enrolling in NABA for a semester, these students have the opportunity to supplement their classroom sessions and studio workshops with several visits to Milanese design firms and studios as well as fashion showrooms and fashion fairs.

They will also enjoy numerous day trips to nearby cities and towns and a variety of cultural activities. Visiting students will enhance their independent critical thinking and, under the supervision of NABA faculty members, will be guided to meet their personal and professional goals and develop their creative identity.

NABA semester abroad programs are available to second- and third-year undergraduate students. Each course is in English and is composed of 45 contact hours.

Students must submit their Semester Abroad course syllabi to their home universities in advance for approval and confirmation.

For further information about our semester abroad programs, please visit www.naba.it.

FASHION STYLING & COMMUNICATION

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SUMMER PROGRAMS

NABA Summer Programs provide introductory, intermediate, and advanced courses in Design, Fashion, Graphic Design and Photography, Visual Arts, and Communication, supplemented with project work supervised by leading professionals.

Students are exposed to the thriving Italian creative community and cultural opportunities through visits to museums, companies, production facilities, and design studios. All summer courses are conducted in English, and some are held in collaboration with other renowned international institutions such as Central Saint Martins College of Arts and Design in London.

Introductory-level courses are intended for students without any academic background in a specific subject area and offer a unique opportunity to explore a new creative environment. Intermediate-level courses (project research) are particularly suitable for students with some background in that specific subject area who wish to build on that experience through hands-on training.

Intermediate and advanced level courses are intensive skill-enhancement programs designed for final-year students and recent graduates eager to explore new opportunities combining strategy and creativity.

Students learn from experienced and skilled professionals and are taught how to research and present a creative idea.

THE LONDON/MILAN DUAL-CITY SUMMER SESSION

Students study at both NABA in Milan and Central Saint Martins in London during this uniquely inspiring dual-city summer session dedicated to fashion and experimentation.

For further information on programs, application dates, and course tuition fees, please visit www.design-summer-courses.com
ADVANCED COURSE IN CONTEMPORARY ART MARKETS

The course offers useful tools for understanding the dynamics of contemporary art markets. Divided into five thematic areas it analyzes recent developments in the international market, deals with trade legislation and regulations, investigates private and corporate collections, and museum methods; presents different scenarios related to the art trade and the valorization of contemporary art.

During the course participants will have the opportunity to work with professionals with a particular focus on Italian and international markets.

The Advance Course in Contemporary Art Markets is intended for young art market professionals such as researchers, journalists, art critics, and collectors. It is also open to recent graduates in economic and humanistic studies.

The course offers the opportunity to develop specific skills, in order to work in galleries, auction houses, corporate collections and private foundations.

LENGTH: 60hrs – February to July
LANGUAGE: Italian

CERTIFICATE PROGRAM IN SOUND DESIGN

The program combines a cultural knowledge, a creative research, and technic and technological processes within different fields: electronic music production, experimental music, sound art, sound engineering, sound design and sound branding.

During the course participants will have the opportunity to work with internationally renowned professionals.

The program is divided into three cycles: the first two cycles comprise two weekly classes and a monthly workshop, ending with four days of study abroad.

During the third cycle, students develop a personal project under the guidance of teachers and visiting professors. The final projects are exhibited on campus.

Students attend festivals, exhibitions and music events.

The course is aimed at training professionals able to work in different areas such as sound research centres, recording studios, organization and direction of music events.

The profiles are: sound designers for movies, TV, videomaking, radio and communication, electronic music producers, sound artists working in different display of sound research and contemporary art.

LENGTH: 342 hrs – January to December
LANGUAGE: Italian

CORSI LIBERI

The NABA Corsi Liberi are designed for an audience of students, professionals, even without academic qualification, who want to improve in their field of interest and explore new paths in the context of art, design, graphics and fashion. NABA Corsi Liberi are held in Italian.
STUDENT SERVICES

Career Services
Alumni
International Opportunities
Housing Service
Social, Sport and Cultural Activities, Extra Curricula Services
MyNABA
NABA Sound
Language Center
CAREER SERVICES

The NABA Internship and Job Placement Office helps students and graduates identify and apply for internships and staff positions with prospective employers. It also offers students advice and assistance in drafting their résumés, writing cover letters, and organizing their professional portfolios. NABA has placed students and graduates in leading companies in the fields of art, design, fashion, graphics, communication, editing, and media.

And as is often the case with NABA students, their internships turn into permanent placements at leading companies, such as:

- Armando Testa
- Atelier Mendini
- BMW
- Condé Nast
- Diesel
- 55DSL
- Dolce & Gabbana
- Costume National
- Emergency
- Versace
- Giorgio Armani
- Giugiaro Architettura
- Gucci
- IKEA
- J. Walter Thompson
- Jill Sander
- Kenzo
- La Triennale di Milano
- Leo Burnett
- Luceplan
- Luxottica
- Magnum Photos
- McCann Erickson
- Moschino
- Ogilvy
- Piccolo Teatro di Milano
- Pininfarina
- Pirelli
- Saatchi & Saatchi
- Siemens
- Sotheby’s
- The Swatch Group
- Teatro alla Scala
- Trussardi
- Zanotta

NABA developed Darwinsquare (www.darwinsquare.com), an online platform where students, alumni, and professors share their CVs and showcase images from their creative and professional portfolios. It’s a forum where companies can publish job postings, start ad hoc projects, promote competitions, and establish a fruitful dialogue with an interesting and inspiring community.

NABA’S PLACEMENT RATE ONE YEAR AFTER GRADUATION (DATA BY DELOS 2012): 82%.

ALUMNI

Our graduates leave with the rich, relevant experiences and the advanced portfolios they need to launch their careers in the design and art fields of their choice.

Today, former NABA students are collaborating in some of the leading companies and institutions in Italy and abroad: Alcantara, Armani, Costume National, Jill Sander, Marni, Miroglio Fashion, Pirelli (PZer0), The Swatch Group and Trussardi. They are setting new trends as innovators in product, fashion, interior, landscape, and graphic design. They’re working as advertising and communications creative directors, art directors, and filmmakers. They’re pushing the limits of interactive and new media design. They’re producing, writing, and directing throughout the TV and film production industries. And they’re creating groundbreaking visual and theatre arts throughout Europe and the world.

The first association of former NABA students was established in 2012 to help NABA alumni develop their professional careers while stimulating exchange and discussion areas for them to stay in contact, widen their network of contacts, and share their personal achievements.

BA IN FASHION DESIGN

Gyorgyi Lenart

Junior Accessories Designer at Trussardi
Trussardi in Milan, Italy
Nationality: Hungarian

I find bags an essential accessory, a must-have in every woman’s wardrobe. They contain what you really are, pieces of your personality. A cool bag can refashion your whole look. I love to study the details of a bag: stitching, metal accessories, and finishings.

I believe that quality lies in details.

BA IN DESIGN

Ignazio Lacitignola

Senior Interaction and User Experience Designer
Gemvara in Boston, USA
Nationality: Italian

I love solving complex interaction problems and creating rich experiences, which requires knowledge about physiology and human behavior [...]. At NABA I learned how to transform ideas into tangible projects through design processes and principles that are universal and applicable to any type of design. This three-year immersion in art education made it possible for me to start my own career and find my true passion [...]. I’m a position where I don’t even consider what I do to be work.
INTERNATIONAL OPPORTUNITIES

NABA’s International Office is committed to providing students with unique study abroad opportunities, including those related to student exchange programs, with destinations at prestigious partner universities all over the world, both within and outside the Laureate network. Thanks to a large network of international connections, students can benefit from international study experiences that enhance their international awareness and strengthen their curriculum of study. More than 70 partnership agreements with European academies and universities through the EU’s Lifelong Learning Programme/Erasmus Programme, as well as several universities outside Europe are available.

The International Office promotes quality student and faculty exchange programs with selected art and design universities worldwide. NABA’s international academic connections include the Central Saint Martins College of Art and Design and London College of Fashion in the UK; BTK in Germany; UEM in Spain; Bilkent University in Turkey; Pratt Institute, San Francisco State University, West Virginia University, Santa Fe University of Art and Design and New School of Architecture and Design in the USA; Pearl Academy of Fashion in India; Kyoto University of Art & Design and Nagoya University of Arts in Japan; UVM in Mexico; Universidad de Los Andes in Colombia; UNAB and Universidad UNIAACC in Chile; Bezalel Academy of Arts & Design in Israel; RMIT in Australia; and Media Design School in New Zealand.

HOUSING SERVICES

NABA helps international students find accommodation in Milan, providing at least three housing alternatives (students’ residence, accommodation managed by the school, and privately owned apartments) that satisfy their preferences and budget. It also assists students with directions, contacting landlords, and help in understanding their rental contracts.

SOCIAL, SPORT AND CULTURAL ACTIVITIES, EXTRA CURRICULA SERVICES

NABA’s Student Services office serves the non-academic needs of students and organizes activities to help them settle in Milan and become actively involved in university life.

This includes welcoming and orientation for new students, such as guided tours to discover Milan, weekend trips and excursions outside the city, and artistic and musical events on campus. The office helps students with practical and bureaucratic issues such as visas and bank accounts. Students receive on-campus medical consultations for paperwork purposes. Students can engage in sports and recreational activities on and off campus, such as football/soccer, tennis, ping-pong, and yoga classes. They can also benefit from the school’s special agreements with local sporting shops and gyms.

Mynaba

The MyNABA area of the school’s website is reserved for internal NABA communications. It’s the place where students and teachers can find information about academic careers, educational activities, and campus services and laboratories. Students can access the MyNABA area through the homepage of the NABA website, www.naba.it

NABA SOUND

NABA Sound is an educational project within the sound production field: Djing e VJing, Electronic Music Production, Sound Art, Sound Design e Sound Branding. NABA Sound is a label supporting young talents through publication on the NABA Sound Magazine (CD) and exhibition in the Temporary NABA SOUND Events area. NABA Sound has a fully equipped lab.

LANGUAGE CENTRE

The Language Centre at NABA has been opened to help students to improve their knowledge of English in order to obtain their language credits as part of their study plan. NABA is part of Laureate International Universities and therefore share the partnership with Cambridge University Press and Cambridge Language Assessment. In order to support students in their learning process, the Language Centre organizes English courses, which are free of charge, at different levels which run either over a term or as intensive 4-week courses. It also organizes remedial courses for those students who want to attend the English programs but don’t have the necessary English level at the time of enrollment.

NABA runs English tests either to assess students who need to get their credits or for those students who can’t produce a recognized certificate before joining one of the English programs. The academy wants to stress the importance of English nowadays and therefore has made it part of the students’ curriculum in order to guarantee that students leaving the academy after their bachelor degree will all have a B1 level of English. The presence of the Language Centre at NABA also facilitates the exchanges that can take place between the academy and the other universities of the Laureate network.

Cambridge University Press

Educational Partner
Admissions for BA international students
Admissions for MA international students
NABA scholarship for international students
NABA financial aid
ADMISSIONS FOR BA INTERNATIONAL STUDENTS

ADMISSION AND ENTRY REQUIREMENTS:
International students applying for our bachelor’s programs must go through an entry selection process. This helps NABA assess each applicant’s motivation and potential for success in his or her chosen field of study. International applicants may choose one of the following options:

› Take an entry exam on campus. These are scheduled four times a year (March, May, July, and September) at the NABA campus in Milan
› Choose the portfolio assessment option, in which NABA faculty evaluate the applicant’s portfolio and motivation letter. This option is available at all times.

The onsite entry exam and portfolio assessment are completed by an onsite or online interview with the faculty of the chosen program. Students wishing to enroll in one of our three-year Bachelor of Arts degree programs are required to:

› Hold a secondary school diploma that is validated by the Italian diplomatic authority in the country whose educational system the title belongs to and that is recognized as equivalent to the Italian secondary school diploma awarded after a period of study lasting at least 12 years
› Pass the NABA entry selection process
› Submit the Declaration of Value as well as an official notarized translation of their diploma
› Non-EU students: comply with the pre-enrollment procedures outlined by the Italian embassies in their home countries.

ENGLISH TRACK REQUIREMENTS: demonstrate proficiency in the English language with an IELTS score of 5.0

ITALIAN TRACK REQUIREMENTS: demonstrate proficiency in the Italian language (complete B1 level of the CEFR)

Transfer Opportunities:
Students from foreign universities may apply to complete their degree at NABA. If they are transferring from a university recognized in their home country, the students may enroll in the second or third year of any NABA BA program, provided they meet our requirements for transfer admission. Transfer applicants must send a portfolio and official documents verifying their previous studies. These documents must be legalized by the Italian embassy or consulate whose educational system the title belongs to. Additionally, transfer applicants must demonstrate proficiency in the language of instruction of the chosen program, depending on the degree options. The NABA International Admissions office will provide assistance for transfer applicants. For further information on transfer opportunities, admission, and enrollment procedures, contact int.info@naba.it or visit www.naba.it.

ADMISSIONS FOR MA INTERNATIONAL STUDENTS

ADMISSIONS PROCESS:
All admissions are based on the evaluation of the following set of documents: application form, résumé, portfolio of projects, motivation letter, BA degree or academic diploma, academic transcripts, application fee, copy of passport, and language certificate. The application form may be downloaded at www.naba.it or requested via email at int.info@naba.it. The complete set of application documents must be sent to the NABA International Admissions office. An additional interview can be scheduled upon the request of the candidate or the faculty. The International Admissions office supports the candidate throughout the enrollment process and communicates the results of the evaluations.

NABA SCHOLARSHIPS FOR INTERNATIONAL STUDENTS

In order to attract talented international students and maintain a diverse international academic environment, NABA provides a number of scholarships reserved for foreign students. Every year, special calls for scholarships are published for bachelor’s degrees, master’s degrees, and academic master programs.
NABA OFFERS FINANCIAL AID

NABA offers financial aid consisting of a partial reduction of the tuition fee that can be granted to deserving students with financial constraints. The student is evaluated based on both merit and financial situation. In order to apply for financial aid, students must be eligible for their program of interest. Students are asked to:

› Fill in and sign the financial aid application form, which can be downloaded at www.naba.it or requested via email at int.info@naba.it
› Write an official letter specifying the reasons for the request.
› Provide official documents proving the student’s financial situation (e.g., income tax return, bank statements, salary slips). Documents must be submitted in English.

These can be emailed to NABA at int.info@naba.it.

The Financial Aid Board will review all requests at the end of each month. NABA’s International Admissions office will inform students of the Board’s decision. For further information about tuition fees and scholarships, email int.info@naba.it.

NABA joined the Laureate International Universities network in 2009. Laureate International Universities is a trusted global leader in providing access to high-quality, innovative institutions of higher education.

The Laureate International Universities network includes 75 accredited campus-based and online universities. Our more than 800,000 students are part of an academic community that spans more than 30 countries throughout North America, Latin America, Europe, North Africa, Asia, and the Middle East. Laureate universities offer hundreds of undergraduate, master’s, and doctoral degree programs in fields including architecture, art, business, culinary arts, design, education, engineering, health sciences, hospitality management, information technology, law, and medicine.

President William J. Clinton, 42nd President of the United States, serves as the Honorary Chancellor of the Laureate International Universities network, offering advice on social responsibility, youth leadership, and increasing access to higher education.

For more information, visit www.laureate.net.