


**ADI**Associazione  
per il Disegno Industriale**ISIA ROMA**Istituto Superiore per le Industrie Artistiche  
(Industrial Design) **1st International Course ADI/ISIA ROME  
for Industrial Design specialists**to be held at Massa Lubrense, Naples  
from September 26 to October 23, 1982**Program****Organizers**

ADI is the only association in Italy for the promotion and dissemination of Italian industrial design.

ISIA, Rome is a public (state) institute of higher education directly responsible to the Ministry of Public Education and is duly authorized by statute to provide instruction in the field of industrial design.

**Program**

The 1st ADI/ISIA specialized course in industrial design offers the opportunity to take part in a one month research seminar, which will be conducted under the guidance of specialists selected among the best Italian industrial designers.

Three practical project themes will be developed, and will be aimed at exploring, in relation to advanced technology, the possibility of enhancing the quality of personal as well as community life.

**Admission**

Admission to the course will be subject to the final approval of the organizing committee. Enrolment will be limited to a maximum of 25 designers with degrees or diplomas in industrial design or related fields, under 30 years of age and preferably with actual operational experience.

**Staff**

The course will be conducted by Mario Bellini, Gaetano Pesce and Ettore Sottsass, professional architects, who will work in rotation in accordance with a regular work schedule.

**Duration**

A total of 4 weeks, from 26 September to 23 October, 1982.

Participants will be free on Saturdays and Sundays.

**Course outline**

The course will center around the completion of three separate projects to be developed ex tempore, one week for each project, under the guidance of the above-mentioned specialists, assisted by ISIA, Rome staff.

The 4th and final week will be devoted to the final completion of each of the ex tempore projects, and to a group discussion of the completed work.

The course will be conducted in Italian with English translation.

All completed drawings will remain the property of ADI/ISIA.

They will be shown at a special exhibit and will later appear in a special publication, copies of which will be made available to the participants in the course.

**Location**

The course will be held at the "Gli Ulivi" Center, located at Termini, in the township of Massa Lubrense, on the Sorrento peninsula, opposite the island of Capri.

**Certificate**

Upon full completion of the course, those taking part will be given a certificate of course completion.

**Fees & expenses**

Total cost will be US \$ 2.000 per person, covering course fees and room and board in single rooms with private bath at 1st category hotels. There will be no charge for the use of a certain amount of graphic materials.

We plan to organize visits to places of interest during the weekends.

Applicants will be duly notified of any changes in our program.

**Admissions Office:****ADI****Corso Internazionale ADI/ISIA ROMA****di Specializzazione in Design****Via Montenapoleone 18****I-20121 Milano/Italia**

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