

Cesare Pietroiusti
and Filipa Ramos
DO NO
Visual Arts
Workshop

FASHION AND VISUAL ARTS VISUAL ARTS TRACK

Places available: 42 + 3 reserved for non-EU students
living abroad, including 1 reserved for Chinese students
from Marco Polo programme

Admission test: interview and assessment of academic qualifications
e-mail: artivisive.dcp@iuav.it

LM-65 Class: Performing Arts and Multimedia Productions

Department: Architecture and Arts

Head of the graduate programme: Angela Vettese

Track: Visual Art contact: Paolo Garbolino

Objectives and teaching methods

A defining feature of the Visual Arts track is the continuous **dialogue between artistic knowledge in the theoretical and practical sense**, conceived of as two faces of the same coin which, in turn is based on a combination of experience and thought. Since 2001, when the programme was established, this approach has generated lively group experience and an elastic approach to teaching and learning that is never repetitive or canonical, although it is disciplined and organised. The difference between this study programme and others in the same sector (Dams, Academies of Fine Arts) is the origin of the professors: in part from the university sector, with a vast array of knowledge that ranges from semiotics to the theory of art, from philosophy of science to aesthetics; and in part, especially when it comes to the workshops, **from the international art world**, where both curators and artists have evolved their diverse approaches to the piece.

Skills developed by graduates

Graduates will develop the following skills:

- knowledge of the different languages that dominate planning and production of visual artworks nowadays, considered as a field of knowledge that is expressed through a constellation of methods: from photography to film, from performance to 2D and 3D representation;
- ability to use the language of the visual arts both as a tool of expression for a person or a group and as a way by which to identify the changes in the mentality of a world in which, thanks to geopolitical and technological evolution, non-verbal communication is increasingly significant;
- familiarity with practical art, for those wishing to become a visual artist and exhibition, for those who wish to undertake a path as critic and curator, writing theoretical texts and/or organising collective and solo exhibitions, performances and publications. Since the programme is based on studio and workshop work, it promotes constant exchange between students and interchange between these two aspects themselves. Organising the final exhibition or other exhibition initiatives teaches students about the feasibility of themes, techniques and budget when it comes to events;
- awareness of what is meant by construction of an effective piece of communication, both verbally and in the form of figure or operational process, that is capable of great impact that passes from the emotional to the cognitive sphere and vice versa.

Professional profile

The programme is aimed at those who wish to **work professionally as an artist**, those who wish to study critical,

curatorial and organisational aspects and those interested in joining a manufacturing and service company.

The programme is also open to anybody **wishing to be a researcher or professor in the field of visual arts**, with specific focus on the contemporary, from study of fashion to visual communication.

The programme creates multiple professional figures that are able to effectively establish themselves on the contemporary panorama of visual arts.

It provides graduates with **a strong professional and cultural profile in the fields of: visual arts, fashion and visual culture.**

These professional careers might be: visual artists; curators; auction house consultants; consultants on private and public collections; critics and historians of the visual arts, fashion and communication; art director in publishing or advertising; art director in television, advertising and creative industries; director of documentary films; film and video editor.

Finally, the programme prepares graduates for positions indicated by ISTAT as: art experts, museum curators, painters and sculptors, artistic designers and illustrators, artistic creators for commercial purposes, directors and art directors.

Courses

Advanced Visual Arts 1

Advanced Visual Arts 2

Advanced Visual Arts 3

Documentary video workshop

History of art and architecture

Theory & criticism of contemporary art

Documentary and experimental cinema

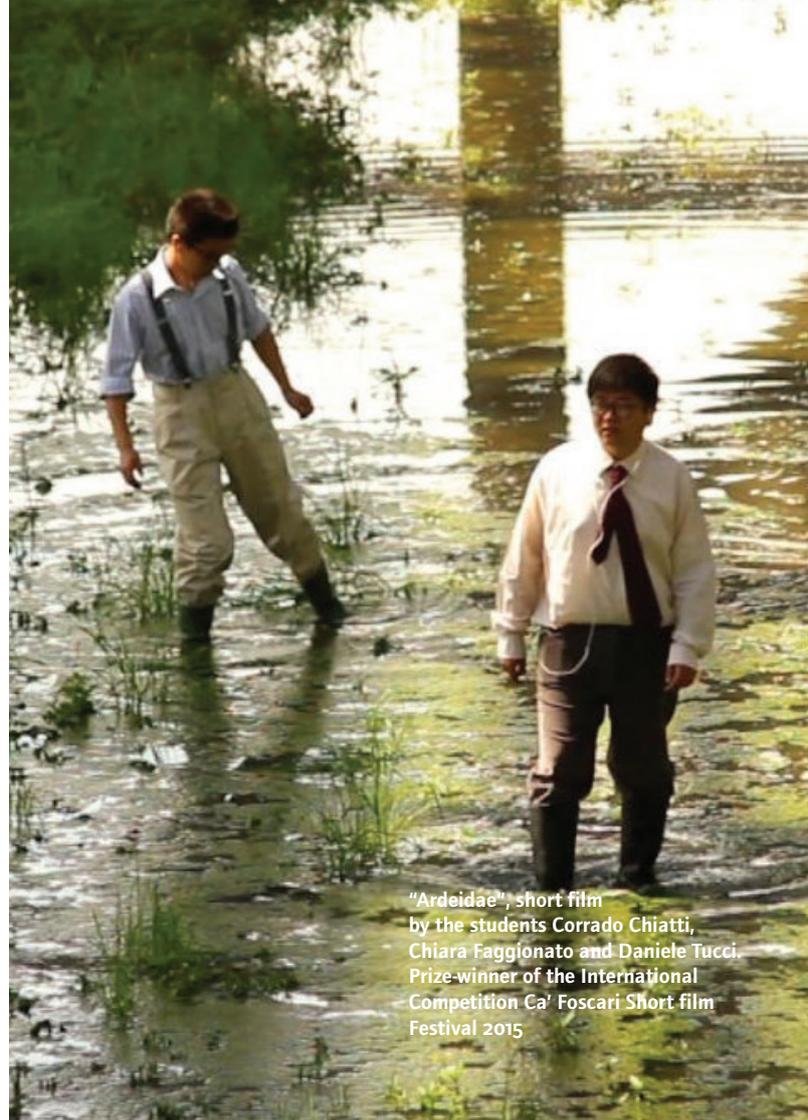
Aesthetics and theory of perception
Philosophy of science
Iconology and classical tradition
Digital interactions
Fashion and visual culture
Fashion curation
Semiotics and theory of image
Sociology of communicative processes
History of exhibitions and display
Fashion history and theory
History of cinema and photography
Digital technology
Architectural theory
Web design
Criticism of contemporary design
Economics of institutions and cultural activities
Legislation of cultural activities
Innovation in visual communication
Workshops
** Subject taught in English*

Teaching staff

Emanuele Arielli, Marco Bertozzi, Renato Bocchi, Monica Centanni, Maria Luisa Frisa, Paolo Garbolino, Carlo Grassi, Fulvio Lenzo, Carmelo Marabello, Mario Lupano, Stefano Mazzanti, Angela Mengoni, Gabriele Monti, Camillo Trevisan, Alessandra Vaccari, Angela Vettese.

Adjunct Professors

Rene Gabri, Alberto Garutti, Antoni Muntadas.



"Ardeidae", short film
by the students Corrado Chiatti,
Chiara Faggionato and Daniele Tucci.
Prize-winner of the International
Competition Ca' Foscari Short film
Festival 2015