

MADE IN NABA® MADE IN NABA® MADE IN NABA®

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

INTERNATIONAL ACADEMY
OF ART & DESIGN

NABA is an Academy of Art and Design: is the Best Italian Academy of Fine Arts in the top 100 worldwide in Art & Design field in the QS World University Rankings® by Subject.

With two campuses in the heart of Milan and Rome, and a new one opening soon in London, NABA offers undergraduate and postgraduate programmes across six key areas: Communication and Graphic Design, Design, Fashion Design, Media Design and New Technologies, Set Design, and Visual Arts. NABA also offers PhDs and Special Programmes for those who wish to continue exploring, growing, and specialising.

DESIGN

NEW TECHNOLOGIES

MEDIA DESIGN AND

FASHION DESIGN

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NABA

NABA is an Academy of Art and Design: it is the largest Academy of Fine Arts in Italy and the first one to have achieved official recognition from the Ministry of University and Research (MUR) in 1981.

With two locations in the heart of Milan and Rome, and a new campus opening soon in London, NABA offers undergraduate and post-graduate programmes across six key areas: Communication and Graphic Design, Design, Fashion Design, Media Design and New Technologies, Set Design, and Visual Arts. All programmes award academic degrees equivalent to university qualifications, recognised in Italy and internationally. NABA also offers PhDs and Special Programmes for those who wish to continue exploring, growing, and specialising. Every year, the Academy welcomes students from across Italy and from over 100 countries around the world: people diverse in origin and culture, but united by a shared passion for design, research, and artistic experimentation.

AWARDS AND RECOGNITIONS

NABA is a multi-award-winning, internationally recognised institution and the only Italian Academy of Fine Arts ranked among the world's top 100 for Art & Design by the QS World University Rankings® by Subject.

MILAN, ROME, AND LONDON^{NEW!}

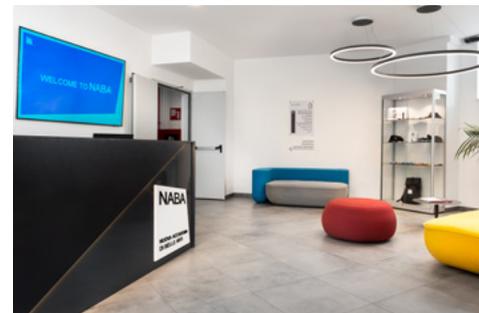
Studying at NABA means being where everything happens: in spaces that inspire, among people who encourage exchange, and within contexts that turn every project into an experience. It's a journey that starts in the classroom but doesn't end there.

On the left, the NABA campus in Milan: a creative ecosystem in the Navigli district, one of the city's most dynamic and lively areas, where tradition meets innovation. On the right, the NABA campus in Rome: located in the Ostiense district, an area where the capital's historical and artistic heritage meets contemporary culture.

MILAN



ROME



Every detail of the NABA campuses, both in Milan and Rome, is designed to stimulate creativity: open environments, common areas, visual paths, and meeting places that transform academic life into a daily experience of exchange, exploration, and community.

The new NABA campus in London: located in the Stratford district, one of the city's most lively areas, where culture, design and experimentation meet in a constantly evolving international context.

LONDON



LEARNING FROM THOSE WHO MAKE A DIFFERENCE

Designers, artists, curators, directors, theorists, set designers, creative directors, and professionals actively working in the design world lead the classes every day, bringing their own experience into the classroom. Not just knowledge, but visions, journeys, and open questions. Learning here is a continuous exchange between languages, generations, and cultures.

DOING, TRYING, BUILDING: LABORATORIES ARE AT THE HEART OF THE NABA EXPERIENCE

Over 50 specialised laboratories allow students to work with materials and technologies in professional environments. From 3D modelling to ceramics, from knitting to virtual reality, and from chalcographic printing to photography. There's a textile library for studying materials, a natural dye garden, a Virtual Studio with motion capture, and a digital fabrication lab. And new spaces are coming soon, such as the lab dedicated to Sneaker Design. Here, you learn by designing, and you design for the real world.

A TEACHING METHODOLOGY FOCUSED ON INNOVATION

An interdisciplinary methodology driven by research and experimentation that places design innovation at its core to address current themes such as new media, artificial intelligence, and sustainability. Every idea is developed in relation to the social and professional context, to be transformed into concrete and shareable solutions, thanks to the contribution of lecturers who are active in the professional world and always up to date.

COLLABORATE TO LEARN, LEARN BY COLLABORATING

At NABA, the connection with the professional world is an integral part of the educational experience. Workshops, internships, and strategic partnerships allow students to transform ideas into real-life experiences, building a network of relationships during their academic journey that opens up new opportunities for the future.

WHY CHOOSE NABA

Choosing an Academy means envisioning the kind of journey you wish to build. At NABA, you'll find an open and dynamic environment, where every project takes shape through the dialogue between disciplines, cultures, and generations. You learn by doing, but also by listening, making mistakes, and trying again. You'll move between vibrant spaces, real encounters, and practical tools. Right from the start, you're encouraged to think like a creative, ready to design for a constantly evolving world.

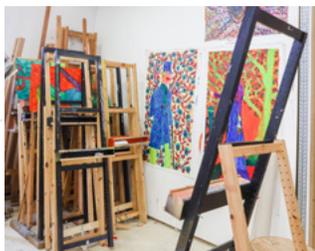
THROUGH



NURTURING ATTENTIVENESS
Because every relationship stems from an attentive, respectful, and conscious outlook.



WE NURTURE PEOPLE



GROWING THROUGH THE PROJECT
Because learning is a process built on dialogue, autonomy, and trust. Every project is an opportunity to become who you want to be.

A NEW

ARTISTIC INTELLIGENCE

DEVELOPING CREATIVE SENSITIVITY
Because reading the present with an open mind means being able to grasp, imagine, and transform.



TO DESIGN

COLLABORATING FOR CHANGE
Because the future is built together, with ideas that start with listening and become action.

ACTING RESPONSIBLY
Because every design choice has an impact: on society, on the environment, on people.

TOMORROW



ROW

LEARNING BY THINKING

Our programmes offer a continuous sequence of multidisciplinary experiences that generate research and design within the current artistic and professional trends.

LEARNING BY DOING

Ideas become projects, strategies, techniques, technologies; they turn into prototypes and, in some cases, into actual products for the companies we collaborate with.

TEACHING BY LEARNING

Learning by doing is also teaching by learning and this has changed the relationship between teachers and students: classes and groups transform into working teams, in constant contact with companies and research institutes. Experience forms the methodological backbone through which innovation creeps in and guides us in designing the future together.

*Italo Rota,
NABA Scientific Advisor
from 2013 to 2024*



60000+

STUDENTS ACROSS THE ACADEMY

A COMMUNITY IN MOTION

Over 6,000 students fill the Milan and Rome campuses every day. Individuals from diverse backgrounds and journeys, united by a desire to develop their talent in an original way. An open, dynamic, ever-evolving community.



70

PARTNER INSTITUTIONS

BROADENING HORIZONS

NABA collaborates with over 70 partner institutions on international exchange programmes. Universities and Academies across Europe, Asia, and America provide real opportunities to gain educational experiences abroad and open up to the world, both within and beyond one's didactic journey.



TALENT DESERVES TRUST

Every year, NABA awards more than 500 scholarships to reward merit, motivation and potential. One in five students receives valuable support for their entire course of study. Because when commitment meets opportunity, change becomes possible.

18

60,000 SQM SPREAD ACROSS 18 BUILDINGS IN MILAN AND ROME

A SPACE THAT BECOMES EXPERIENCE

The NABA experience extends over 60,000 square metres across Milan and Rome, distributed among 18 buildings that aren't just structures, but environments designed to host ideas. Laboratories, green areas, study rooms, and exhibition spaces all become an integral part of both learning and everyday life.



A WORLD INSIDE THE CLASSROOM

Over 100 countries represented among students: a wealth of languages and perspectives. NABA is a place where cultures meet and recognise one another. Studying in such an international environment develops understanding and shared creativity.

500

SCHOLARSHIPS

A CAMPUS MADE OF ENCOUNTERS

40% of those who choose NABA come from abroad. Every classroom becomes a space for exchange, where different ideas come together and open up new perspectives.



NABA IN LONDON NEW!

Starting from the A.Y. 2026/27, the numbers that tell NABA's story will grow. Alongside the Milan and Rome campuses, London will join with over 2,000 square metres of creativity, culture, and future visions. A new opening. A new story. For more information, visit www.naba.it

[visit www.naba.it](http://www.naba.it)

100+

COUNTRIES OF ORIGIN



40%

INTERNATIONAL TALENTS

MILAN ROME LONDON NEW!

MILAN

The international capital of fashion, art, and design, Milan is an open-air creative laboratory. From the catwalks of Fashion Week to the events of Design Week, studying here means experiencing a dynamic and cutting-edge ecosystem from within. The NABA campus is located in an architectural complex dating back to the late 19th and early 20th centuries, in the heart of the Navigli district.

ROME

A city where history meets vision. Rome is a crossroads of ancient heritage and contemporary cultural production, brought to life by festivals, cinema, and urban creativity, such as the Rome Film Fest. The NABA campus, located in the Ostiense district, occupies early 20th-century buildings surrounded by spaces redeveloped from former industrial sites: a setting that reflects the city's youthful and evolving spirit.

LONDON NEW!

Starting from the A.Y. 2026/27, NABA will expand its reach with a new campus in one of Europe's most vibrant cities, long considered a global hub for artistic and creative education. London is a confluence of innovation, culture, and new trends in the fields of art, fashion, and design. The new NABA campus will occupy over 2,000 sqm within the Here East complex, located in the heart of Queen Elizabeth Olympic Park, a district devoted to technology, innovation, and the creative industries, home to prestigious artistic and cultural institutions such as the V&A East Storehouse.

More information can be found on the academic offering pages and at www.naba.it

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ROME CAMPUS



MILAN CAMPUS



NEW LONDON CAMPUS

MILAN



ROME



MILAN



ROME



LONDON



SPACES TOOLS CONNECTIONS

From studying to debating, from planning to meeting: NABA's campuses services accompany every aspect of day-to-day student life with care, attention, and vision.

TERRACE



Informal places where students can relax, exchange ideas, or take a break between lectures: the campuses feature areas designed to foster socialising, stimulate exchange, and offer spaces for wellbeing throughout the academic day.

of your educational and personal journey, blending practicality and vision. From booking spaces for workshops to support in setting up an exhibition, from borrowing professional equipment to large-format printing or real-time technical support: each service is designed to support creativity in its everyday dimension, helping students focus on what truly matters.

Joining NABA gives you access to an ecosystem of services that make academic life smoother and more fulfilling. Everything is conceived to support the various stages

SPACES TO EXPERIENCE AND SHARE

Studying at NABA means inhabiting spaces designed to connect theory and practice, individuality and collaboration. Classrooms and laboratories are versatile and equipped with technologies that support every stage of the learning process. Computer labs offer specific software for design and digital production. Alongside these spaces, the campuses offer green areas, terraces, and common spaces where students can engage informally, even outdoors. Study rooms, accessible during campus hours, are ideal for concentrating between lessons.

LIBRARIES AND RESOURCES

Our libraries are designed to meet the needs of designers: the NABA Library is a hub of resources and inspiration, in constant dialogue with the various disciplines. In the libraries, students can also access iMac workstations, printers, reading rooms, and bibliographic research support. On campuses, students can borrow and consult a wide range of printed and digital books, dissertations, and industry magazines, as well as access some of the most prestigious online databases, including BoF, JSTOR, WGSN, and the Vogue Archive. In Milan, a valuable Materials Library is available, showcasing samples of innovative materials and papers. In Rome, a small cinema room is available where students can stream films and TV series.

LIBRARY



A vibrant space that grows alongside those who design and experiment every day: home to over 15,000 volumes, e-books, magazines, films, and iMac stations.



NABA CAFÉ

A REFRESHING BREAK

The cafés and facilities available on campuses are the ideal meeting point to take a break, grab a bite to eat, enjoy a coffee,

and exchange ideas in a friendly, accessible atmosphere. They're the perfect spot for lunch, a snack, or a coffee with course mates. At The Corner, the bar and restaurant at the Milan campus, students can pay using their personal badge.

TECHNOLOGIES AND LEARNING PLATFORMS

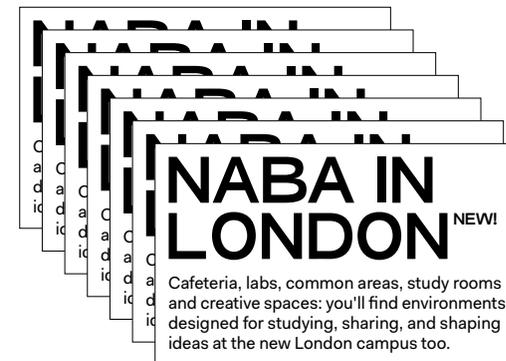
In their first year, every student receives a personal badge and login credentials for the campuses digital services. With a single login, you can connect to the Wi-Fi, access classroom computers, and use the intranet, which provides 100 GB for personal projects. Through the centralised OneLogin portal, students can manage emails, learning materials, and digital resources. An integrated, intuitive, and always accessible system.

SPECIAL AGREEMENTS AND DISCOUNTS FOR EVERYDAY LIFE

NABA also supports students in their day-to-day life outside the campuses. Students can benefit from discounts and special agreements with copy shops, bookshops, theatres, driving schools, doctor's practices, opticians, and many other affiliated businesses. All information is available on the MyNABA portal or at the reception desk. An Apple Education Store is also available for purchasing devices at discounted prices.

INCLUSION, EVERY DAY AND FOR EVERYONE

At NABA, inclusion is a daily commitment. The Academy supports students with disabilities or specific learning disorders (SLDs) through personalised pathways that begin as early as the orientation phase and continue through to graduation. This flexible and accessible system includes individual meetings, compensatory tools, and customisable study plans. Staff are trained accordingly, and communication is coordinated by an automated system. Among the available services, the Alias Career allows students undergoing gender transition to use a name other than their birth one in all academic contexts, promoting the recognition of their identity. Inclusion also means: attention to gender identity, mindful use of language, and the ability to welcome every voice and every experience.



Cafeteria, labs, common areas, study rooms and creative spaces: you'll find environments designed for studying, sharing, and shaping ideas at the new London campus too.

MATERIALS LIBRARY

A place where inspiration comes from direct contact with real materials: fabrics and surfaces to observe, touch and study to give shape to the projects of tomorrow.



HOUSING

Finding accommodation in a new city can be challenging. That's why NABA's Housing Office supports students – and their families – before, during, and after their move to Milan or Rome. A reference point that combines practical support, attentive listening, and local knowledge to turn the transition into a positive and informed experience.

A REFERENCE POINT FOR RELOCATION SUPPORT

The Housing Office is the first reference point for those relocating to Milan or Rome to study at NABA. Support begins even before arrival, providing all the information needed to navigate a transition that might otherwise feel overwhelming.

The aim is to simplify the entire process, turning it into a positive experience. Common needs often revolve around finding secure accommodation, ensuring proximity to the Academy, and staying within budget, while the main fears concern aspects such as the

risk of online scams, unclear rental contracts, and getting oriented in a new city. For this reason, the Housing Office offers ongoing assistance, not only to students but also to their families.



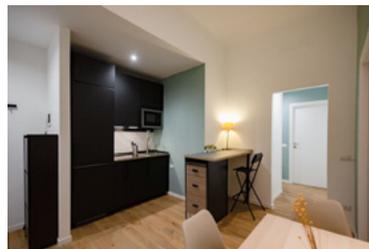
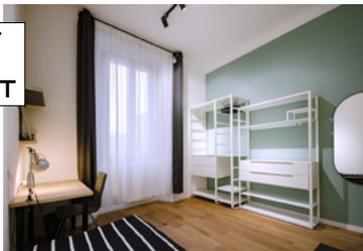
GUARANTEED QUALITY AND ONGOING SUPPORT

The accommodation options offered through milanhousing.it are carefully selected and assessed in advance by the Housing Office, taking into account location, property conditions, and the typical needs of student life.

The quality of the spaces is ensured through accurate visits, inspections, and checks: safety, hygiene, functionality, and compliance with regulations are essential requirements. Furthermore, the Office remains available for any reports or issues that may arise after accommodation has been allocated. Support also extends to contractual, administrative, and maintenance matters: from drafting

and registering contracts to helping with minor repairs or administrative difficulties, the Housing Office assists students throughout the entire housing process.

WWW.MILANHOUSING.IT
INFO@MILANHOUSING.IT
ROMA@MILANHOUSING.IT



LIVING THE CITY

Contact with the Housing Office doesn't end once accommodation has been assigned: the team remains available at all times for any doubts or difficulties that may arise over time.

Students can rely on a service active seven days a week – five on campus and two remotely. Furthermore, the Office also plays a role in cultural and urban orientation, encouraging students to explore neighbourhoods on foot, discover markets, museums, and cultural venues, and participate in local events.

The housing model promoted by NABA supports a widespread residential approach: accommodation is located in authentic neighbourhoods inhabited by families and local residents, so NABA students can feel like a genuine part of life in Milan or Rome. For the Housing Office, making those who choose NABA "feel at home" means precisely this: creating a welcoming and safe environment and offering a discreet yet constant support network that accompanies each person throughout their journey of growth.



SHARED LIVING AND DIALOGUE WITH FAMILIES

Fostering positive cohabitation is another key aspect of the Housing Office's work. Whenever possible, we try to match students with compatible lifestyles and linguistic or academic affinities, always encouraging prior communication between flatmates. Should any issues arise, the Office intervenes directly, meeting with the parties involved and carefully analysing their respective rights and responsibilities. The relationship with families is equally important: constant, transparent dialogue helps reassure those who accompany the students on this new journey. If necessary, the Housing Office team guarantees its presence and support.

A SERVICE THAT SUPPORTS EVERY STEP OF THE JOURNEY

Every student's journey is unique. That's why the Housing Office operates with flexibility and a personalised approach, listening to individual needs and offering tailored solutions. The service is designed to support students throughout their entire academic journey, not just in the initial phase. From the first contact right through to the end of the stay, the team remains available to provide advice, mediation and ongoing support. This broad availability reflects NABA's commitment to guaranteeing a tangible presence, able to respond promptly and attentively to the needs of an international, dynamic, and ever-evolving student community.



From selecting accommodation to contract support, from handling potential issues to promoting peaceful cohabitation, the service is designed to meet the needs of students and their families. With a network of carefully selected apartments in authentic neighbourhoods, the aim is to ensure that everyone feels welcomed, protected, and truly part of the city.

CAMPUS LIFE

Studying at NABA means entering a creative, fluid, and multicultural environment where every space is designed to blend study, wellbeing, and connection. The Milan and Rome campuses are vibrant places that are transformed daily thanks to the people who inhabit them. The Student Life Office animates this daily routine with events, sport, courses, trips, and social gatherings. Because here, you learn to think and to create, but also to live together.

EVENTS, COMMUNITY, AND NIGHTS TO REMEMBER

The rhythm of campus life is marked by a calendar of events that mix light-hearted moments with opportunities for discussion. From rooftop parties to Cluedo-style murder mystery nights, from film clubs to karaoke and themed nights, the events calendar is anything but ordinary.

Every year, several initiatives are organised between Milan and Rome, often co-planned with the Student Council. More than 2,500 participants animate parties on and off campuses, shared dinners, and informal activities that help build authentic relationships.

Some events are now a tradition: the Welcome Party at Magazzini Generali, the Christmas dinner, the Horror Movie Marathon, the Game Nights in Milan. In Rome, the calendar features cinema nights, Cluedo Nights, cooking classes, Yoga on Campus, and city walks to discover monuments and meet new people. Behind every gathering is a clear purpose: to make diversity a strength and every language a bridge.



"I THOUGHT I'D LEAVE WITH A DEGREE. I ENDED UP WITH A LIST OF MOMENTS THAT DON'T FIT ON A CV BUT COUNT DOUBLE". Michela Ciandrini, alumna of the MA in Visual Design and Integrated Marketing Communication



NABA IN LONDON NEW!

When NABA opens its new London campus in 2026, the opportunities for an even more comprehensive international experience will expand further. Even in the British capital, students will have access to dedicated services, cultural activities, and moments of sociability, along with a stimulating and multicultural network. London won't just be a place to study: it will be a new way of inhabiting the future.

SPORT, TRAINING, AND TOURNAMENTS

Sport at NABA is first and foremost about connection: with oneself, with other people, with the host territory. Being part of a team is not just about training or competing but feeling part of a living community that supports and recognises itself.

The official football, volleyball, basketball, and tennis teams train regularly and take part in CUS and CUN university tournaments. Selections take place at the beginning of the year, with weekly meetings that combine physical preparation and team spirit.

In addition to team sports, we also offer initiatives focused on individual well-being: yoga, table tennis, and activities in collaboration with local sports centres. Sport is also an opportunity for international exchange: every year NABA participates in European events such as Eurosport and Euromilano, involving dozens of students. Movement here is continuous: it starts from within, meets others, and comes back transformed.



BUDDY PROJECT AND LANGUAGE COURSES

Arriving in a new country or city can be exciting but also disorienting. That's why NABA has launched the Buddy Project: a peer-to-peer programme that each year connects around 300 first-year students with more experienced course mates who are ready to welcome and guide them.

Buddies help newcomers navigate classrooms and labs, deal with administrative matters, discover the local context, but above all, they make each person feel part of the community. This initiative is complemented by the Language Support Centre, which offers annual Italian courses and fun educational activities in English, such as the Monumental Challenge among Rome's iconic landmarks or the team-based Cluedo Night.



**FOLLOW @STU_DENTLIFE
NOT TO MISS UPCOMING EVENTS!**



From ski trips to club nights, from volleyball to tennis tournaments: life at NABA continues even after classes. Events, challenges, and informal moments that unite different people in a single community, alive and in motion.

TRAVEL WITH US

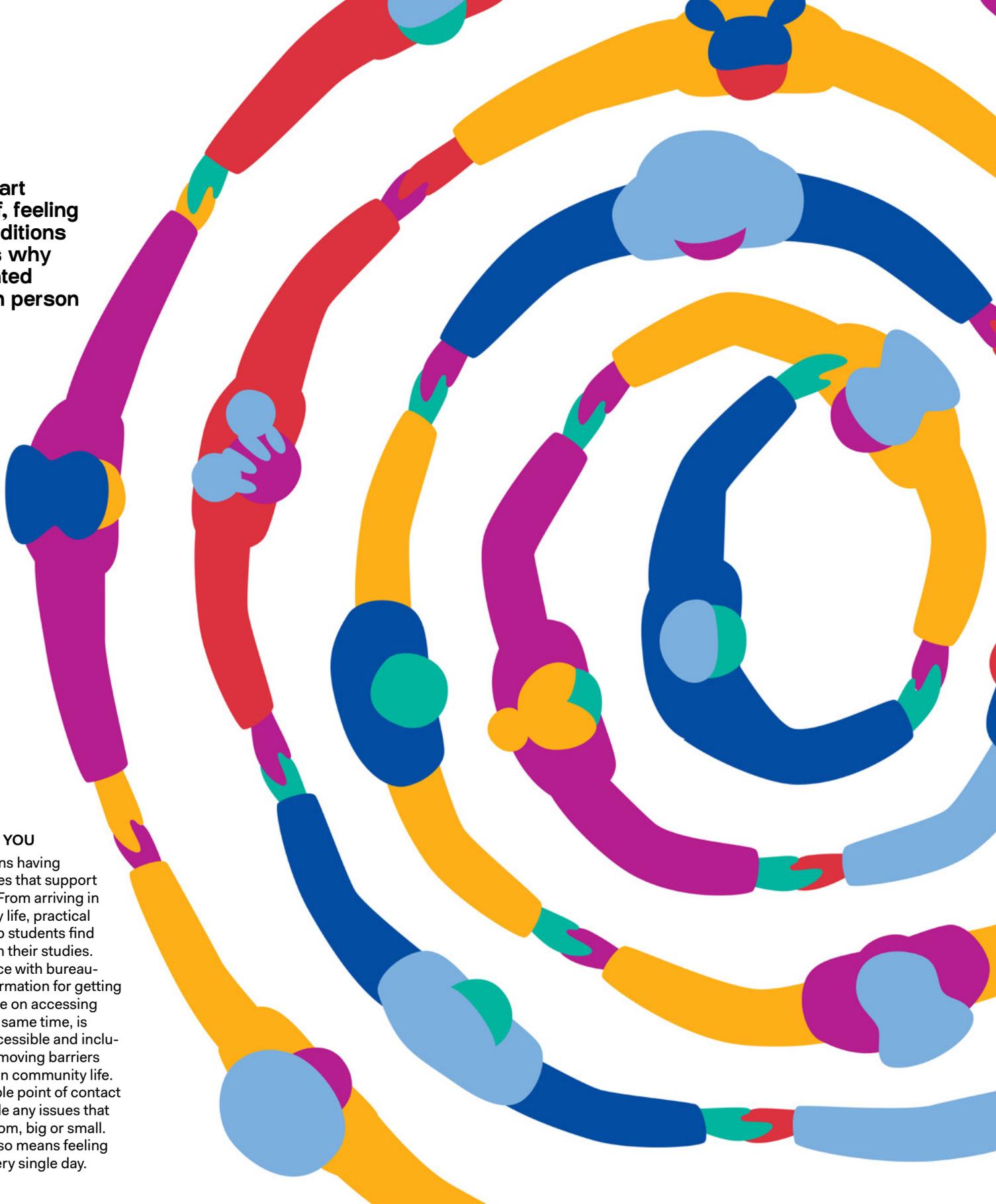
At NABA, travelling means broadening your perspective, stepping outside the academic setting to engage with other cultures and territories. Every year, the Academy offers experiences across Italy and Europe, designed to combine discovery with exploration.

Destinations vary each time: from a surf camp in Tenerife to urban tours through Prague's architectural landmarks, to food and wine tours through the Castelli Romani. Each trip is conceived as an off-campus workshop, where you meet people and experience new ways of looking at the world.

Even short excursions around Milan and Rome become opportunities to explore the heritage surrounding the campuses. These activities are coordinated by the Student Life Office and the Student Council, the Academy's student representative body, with the aim of forming mixed groups and fostering exchange between Italian and international students.

STUDENT WELLBEING

Wellbeing at NABA is not an additional service: it is part of the educational project. Feeling good about yourself, feeling welcomed, and being listened to are fundamental conditions for growing, learning, and expressing yourself. This is why the Academy offers welcoming environments, dedicated resources, and a support network to accompany each person on their journey.



TAKING CARE, EVERY DAY

Wellbeing at NABA is a transversal value, which crosses spaces and relationships. Feeling comfortable, being recognised, and having access to someone who will listen are essential elements for expressing yourself freely. This is why the Academy has built over the years a support network dedicated to every stage of student life.

A SAFE SPACE TO TALK AND LISTEN

All NABA students have access to a free on-campus psychological counselling service, run by a dedicated team, which offers an initial space for discussion and active listening. A resource designed to help individuals in an environment that values awareness and respect.

SERVICES THAT SUPPORT YOU

Living well at NABA also means having access to a network of services that support every stage of academic life. From arriving in the city to managing everyday life, practical assistance is designed to help students find their way around and focus on their studies. The Academy offers assistance with bureaucratic procedures, useful information for getting around the area, and guidance on accessing the healthcare system. At the same time, is committed to ensuring an accessible and inclusive learning environment, removing barriers to learning and participation in community life. Every student will find a reliable point of contact to help them confidently tackle any issues that may arise outside the classroom, big or small. Because growth, at NABA, also means feeling welcomed and supported every single day.

**ENTER
EXPLORE
LEARN**

ACADEMIC OFFER 2026/27

More than just courses, NABA offers opportunities to grow, experiment, and collaborate. NABA's Academic Offer is an open system where creativity, research, and design interact with a changing world.

DEAN
GUIDO TATTONI

DESIGN AND APPLIED ARTS
DEPARTMENT HEAD
LUCA PONCELLINI

VISUAL ARTS
DEPARTMENT HEAD
MARCO SCOTINI

COMMUNICATION
AND GRAPHIC DESIGN AREA
AREA LEADER
PATRIZIA MOSCHELLA
ADVISOR
ANGELO COLELLA

DESIGN AREA
AREA LEADER
CLAUDIO LARCHER
ADVISOR
DANTE DONEGANI

FASHION DESIGN AREA
AREA LEADER
COLOMBA LEDDI
ADVISOR
NICOLETTA MOROZZI

MEDIA DESIGN AND NEW
TECHNOLOGIES, SET DESIGN AREAS
AREA LEADER
VINCENZO CUCCIA
SET DESIGN ADVISOR
MARGHERITA PALLI

NABA's educational paths are structured across six disciplinary Areas: Communication and Graphic Design ■, Design ■, Fashion Design ■, Media Design and New Technologies ■, Set Design ■, and Visual Arts ■.

BACHELORS OF ARTS

COMICS AND VISUAL
STORYTELLING ■

LANGUAGE: Italian - English
CAMPUS: Milan - Rome



P34

GRAPHIC DESIGN
AND ART DIRECTION ■

SPECIALISATIONS: Brand Design ·
Creative Direction · Visual Design
LANGUAGE: Italian - English
CAMPUS: Milan - Rome



P36

MARKETING AND
MANAGEMENT FOR
CREATIVE BUSINESS ^{NEW!} ■

LANGUAGE: Italian - English
CAMPUS: Milan



P38

DESIGN ■

SPECIALISATIONS: Interior Design · Product
Design · Product and Innovation Design
LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}



P52

FASHION DESIGN ■

SPECIALISATIONS: Fashion Design ·
Fashion Styling and Communication
LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}



P68

FASHION MARKETING
MANAGEMENT ■

LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}



P70

CREATIVE
TECHNOLOGIES ■

SPECIALISATIONS: Game · VFX and 3D
LANGUAGE: Italian - English
CAMPUS: Milan



P84

FILM AND
ANIMATION ■

SPECIALISATIONS: Filmmaking · Animation
LANGUAGE: Italian - English
CAMPUS: Milan - Rome



P86

SET DESIGN ■

SPECIALISATIONS: Theatre and Opera ·
Media and Events
LANGUAGE: Italian - English
CAMPUS: Milan



P96

PAINTING
AND VISUAL ARTS ■

SPECIALISATIONS: Painting · Visual Arts
LANGUAGE: Italian - English
CAMPUS: Milan - Rome



P100

MASTERS OF ARTS

USER EXPERIENCE
DESIGN ■

LANGUAGE: Italian - English
CAMPUS: Milan



P40

VISUAL DESIGN AND
INTEGRATED MARKETING
COMMUNICATION ■

LANGUAGE: Italian - English
CAMPUS: Milan - Rome



P42

INTERIOR DESIGN ■

LANGUAGE: Italian - English
CAMPUS: Milan



P54

PRODUCT AND
SERVICE DESIGN ■

LANGUAGE: Italian - English
CAMPUS: Milan



P56

SOCIAL DESIGN ■

LANGUAGE: English
CAMPUS: Milan



P58

FASHION AND
COSTUME DESIGN ■

LANGUAGE: Italian - English
CAMPUS: Rome



P72

FASHION DESIGN ■

LANGUAGE: Italian - English
CAMPUS: Milan



P74

TEXTILE DESIGN ■

LANGUAGE: Italian - English
CAMPUS: Milan



P76

CREATIVE MEDIA PRODUCTION ■

SPECIALISATIONS: Documentary · Interactive Media
 LANGUAGE: Italian - English
 CAMPUS: Milan



P88

DIGITAL AND LIVE PERFORMANCE ■

LANGUAGE: Italian - English
 CAMPUS: Milan



P90

VISUAL ARTS AND CURATORIAL STUDIES ■

LANGUAGE: Italian - English
 CAMPUS: Milan - Rome



P102

ACADEMIC MASTERS**CREATIVE ADVERTISING** ■

LANGUAGE: English
 CAMPUS: Milan



P44

LUXURY BRAND MANAGEMENT ^{NEW!} ■

LANGUAGE: Italian - English
 CAMPUS: Milan



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FAST TRACK OPTION

SUSTAINABLE INNOVATION COMMUNICATION ■

LANGUAGE: English
 CAMPUS: Milan



P48

INTERIOR AND LIVING DESIGN ^{NEW!} ■

LANGUAGE: Italian - English
 CAMPUS: Milan



P60

FAST TRACK OPTION

ITALIAN DESIGN ■

LANGUAGE: English
 CAMPUS: Milan



P62

NEW URBAN DESIGN ■

LANGUAGE: English
 CAMPUS: Milan



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FASHION DIGITAL MARKETING ■

LANGUAGE: Italian - English
 CAMPUS: Milan



P78

SNEAKER DESIGN ■

LANGUAGE: Italian - English
 CAMPUS: Milan



P80

SCREENWRITING FOR SERIES ■

LANGUAGE: English
 CAMPUS: Rome



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ART AND ECOLOGY ■

LANGUAGE: English
 CAMPUS: Milan



P104

CONTEMPORARY ART MARKETS ■

LANGUAGE: Italian - English
 CAMPUS: Milan



P106

PHOTOGRAPHY AND VISUAL DESIGN ■

LANGUAGE: Italian - English
 CAMPUS: Milan



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REGISTRAR AND COLLECTION MANAGEMENT ^{NEW!} ■

LANGUAGE: Italian
 CAMPUS: Milan



P110

RESEARCH DEGREES**PHD IN ARTISTIC PRACTICE**

LANGUAGE: English
 CAMPUS: Milan



P112

PHD IN ARTISTIC PRACTICES AND DESIGN CULTURE

LANGUAGE: Italian
 CAMPUS: Milan



P112

FOUNDATION COURSE AND SPECIAL PROGRAMMES**FOUNDATION COURSE**

LANGUAGE: Italian - English
 CAMPUS: Milan - London^{NEW!}

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GAP YEAR PROGRAMME

LANGUAGE: Italian - English
 CAMPUS: Milan - Rome

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SEMESTER ABROAD PROGRAMMES

LANGUAGE: Italian - English
 CAMPUS: Milan - Rome

P114

SUMMER COURSES

LANGUAGE: English
 CAMPUS: Milan - Rome

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For Milan and Rome courses: the degrees awarded at the end of AFAM programmes are First Level (Bachelor of Arts) and Second Level (Master of Arts) Academic Degrees, and First Level Academic Master Degrees (Academic Master), recognised by MUR and equivalent to University Degrees. Further details on the degrees awarded in specific cases are available on NABA website. Where present, the specialisations are activated based on a minimum number of requests.

For the new London courses: participants who successfully complete the Bachelors of Arts will receive a BA (Hons) Degree

awarded by Regent's University London and a total of 360 UK credits (equivalent to 180 ECTS/CFA credits). NABA London courses don't have specialisations.

Some of the programmes indicated in this brochure may undergo variations or accreditation due to academic choices or ministerial directives. For updates and further details on our academic offer: www.naba.it

COMMUNI CATION

AND

GRAPHIC DESIGN

AREA

The Communication and Graphic Design Area responds to the constantly evolving demands of the communications sector, combining an academic approach with experimentation in technologies and visual languages.

BACHELORS OF ARTS

COMICS AND VISUAL STORYTELLING

LANGUAGE: Italian - English
CAMPUS: Milan - Rome

GRAPHIC DESIGN AND ART DIRECTION

SPECIALISATIONS: Brand Design - Creative Direction - Visual Design
LANGUAGE: Italian - English
CAMPUS: Milan - Rome

MARKETING AND MANAGEMENT FOR CREATIVE BUSINESS ^{NEW!}

LANGUAGE: Italian - English
CAMPUS: Milan

MASTERS OF ARTS

USER EXPERIENCE DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

VISUAL DESIGN AND INTEGRATED MARKETING COMMUNICATION

LANGUAGE: Italian - English
CAMPUS: Milan - Rome

ACADEMIC MASTERS

CREATIVE ADVERTISING

LANGUAGE: English
CAMPUS: Milan

LUXURY BRAND MANAGEMENT ^{NEW!}

LANGUAGE: Italian - English
CAMPUS: Milan

FAST TRACK OPTION

SUSTAINABLE INNOVATION COMMUNICATION

LANGUAGE: English
CAMPUS: Milan

FAST TRACK Option

Possibility to directly access a predefined Master of Arts' programme of the same Area upon completion of the Academic Master and achieving a sufficient number of credits.

BACHELOR OF ARTS IN

COMICS AND VISUAL STORYTELLING

KEY TOPICS

American comics · Manga · European comics · Scriptwriting · Graphic novel · Visualisation technique: anatomy and perspective · Semiotics · After Effects and AI · Computer graphics · Fundamentals of digital animation

CAREER OPPORTUNITIES

Comic book artist · Graphic novelist · Cartoonist · Storyboard artist · Concept artist · Comic strip creator · Illustrator · Web comic creator · Visual development artist

AREA

Communication and Graphic Design

LANGUAGE

Italian - English

CAMPUS

Milan - Rome

DEGREE AWARDED

First Level Academic Degree

CREDITS

180 CFA

LENGTH

Three years

AREA LEADER

Milan | Rome
Patrizia Moschella

SUBJECT LEADER

Milan
Giulia Conti

COURSE LEADER

Rome
Alessio Trabacchini

The BA in Comics and Visual Storytelling (First Level Academic Degree in Graphic Design and Art Direction) prepares future comics illustrators, graphic novelists and visual artists providing them with the necessary skills to create engaging stories and develop their own style. By studying various genres - from Superheroes to Manga, from Mickey Mouse to the Comic Strips, from Indie Comics to Visual Novels, as well as the art of visual storytelling, students will learn the basic principles of comics, enabling them to create narratives, characters and visual sequences capable of conveying messages and emotions.

The learning objectives are: [1] to learn basic visual and narrative skills, to create fantasy characters and worlds, [2] to develop projects designed for both traditional and digital channels, [3] to integrate academic education with multidisciplinary exploration and market knowledge.



FIND OUT ABOUT THE CURRICULUM HERE!

GRAPHIC DESIGN AND ART DIRECTION

SPECIALISATIONS

Brand Design · Creative Direction · Visual Design

KEY TOPICS

Art direction · Brand design · Publishing Design · Experimental Graphic Design · Generative AI · UX/UI design · Photography · Illustration · Digital Drawing · Computer art · Digital content strategy · Extramedia techniques · Audiovisual design

CAREER OPPORTUNITIES

Art director · Copywriter · Graphic designer · Web designer · Brand designer · AI specialist · Editorial designer · Motion designer · Packaging designer · Illustrator · UX/UI designer · Visual designer

AREA Communication and Graphic Design	LANGUAGE Italian - English	CAMPUS Milan - Rome
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Samuel Mathias Zitelli	COURSE LEADER Rome Dionigi Mattia Gagliardi

This BA guides students into the varied world of communication, a dynamic and ever-expanding sector, as are its possible professional applications. With its three main specialisations - Brand Design, Creative Direction and Visual Design - the BA offers an interdisciplinary programme tackling several fields, from graphic design, advertising, publishing, motion graphic and 3D modelling, web design and UX/UI, to generative applications of Artificial Intelligence. The students also participate in real briefs' design in collaboration with both national and international partners, through the experimental activity of the creative workshop.

The learning objectives are: [1] to explore multi-disciplinary approaches, [2] to conduct research, define strategies and innovate, [3] to experiment on real brief with leading international partners.



FIND OUT ABOUT THE
CURRICULUM HERE!



MARKETING AND MANAGEMENT FOR CREATIVE BUSINESS^{NEW!}

KEY TOPICS

AI creative tools · Omnichannel design · Data-driven marketing · Entrepreneurship · Team building · Project management · Business strategy

CAREER OPPORTUNITIES

AI marketing strategist · Creator marketing specialist · Community engagement specialist · Omnichannel specialist · Digital start-upper · Customer experience designer · Metaverse brand strategist · Creative entrepreneur · Business designer · Project manager · Innovation manager

AREA Communication and Graphic Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Franco Gonella	

The BA in Marketing and Management for Creative Business trains professionals who can drive innovation in the creative sectors, using smart technologies as a key tool for designing strategies, services, and products of the future. The course places AI at the heart of the curriculum, exploring its applications in marketing, communication, and entrepreneurial development processes. Students will acquire cross-disciplinary skills that combine technology, business, and creativity, enabling them to become hybrid professionals capable of working as developers, creatives, and start-up founders. The teaching approach focuses on "operational know-how" and practical experimentation, encouraging autonomy, entrepreneurial spirit, and collaborative work within multifunctional, multicultural, and multi-specialist teams.

The learning objectives are: [1] the ability to analyse market, business, and communication data, also through the use of appropriate supporting tools, [2] the ability to develop and manage multichannel communication projects within temporary, multicultural, and multifunctional teams, using appropriate and consistent creative solutions, [3] knowledge and application of the main AI tools to support managerial, creative, and media-related design processes.



FIND OUT ABOUT THE CURRICULUM HERE!

MASTER OF ARTS IN

USER EXPERIENCE DESIGN

KEY TOPICS

Visual design · Architecture of information · Digital and motion design · AI digital design · Brand strategy · Design thinking · Service design · Interface design · Interaction design · Business modelling

CAREER OPPORTUNITIES

Web designer · UX/UI designer · Interface designer · Experience designer · Interaction designer · User experience lead · Digital director · UX/UI researcher · Information architect · Content strategist

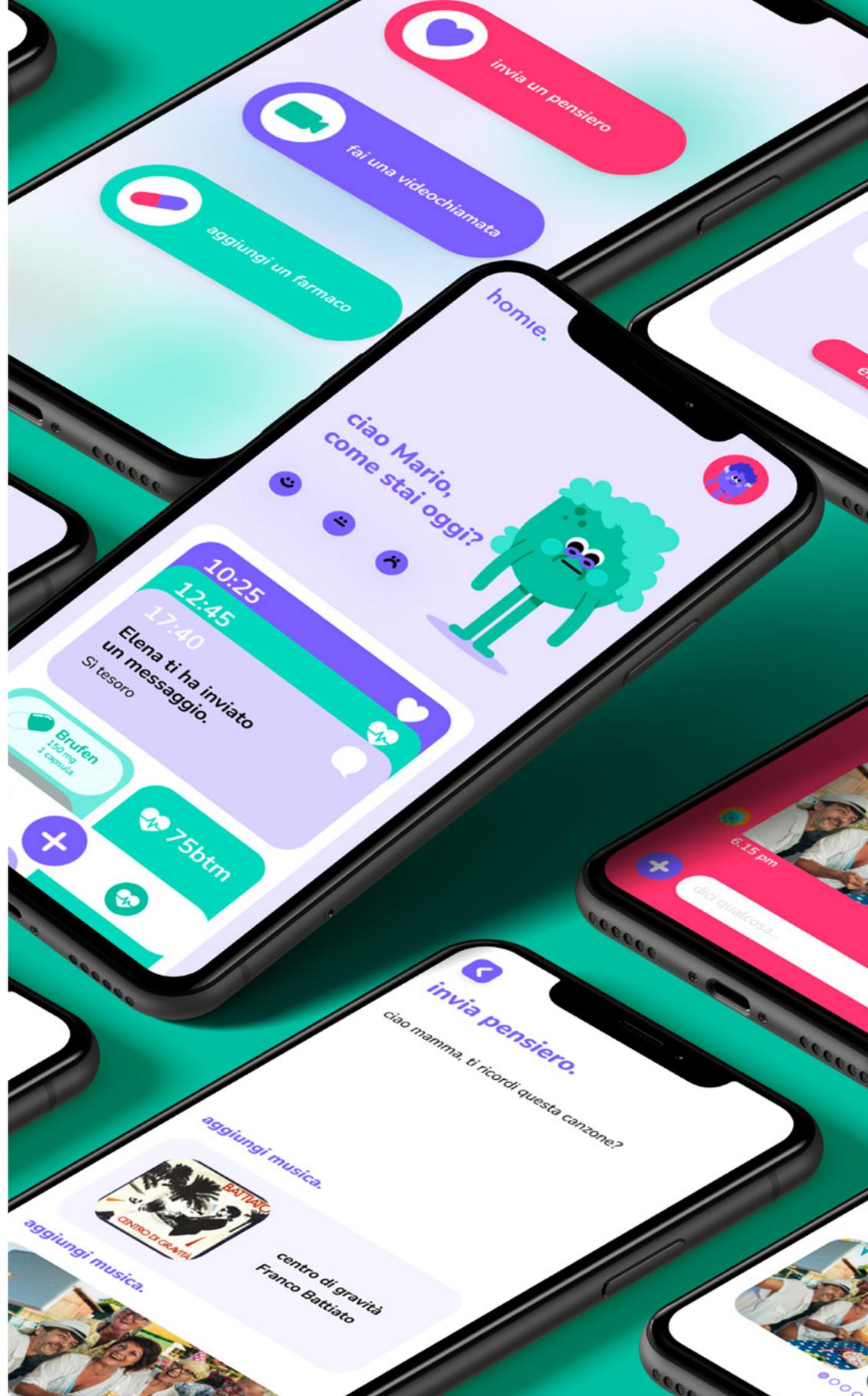
AREA Communication and Graphic Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Fabio Pelagalli	

The MA in User Experience Design (Second Level Academic Degree in Communication Design) provides the theoretical, technical and methodological skills for the design of complex digital communication systems. Through a continuous synthesis between creativity and strategy, and with an analytical and systemic approach to design that refers to cognitive psychology and contemporary visual culture, the MA deals with the study and design of digital interfaces and has a focus on user experience (UX/UI) as well as on information architecture.

The learning objectives are: [1] to identify the potential offered by new technologies as well as the impact of the interaction between men and information technology systems, also trying to understand their influence on communication processes, [2] to search and analyse the necessary information to devise effective creative solutions and contemporary languages and visual styles suited to the technological context, [3] to organise and manage complex design projects integrating the experience, branding, design, and usability aspects of digital products or online services, in order to efficiently fulfil the content management goals.



FIND OUT ABOUT THE CURRICULUM HERE!



MASTER OF ARTS IN

VISUAL DESIGN AND INTEGRATED MARKETING COMMUNICATION

KEY TOPICS

Marketing and economics · Design management · Graphic design and digital layout · Art direction · Brand identity · Advertising · Digital branding and social media strategy · Business modelling · Video production for ADV · Interface design

CAREER OPPORTUNITIES

Communication designer · Marketing professional · Art director · Copywriter · Strategic planner · Communication manager · User experience and interface designer · Brand designer · Social media manager · Digital strategist · Creative director

AREA Communication and Graphic Design	LANGUAGE Italian - English	CAMPUS Milan - Rome
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Fabio Pelagalli	COURSE LEADER Rome Stefano Bizzarri

The MA in Visual Design and Integrated Marketing Communication (Second Level Academic Degree in Communication Design) provides a synthesis between the typical marketing approach, as usually covered in more corporate business oriented courses, to help students develop a solid background in the field, and the artistic-expressive approach as also used by new technologies, gaining a wide range of technical and design production skills. By working on real brief, they have the chance to put their acquired skills into practice and to undertake all phases of complex communication projects.

The learning objectives are: [1] to decode the elements and languages of communication as well as their contemporary cultural and imaginary contexts, [2] to assess different languages of communication and identify the impact of the communication processes on today's socio-economic and cultural context, [3] to manage complex communication projects, finding the right balance between the economic and the artistic-creative dimension.



FIND OUT ABOUT THE CURRICULUM HERE!



PROJECT

The "TARDIMAN" project is a government-backed genetic engineering initiative aimed at enabling humans and animals to survive in extreme environments by implanting tardigrade genes.

"TARDIMAN" Project: Engineering the Future of Survival

Harnessing Tardigrade Genetics to Adapt Humans and Animals to Extreme Environments.

FAQ:

1. What is the "TARDIMAN" Project?

The "TARDIMAN" project is a government-backed genetic engineering initiative aimed at enabling humans and animals to survive in extreme environments by implanting tardigrade genes.

2. Is the implantation process safe?

The process is safe and has been rigorously tested. The nanotechnology device is easy to use, allowing individuals to perform the procedure at home or at a hospital with professional assistance.

3. Who can participate in the project?

Anyone, including humans and animals, can participate. For more details, please contact your local public hospital.

Recent Developments:

We are pleased to announce that the "TARDIMAN" project has successfully helped hundreds of participants adapt to extreme environments. Recent studies show significant improvements in adaptability following the implantation of tardigrade genes.

CREATIVE ADVERTISING

KEY TOPICS

Advertising · Art direction · AI applied to advertising · Copywriting · Strategic planning · Measurement and data · Social media · Audio adv · Print adv · Cross channel planning · Video advertising

CAREER OPPORTUNITIES

Art director · Copywriter · Creative director · Strategic planner · Creative account

AREA Communication and Graphic Design	LANGUAGE English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Sara Buluggiu	

The Academic Master provides students the chance to develop their talents in copywriting, storytelling and art direction, enabling them to ideate campaigns across various types of media. The programme alternates the teaching of the basics of creative advertising - from terminology to project logics - to a "learning by doing" didactic approach: students, in fact, will attend intensive workshops with leading companies and sector professionals and will be encouraged to participate in prestigious international creative competitions.

The learning objectives are: [1] to acquire the basics of creative advertising through theory and practice, [2] to experiment with real campaigns and briefs with leading companies and sector professionals, [3] to participate in prestigious international creative competitions.



FIND OUT ABOUT THE CURRICULUM HERE!



LUXURY BRAND MANAGEMENT^{NEW!}

KEY TOPICS

Marketing management · Brand design · Brand identity · Digital communication · Brand management · Luxury experience · Influencer marketing · Press and PR · Brand ambassadorship · Corporate communication · New and traditional media · Publishing · Communication strategy

CAREER OPPORTUNITIES

Brand manager · Marketing manager · Digital communication manager · Social media manager · Brand strategist · Creative strategist · Brand consultant

AREA Communication and Graphic Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Francesca Tongiorgi	

The Academic Master is an immersive didactic experience, equipping students with the tools to design innovative strategies that enhance the identity of luxury brands, exploring the dynamics of the target market, both in services and high-end products, focusing on sustainability, digital innovation, and evolving consumption experiences. Combining theoretical lectures on branding and strategic management with workshops with leading industry companies, students will develop communication strategies based on new aesthetic and artistic languages, and the emotional aspects of the consumer experience, serving as the foundation for cross-media campaigns and international retail strategies.

The learning objectives are: [1] to learn to analyse and interpret consumer behaviours, understanding their implications for luxury brands, [2] to acquire the skills needed to design and implement distinctive high-end product and service branding strategies that integrate unique and innovative elements, [3] to adopt tools to create and communicate exclusive and customised luxury experiences that enhance brand value and foster deep emotional connections with clients.

FAST TRACK Option

NABA offers the possibility to transition from the Academic Master to the Master of Arts in Visual Design and Integrated Marketing Communication upon completion of the Academic Master and achieving a minimum number of credits.



FIND OUT ABOUT THE CURRICULUM HERE!

SUSTAINABLE INNOVATION COMMUNICATION

KEY TOPICS

Sociology of cultural processes · Ecodesign and sustainable innovation · Design system · Visual storytelling and communication strategy · Artificial Intelligence for communication: tools and strategies · Project methodology: speculative and imaginative thinking and metrics of sustainable impact · Project methodology of visual communication: ethics and governance of territories (EGS) and design for sustainable conversion

CAREER OPPORTUNITIES

Communication strategy manager · Corporate communication specialist · Brand communication consultant · ESG specialist · Communication and sustainability specialist · Digital community and external relations specialist · CSR content curator

AREA Communication and Graphic Design	LANGUAGE English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Gloria Puppi	

The Academic Master explores theories, methods and design approaches to contemporary communication through an intensive programme and helps students to develop cross-disciplinary analysis, cultural coding and language skills pertinent to the sustainable innovation of institutions, public and private companies. It provides students with the competences to design and plan communication systems in which marketing, strategy and creativity are integrated with coherence and harmony in order to enhance the eco-systemic impact of cultural and technological innovation with focus on sustainability.

The learning objectives are: [1] to understand and decode the cultural and scientific values of sustainable innovation, developing communication strategies that are suited to enhance ecological and social impact projects, [2] to manage comprehensive and complex internal and external communication projects, coordinating the creative process in collaboration with the agency professionals and on different digital devices, [3] to create and coordinate contents targeted to the technical roles of communication who interact with companies, such as web designers, publishers, agencies and social media managers.



FIND OUT ABOUT THE CURRICULUM HERE!





DESIGN

AREA

The Design Area provides theoretical and practical skills and tools to envision and design the future, interpret complex concepts through a multidisciplinary lens, manage intricate processes, adapt to change, and formulate scenarios.

BACHELORS OF ARTS

DESIGN

SPECIALISATIONS: Interior Design · Product Design · Product and Innovation Design

LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}

MASTERS OF ARTS

INTERIOR DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

PRODUCT AND SERVICE DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

SOCIAL DESIGN

LANGUAGE: English
CAMPUS: Milan

ACADEMIC MASTERS

INTERIOR AND LIVING DESIGN^{NEW!}

LANGUAGE: Italian - English
CAMPUS: Milan

FAST TRACK OPTION

ITALIAN DESIGN

LANGUAGE: English
CAMPUS: Milan

NEW URBAN DESIGN

LANGUAGE: English
CAMPUS: Milan

FAST TRACK Option

Possibility to directly access a predefined Master of Arts' programme of the same Area upon completion of the Academic Master and achieving a sufficient number of credits.

BACHELOR OF ARTS IN

DESIGN

SPECIALISATIONS

Interior Design^{Milan - Rome} · **Product Design**^{Milan} ·
Product and Innovation Design^{Rome}

KEY TOPICS

Project methodology · Project culture · History of art, design and architecture ·
Man and environment · Social and urban design · Career development · Portraying ideas ·
Small objects and complex systems · Personal and shared spaces · AI as a design tool

CAREER OPPORTUNITIES

Designer · Product designer · Interior designer · Furniture designer · Retail designer ·
Exhibition designer · Service designer

AREA Design	LANGUAGE Italian - English	CAMPUS Milan - Rome - London ^{NEW!}
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Germana De Michelis	COURSE LEADER Rome Daniele Mancini

Following the “learning by doing” approach, the BA sees a mix of theoretical and practical activities; the course includes workshops to integrate both. After having explored basic concepts and techniques, students learn to observe the multitude of contemporary forms of design and how to apply them to their work. The course aims at stimulating sensitivity and passion for the world of objects, understood as cultural artefacts 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.

The learning objectives are: [1] to acquire the cultural and scientific competencies to define design problems and the technical competencies to solve them, [2] to develop the ability to detect the specific needs of each project, and find suitable typological and formal solutions, [3] to master the ability to use tools and techniques for the representation of spaces and products.



FIND OUT ABOUT THE
CURRICULUM HERE!

NOTE: For the new London courses: participants who successfully complete the Bachelors of Arts will receive a BA (Hons) Degree awarded by Regent's University London and a total of 360 UK credits (equivalent to 180 ECTS/CFA credits). NABA London courses don't have specialisations.



INTERIOR DESIGN

KEY TOPICS

Interior design · Furniture design · Creative direction · Strategies and tools for interior design · Exhibition design · Project culture · Light design · Experience design

CAREER OPPORTUNITIES

Interior designer · Exhibition designer · Furniture designer · 3D modelling specialist · Project illustrator · Stylist · Interior decorator · Lighting designer · Brand designer · Design consultant

AREA Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Valentina Dalla Costa	

The MA in Interior Design (Second Level Academic Degree in Design) develops all-round professional profiles ready to enter the global marketplace. In the contemporary world, interiors play an increasingly important role in individual and collective living spaces of global cities, becoming part of a complex physical and narrative system. The MA enables its students to deal with conceptual and operational issues through an interdisciplinary approach open to innovation and cultural exchange, and different project experiences led by international professionals.

The learning objectives are: [1] to explore the limits and constraints of the world of interior design, widening the knowledge, critical awareness, empirical and creative thinking skills, [2] to develop a solid empirical design thinking and a conscious methodological approach for the future professional career, [3] to design how humans will 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.



FIND OUT ABOUT THE CURRICULUM HERE!



PRODUCT AND SERVICE DESIGN

KEY TOPICS

Product design · Image culture · Materials and technologies · Communication design · Brand direction · Experience design · Product and service design lab · Data driven design · Interface design · Art direction · Light design

CAREER OPPORTUNITIES

Product designer · Service designer · UX/UI designer · Brand specialist · Art director · 3D modelling specialist · Design manager · Brand designer · Product development manager

AREA Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Valentina Dalla Costa	

The transition of the modern world from a “society of goods” to a “society of services”, and the search for a sustainable relationship with nature, gives designers the chance to explore the ethics of design more thoroughly. During the MA in Product and Service Design (Second Level Academic Degree in Design), professors and professionals guide students to become full-scale designers, capable of envisioning new products and services, managing all phases of a project’s development, from conception to manufacturing and release onto the market, through definition of the design strategy and material researching.

The learning objectives are: [1] to research and define concepts and scenarios, to design a strategic vision that puts the product into its socio-economic context thanks to the sound knowledge of project culture case histories, [2] to explain the languages of materials and technologies in a productive and economic perspective, identifying historical, anthropological implications, [3] to manage multimedia techniques and technologic tools to represent projects for products, services and interaction, interpreting sociological models for identifying changes in new consumer targets.



FIND OUT ABOUT THE CURRICULUM HERE!



SOCIAL DESIGN

KEY TOPICS

Community design · Anthropology and sociology · Product design · Communication design · Environmental design · Ecology and economy · Event design and fundraising · International cooperation · Project management · Co-design and public policies

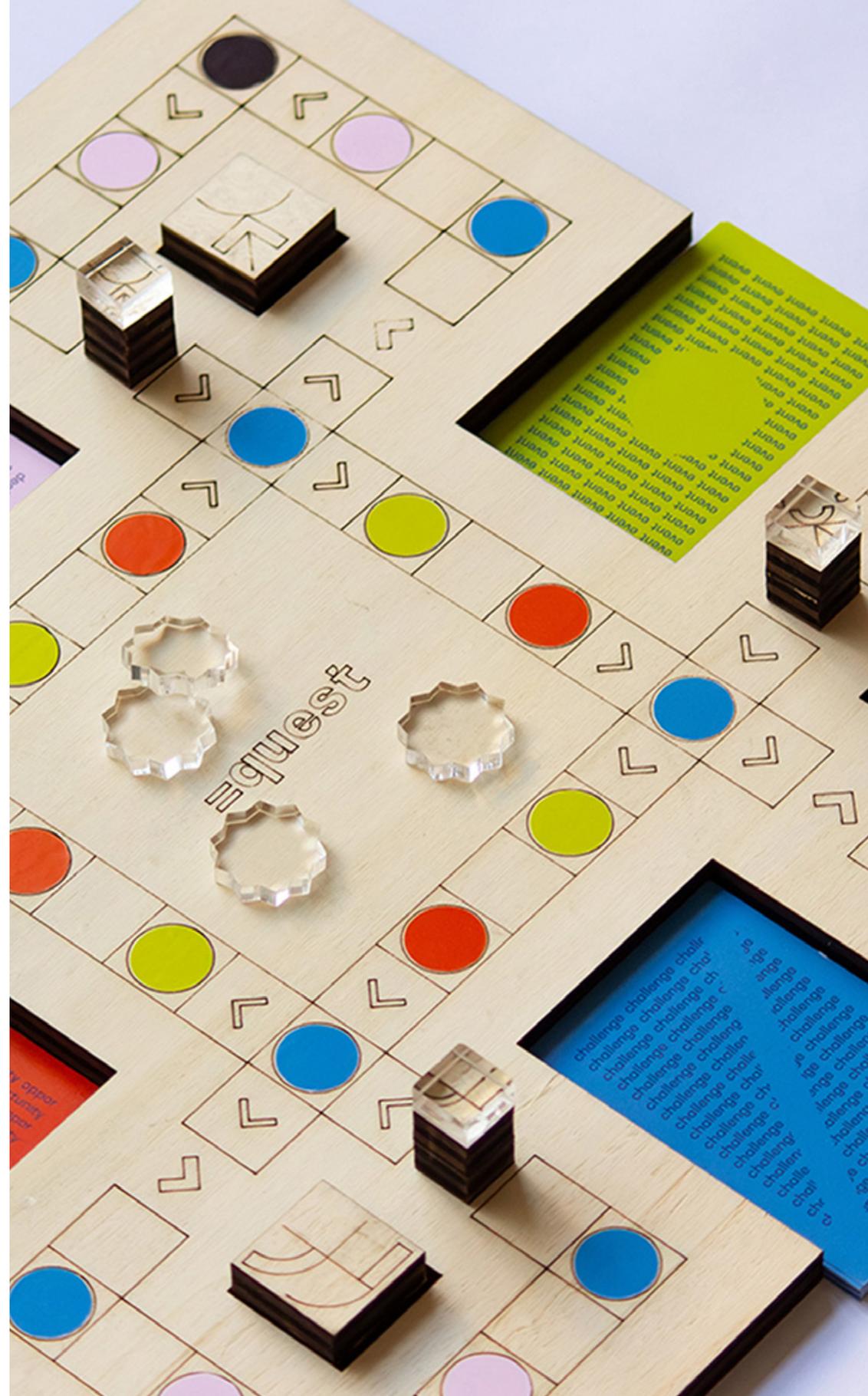
CAREER OPPORTUNITIES

Social project manager · Communication designer · Product designer · Social designer · Community designer · Environmental designer · Event designer · Strategic planner · Public policy manager · Design consultant

AREA Design	LANGUAGE English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Valentina Dalla Costa	

If focused on social development strategies, design is capable of valorising human and natural resources, driving sustainable innovation, and promoting the empowerment of local communities and social evolution through the activation of micro and macro economies: social design is acquiring an increasingly significant role in the projects of companies and public administrations. The MA in Social Design (Second Level Academic Degree in Design) enables students to understand and to explore new scenarios for practicing design in today's and tomorrow's world.

The learning objectives are: [1] to combine the work methodology of design with expertise in the fields of social, cultural and political contexts, [1] to develop projects aimed at the engagement of social communities, at the upgrading of environmental, urban or natural contexts and at dealing with real case-studies, [1] to learn to understand the contemporary social and cultural dynamics, to anticipate their possible future evolutions and to identify innovative design strategies for a sustainable development of the human society.



FIND OUT ABOUT THE CURRICULUM HERE!

INTERIOR AND LIVING DESIGN^{NEW!}

KEY TOPICS

Contemporary living and new co-living models · Design for multiple needs · Ethics and social responsibility of designers · Sustainability and materials in interior design · Culture of living and identity · Interaction between architecture and people for psychophysical wellbeing · Technologies and smart interiors · Personalisation of hospitality · Uses of spaces and display · Interaction and perception design

CAREER OPPORTUNITIES

Interior designer · Retail designer · Furniture designer · Brand designer · Space planner · Design advisor

AREA Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Chiara Filios	

The Academic Master explores the world of interior and living design, equipping students with the skills needed to design spaces that meet the demands of an ever-evolving world. Students will learn design principles aimed at creating environments that combine functionality, aesthetics, and innovation, through theoretical learning focusing on sustainability, innovative materials, and digital design technologies, and an educational approach based on learning by doing, thanks to practical workshops and collaborations with leading industry companies.

The learning objectives are: [1] to develop creative design solutions in line with the most recent interior design trends, capable of generating experiences of profound emotional meaning, [2] to acquire a mature awareness of the relationships that interior spaces define with people, objects, brand values and the digital dimension of the contemporary world, [3] to adopt professional tools for the design and visualisation of interior spaces, cultivating a solid project methodology based on an innovative, sustainable, and future-oriented approach.

FAST TRACK Option

NABA offers the possibility to transition from the Academic Master to the Master of Arts in Interior Design upon completion of the Academic Master and achieving a minimum number of credits.



FIND OUT ABOUT THE CURRICULUM HERE!



ITALIAN DESIGN

KEY TOPICS

Project culture: the evolution of design · Design methodology: research, strategy, communication · Design system: forecasting socioeconomics, sustainability scenarios, marketing innovations · History of design · History of contemporary art

CAREER OPPORTUNITIES

Product designer · Furniture designer · Light designer · Household appliances design consultant

AREA Design	LANGUAGE English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Massimo Martignoni	

The Academic Master is an experiential journey to research and analysis of the features of the Italian Design. An intensive programme which combines theory, knowledge and method, workshops and meetings with the main players in this field to explore the most advanced edges of the Italian approach to projects. The course trains professionals able to pick up on and lead trends at an international level, contributing to both innovation in industrial production, and development of new aesthetic visions and cultural values.

The learning objectives are: [1] to acquire the know-how of Italian Design through the study of functional and expressive features behind that, to develop a personal expressive and professional language, [2] to develop the ability to combine project decisions in a wider vision of management and enterprise processes, [3] to activate a dynamic inclination to the connection “problem setting/ problem solving”, developing an independent method of critical and operative analysis.



FIND OUT ABOUT THE CURRICULUM HERE!



NEW URBAN DESIGN

KEY TOPICS

Environmental sustainability and ecological transition · Sustainable mobility and accessibility · Inclusive and liveable public spaces · Smart density and mixed use · Urban redevelopment and regeneration · Nature in the city and green infrastructures · Technology and smart cities · Participatory urban governance and active citizens · Cultural identity and heritage · Spatial equity and social justice

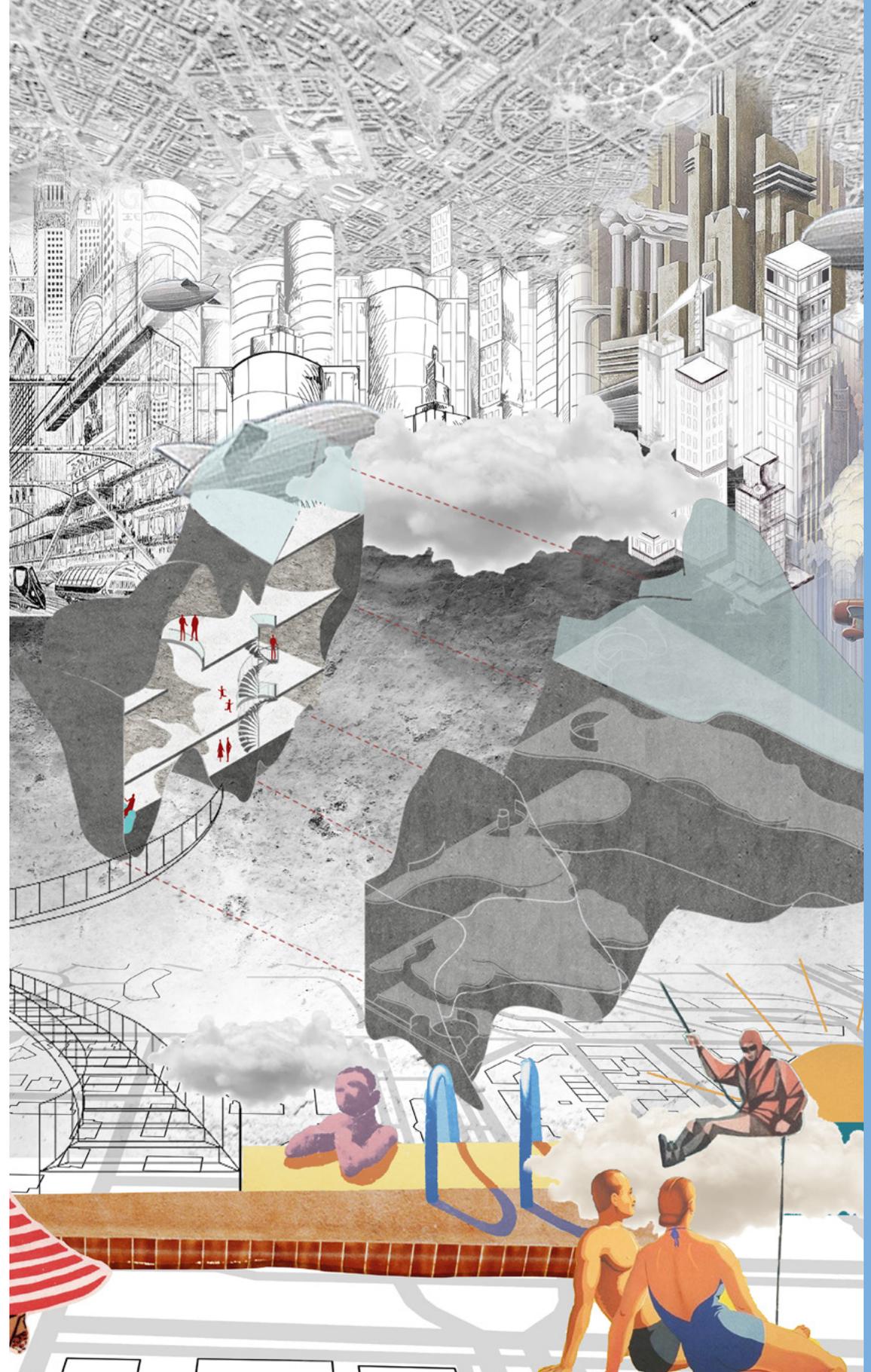
CAREER OPPORTUNITIES

Urban designer · Public administration consultant · Consultant for public utility and multi-utility companies · City brand designer · Collaborator at architecture/engineering practices, urban design companies

AREA Design	LANGUAGE English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Claudio Larcher	COURSE LEADER Milan Maurizio Scalzi	

The Academic Master gives a new perspective on the role of urban designers, and allows the students to enhance their experience in reading into, interpreting and designing cities to face the new complexity of urban contexts, and complement it with practical actions also establishing relationships with local and international partners. Through the research of new ways to understand the city, this course develops the specific necessary skills to carry out new urban design projects, with specific attention to service design.

The learning objectives are: [1] to read the city in its various proportions and dimensions (physical city, social city, political city) in order to develop urban design projects with particular attention to the re-design of services (physical, social, political), [2] to acquire a methodological approach at managing neighbourhood or metropolitan area revitalisation design and planning, temporary community activities and events, interconnections between buildings, transport systems, social networks, natural environment and care of local communities, [3] to be able to interact with the main industry interlocutors: institutions, associations, companies, architectural companies, sociologists, anthropologists and citizens.



FIND OUT ABOUT THE CURRICULUM HERE!



FASHION DESIGN AREA

The Fashion Design Area allows students to acquire the cultural and methodological tools to nurture talent and skills, recognising fashion as an expressive language capable of interpreting the most original demands.

BACHELORS OF ARTS

FASHION DESIGN

SPECIALISATIONS: Fashion Design · Fashion Styling and Communication

LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}

FASHION MARKETING MANAGEMENT

LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}

MASTERS OF ARTS

FASHION AND COSTUME DESIGN

LANGUAGE: Italian - English
CAMPUS: Rome

FASHION DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

TEXTILE DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

ACADEMIC MASTERS

FASHION DIGITAL MARKETING

LANGUAGE: Italian - English
CAMPUS: Milan

SNEAKER DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

FASHION DESIGN

SPECIALISATIONS

Fashion Design · Fashion Styling and Communication

KEY TOPICS

Fashion design · Menswear design · Accessories design · Knitwear · Fabric design · Natural dyes · Prototyping: textile culture and pattern making · Styling: fashion setting · Fashion Publishing · Art direction · Performing arts' costumes · Kidswear design

CAREER OPPORTUNITIES

Fashion designer · Textile designer · Accessories designer · Costume designer · Product manager · Art director · Stylist · Web communicator · Image consultant · Visual merchandiser · Fashion buyer · Creative director

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Milan - Rome - London ^{NEW!}
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Milan Michele Corradini	COURSE LEADER Rome Diego Manfreda

This BA aims at preparing students to enter the professional world within the national and international Fashion System. With a creative and practical approach, the programme guides students to find and develop their talents, led by a faculty consisting of professionals, and through collaborative experiences with companies and institutions connected to the cultural, social and economic life of the cities of reference. It is a non-stop laboratory of ideas thanks to the collaboration among the different specialisations, if present, which fosters the synergy of a real work team.

The learning objectives are: [1] to be aware of the tools and the design approach specific to a fashion designer, [2] to improve the skills to analyse and develop concepts and ideas which later will be used in complex projects, managing all the steps of the design and the making phase, [3] to share professional experience in team and exploring new scenarios of the fashion system to achieve new type of entrepreneurship.



FIND OUT ABOUT THE CURRICULUM HERE!

NOTE: For the new London courses: participants who successfully complete the Bachelors of Arts will receive a BA (Hons) Degree awarded by Regent's University London and a total of 360 UK credits (equivalent to 180 ECTS/CFA credits). NABA London courses don't have specialisations.



BACHELOR OF ARTS IN

FASHION MARKETING MANAGEMENT

KEY TOPICS

Project culture · Production chain · Brand management · Introduction to marketing · Business plan · Sustainability, blockchain, logistics, certifications · Luxury and craftsmanship management · Retail · Trend research · Art direction in digital innovation · Graphic design · Fashion system · Visual merchandising · History of costume · History of art

CAREER OPPORTUNITIES

Product manager · Sustainable supply chain manager · Brand manager · Merchandiser · Collection manager · Fashion buyer · Sales manager · Account manager · Trend-researcher · Social media manager · E-commerce manager

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Milan - Rome - London ^{NEW!}
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Milan Alessandro Manzi	

This course aims to train professional figures capable of managing the multidisciplinary complexities of the Fashion System, connecting the ideation and development phase of the product to marketing, communication, and distribution strategies. The course provides cultural, design, and management skills related to fashion supply chain and marketing management. Students will develop brand vision and identity projects, digital communication, and distribution starting from the knowledge of the product system and designing strategic processes related to the new demands of the digital marketing market and new models of creative entrepreneurship related to the supply chain and sustainable design.

The learning objectives are: [1] to gain cultural, technical-design and management skills related to the Fashion System, [2] to develop marketing and brand vision projects, in line with the new demands of the digital commerce market and with the new models of the creative entrepreneurship, [3] to explore multidisciplinary approaches and new scenarios of the fashion industry.



FIND OUT ABOUT THE CURRICULUM HERE!

NOTE: For the new London courses: participants who successfully complete the Bachelors of Arts will receive a BA (Hons) Degree awarded by Regent's University London and a total of 360 UK credits (equivalent to 180 ECTS/CFA credits). NABA London courses don't have specialisations.



MASTER OF ARTS IN

FASHION AND COSTUME DESIGN

KEY TOPICS

Costume design for theatre · Costume design for cinema · Culture of materials and textile design · History of art and costume · Pattern making and historical pattern making · Styling for performance · Heritage: historical and sartorial archives · Sartorial techniques: moulage · Haute couture design · Conservation and curatorship for fashion and costume

CAREER OPPORTUNITIES

Costume designer · Fashion designer · Independent designer · Creative director · Celebrity stylist · Fashion stylist · Trend forecaster · Archive curator · Haute couture designer

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Rome
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Rome Clara Tosi Pamphili	

The Master of Arts in Fashion and Costume Design (Second Level Academic Degree in Fashion and Textile Design) gives the students the necessary skills to handle experimental design, laboratory, and cultural projects that are linked to fashion and costume design. The course aims at investigating, over the two years, the topic of narration and mise-en-scène of garments created for specific events and bodies, covering the topic of archives and collections as heritage and starting points for designing.

The learning objectives are: [1] to analyse practical, theoretical, and artistic information linked to fashion and costume design phenomena, [2] to make use of complex methodologies to create articulate solutions and manifold projects, for the creation of clothing collections specifically targeted at the haute couture and performing arts' costume context, [3] to develop a high degree of professionalism, supported by entrepreneurial skills, creativity, motivation, self-sufficiency, and communication skills.



FIND OUT ABOUT THE CURRICULUM HERE!

FASHION DESIGN

KEY TOPICS

Scenious · Speculative design · World building · Generative design · Form finding · Fashion AI and metaverse · Digital technologies · Moulage · Textile culture and sustainable supply chain · Laboratory · Fabric and surface

CAREER OPPORTUNITIES

Fashion designer · Innovative fashion designer · Sustainable fashion designer · Brand director · Creative director · Merchandiser · Fashion visual merchandiser · Trend researcher and forecaster · Image consultant · Costume designer

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Milan Luca Belotti	

The MA in Fashion Design (Second Level Academic Degree in Fashion and Textile Design) trains professional figures able to manage creative processes in the field of fashion design, from research to prototyping. Its innovative and sustainable workshops as well as the cultural contents allow the students to understand those elements of the fashion language that relate to the creation of apparel collections. The lecturers, all industry professionals, guide the students in the search for their own vision that will be expressed in a very personal portfolio.

The learning objectives are: [1] to evaluate the fashion phenomenon as an articulated visual language, with self-awareness in terms of skills and style, interpreting and translating ideas into high-quality projects, [2] to use complex methodologies to show the ability to create articulate solutions for manifold projects, starting from research and analysis, to the design process and its representation and communication, [3] to professionally carry out and manage all the production phases, while showing acquaintance with a wide number of applications, knowledge and skills.



FIND OUT ABOUT THE CURRICULUM HERE!



TEXTILE DESIGN

KEY TOPICS

Laboratory · Fabric and surface · Prints and decoration · Needles and knitting machines · Digital technologies · Looms and weaving · Territory and archives · Scenious · World building · Designer and makers

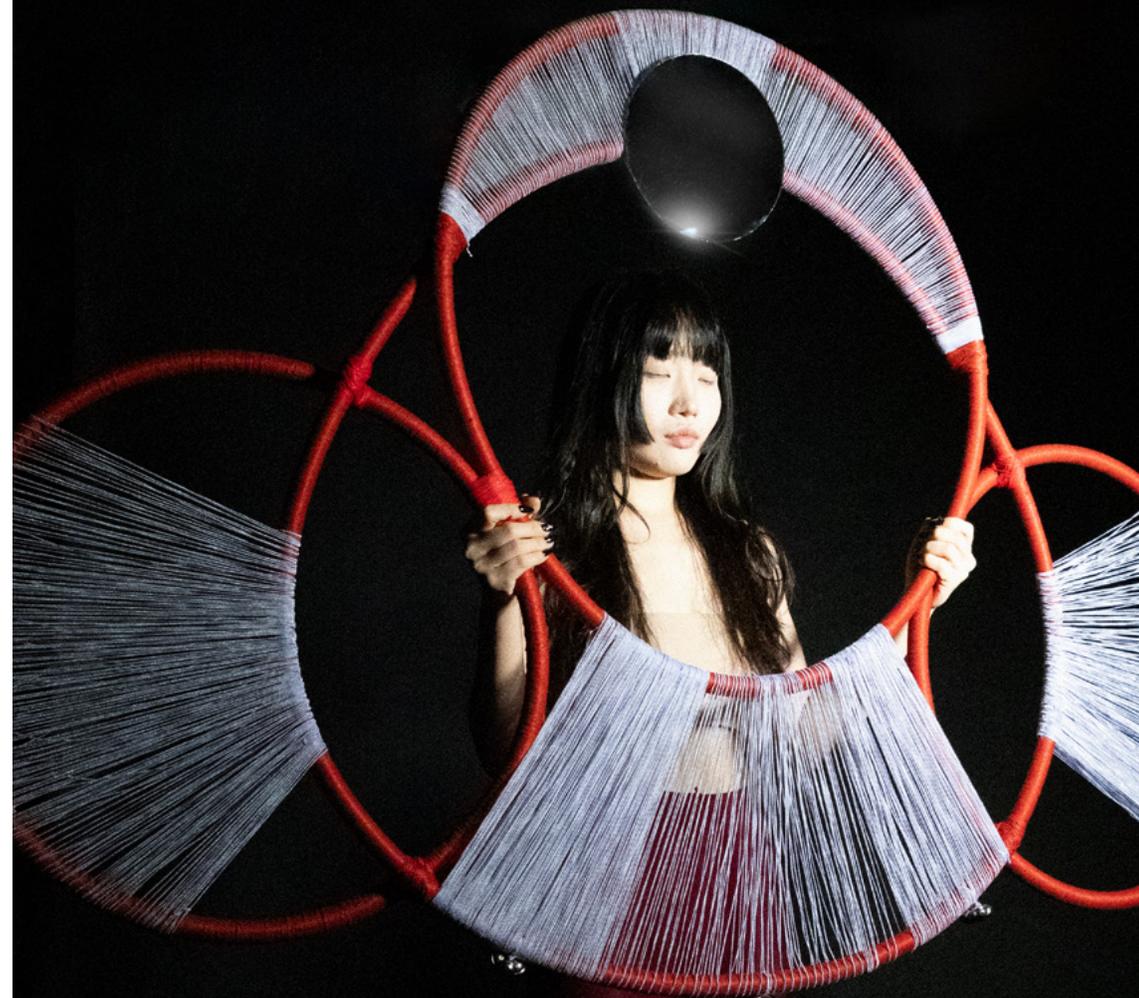
CAREER OPPORTUNITIES

Textile designer · Knitwear designer · Innovative textile designer · Sustainable textile designer · Fibre and textile researcher · Brand director · Creative director · Merchandiser · Fabric visual merchandiser · Trend researcher and forecaster · Fibre and textile artist

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Milan Luca Belotti	

The MA in Textile Design (Second Level Academic Degree in Fashion and Textile Design) trains professional figures to manage creative processes in the fields of textile and knitwear design. Thanks to the collaboration with companies of the Italian system, the course offers innovative and sustainable workshops as well as cultural contents that provide thorough knowledge of the subject, and of its expressions in the fashion and art fields. The lecturers, all industry professionals, guide the students in the search for their own vision that will be expressed in a very personal portfolio.

The learning objectives are: [1] to analyse textiles and knitwear as distinct visual languages, interpreting and translating ideas into projects with an innovative, responsible and sustainable spirit, [2] to employ proper methodologies, to the design process and its representation and communication, manifesting a professional mastery of knowledge and applications, [3] to learn an integrated approach to the textile world, exploring the values and needs of a new, global humanity with consciousness and responsibility



FIND OUT ABOUT THE CURRICULUM HERE!

FASHION DIGITAL MARKETING

KEY TOPICS

Scenious · World building · Critical language · New media · Fashion AI and metaverse · Digital technologies · Digital strategy · Branding · Lifestyle · Commercialisation

CAREER OPPORTUNITIES

Digital marketing manager · Digital project manager and strategist · Digital content creator · Community manager · Web and social marketing manager · Digital PR · E-commerce manager · Analytics manager

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Milan Luca Belotti	

The Academic Master is an intensive study path that analyses the developments of the contemporary fashion system in terms of marketing, communication and culture, with the aim of preparing professionals in the digital marketing field, capable of creating specific contents and strategies for fashion and lifestyle brands. With the study of digital technologies, tools and media within theoretical and project-based courses, where lectures are complemented by seminars and thematic workshops, the students can develop a self-sufficient, innovative and critical approach.

The learning objectives are: [1] to understand the contents, expressive languages and tools underlying digital marketing in the fashion and lifestyle sector, [2] to acquire skills to design, plan and implement strategies dedicated to the fashion and digital systems, [3] to develop an aptitude for teamwork and the competence to manage various situations independently, with the ability to interact with professionals and the industry.



FIND OUT ABOUT THE CURRICULUM HERE!



SNEAKER DESIGN

KEY TOPICS

Scenious · Speculative design · World building · Colour philosophy · Product culture · Generative design · Form finding · Sculpture · Bricolage · Regional expertise

CAREER OPPORTUNITIES

Sneaker designer · Footwear designer · Footwear pattern maker · Materials and trends researcher and developer · Fashion and style consultant for accessories · Merchandising manager · Freelancer designer · Product developer

AREA Fashion Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Colomba Leddi	COURSE LEADER Milan Andrea Cammarosano	

The Academic Master (First Level Academic Master Degree in Footwear Design) trains professionals in the field of shoe design, in particular streetwear, with an approach which pairs sound theoretical foundations, laboratory experience and collaborations with companies within the targeted industry. The students will acquire specific skills in designing and prototyping artisanal and industrial products, with special attention to innovation, market trends and sustainable production.

The learning objectives are: [1] to understand the basic competencies of the profession through the vocabulary, concepts and tools that are typical of shoe design, in particular in the streetwear industry, [2] to design, prototype and create industrial and artisanal collections for footwear, [3] to develop the ability to both work in a team and manage projects independently, sustaining a dialogue with professionals and the industry.



FIND OUT ABOUT THE CURRICULUM HERE!



MEDIA DESIGN

AND

NEW

TECH NOLOGIES

AREA

The Media Design and New Technologies Area aims to deepen, through a strong project-based approach, knowledge and the most advanced methods in the field of media and creative technologies, for the production of complex and contemporary authorial and research projects.

BACHELORS OF ARTS

CREATIVE TECHNOLOGIES

SPECIALISATIONS: Game · VFX and 3D
LANGUAGE: Italian - English
CAMPUS: Milan

FILM AND ANIMATION

SPECIALISATIONS: Filmmaking · Animation
LANGUAGE: Italian - English
CAMPUS: Milan - Rome

MASTERS OF ARTS

CREATIVE MEDIA PRODUCTION

SPECIALISATIONS: Documentary · Interactive Media
LANGUAGE: Italian - English
CAMPUS: Milan

DIGITAL AND LIVE PERFORMANCE

LANGUAGE: Italian - English
CAMPUS: Milan

ACADEMIC MASTERS

SCREENWRITING FOR SERIES

LANGUAGE: English
CAMPUS: Rome

CREATIVE TECHNOLOGIES

SPECIALISATIONS

Game · VFX and 3D

KEY TOPICS

Compositing · Virtual production · Computer games · Game production · Character design · Game design · HoudiniFX · Shader programming · Concept art · 3D modelling

CAREER OPPORTUNITIES

Creative technologist · Technical artist · VFX artist · Composer · Game designer · 3D artist · Character designer · CGI animator · Game developer · Colourist

AREA

Media Design
and New Technologies

LANGUAGE

Italian - English

CAMPUS

Milan

DEGREE AWARDED

First Level
Academic Degree

CREDITS

180 CFA

LENGTH

Three years

AREA LEADER

Milan | Rome
Vincenzo Cuccia

COURSE LEADER

Milan
Andrea Maggiolo

The BA in Creative Technologies (First Level Academic Degree in New Technologies for Applied Arts) explores the world of CGI and aims at growing professional figures in the fields of Game, VFX and 3D. Over the whole programme the students learn the most innovative digital techniques: from virtual production to develop VFX in real time, to character design and animation with the use of motion capture systems, from the development of videogames to the design of virtual reality experiences.

The learning objectives are: [1] to produce Visual Effects and use innovative techniques and technologies (Mocap, AI, Virtual Production), [2] to create 3D characters and environments, [3] to design and develop video games and interactive experiences.



FIND OUT ABOUT THE CURRICULUM HERE!



BACHELOR OF ARTS IN

FILM AND ANIMATION

SPECIALISATIONS

Filmmaking · Animation

KEY TOPICS

Storytelling · History of cinema · Camera operation techniques · Storyboard · Direction of photography · Digital animation techniques · Direction · Aesthetics · Documentary · Production design

CAREER OPPORTUNITIES

Screenwriter · Director · Media designer · Producer · Editor · Director of photography · Filmmaker · Concept artist · Art director for audiovisuals · 2D animator · Creative producer · Showrunner

AREA

 Media Design
and New Technologies

LANGUAGE

Italian - English

CAMPUS

Milan - Rome

DEGREE AWARDED

 First Level
Academic Degree

CREDITS

180 CFA

LENGTH

Three years

AREA LEADER

Milan | Rome
Vincenzo Cuccia

COURSE LEADER

Milan
Marianna Schivardi

COURSE LEADER

Rome
Fabio Capalbo

The BA in Film and Animation was born to prepare creative talents and professionals in the field of audiovisual creations, in particular in the branch of cinema, in both live action productions and animations, and in all the traditional, contemporary and future applications including their hybrid products. The dynamic nature of this industry and of new technologies assumes the outlining, even in the short term, of new professional roles, and the BA lays the foundations to keep up with these changes.

The learning objectives are: [1] to realise audiovisual productions for cinema and web, [2] to create animation contents using traditional and experimental design, [3] to design interactive and transmedia projects.


 FIND OUT ABOUT THE
CURRICULUM HERE!


CREATIVE MEDIA PRODUCTION

SPECIALISATIONS

Documentary · Interactive Media

KEY TOPICS

Interactive systems · Creative writing · Multimedia languages · Generative AI · Linear audiovisuals · Digital tools for art · Interactive installations · Documentary direction · Project culture · Aesthetics of new media

CAREER OPPORTUNITIES

Technical and concept artist · Creative coder · Creative technologist · Creative producer · Interactive storyteller · VR and MR expert · Film documentary director · Scriptwriter · AI artist

AREA Media Design and New Technologies	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Vincenzo Cuccia	COURSE LEADER Milan Michele Aquila	

The MA in Creative Media Production (Second Level Academic Degree in New Technologies for Arts) investigates the complexity of the physical and digital world, inquired and narrated through video cameras, microphones, databases, and sensors. It explores the creative possibilities offered by traditional and experimental audiovisual media and by new technologies. It's grounded on solid theories and methods to develop an innovative artistic expressive representation of reality through linear and non-linear audiovisual productions, enhanced by the adoption of creative coding, human-computer interaction, x-reality, artificial intelligence and generative sound design.

The learning objectives are: [1] to identify the languages of new technologies and to understand where and how to best apply them, [2] to understand the creative processes created by new technologies and manage complex projects in which technology and creativity fuel each other, [3] to implement creative proposals on different media.



FIND OUT ABOUT THE CURRICULUM HERE!



DIGITAL AND LIVE PERFORMANCE

KEY TOPICS

Writing for screen · Audiovisual concept and development · Interactive systems · Multimedia languages · Generative AI · Videodance · Performative techniques · Digital performance · Aesthetics of new media · Entrepreneurship

CAREER OPPORTUNITIES

Performer · Digital performer · Author, curator and critique of performative projects · Multimedia dramatist · Creative technologist · Performing arts producer

AREA Media Design and New Technologies	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
AREA LEADER Milan Rome Vincenzo Cuccia	COURSE LEADER Milan Michele Aquila	SUBJECT LEADER Milan Valentina Kastlunger

The MA in Digital and Live Performance (Second Level Academic Degree in New Technologies for Art) is a highly specialised interdisciplinary course focusing on different areas, including contemporary dramaturgy, body and movement, new technologies, interaction and sound design. The two-year MA is unique in Italy and aims to establish a set of methods to research innovative languages, ideate and design multidisciplinary artistic performances, training professionals able to dialogue and interact with international productions.

The learning objectives are: [1] to consolidate the creative and authorial identity of students by supporting research, design and production of performing arts in the contemporary scene, [2] to create innovative projects and encourage the development of productions and talents that can establish themselves in the national and international artistic and creative production circuits, [3] to promote the consolidation of a cultural and artistic ecosystem that integrates research, production, supply and distribution.



FIND OUT ABOUT THE CURRICULUM HERE!



SCREENWRITING FOR SERIES

KEY TOPICS

Script · Scriptwriting · Multimedia dramaturgy · Creative writing · Direction · TV series development · Production · Writers' room · Showrunner · Pitch

CAREER OPPORTUNITIES

Screenwriter · Story editor · Script consultant · Showrunner · Creative producer · Head of development · Producer

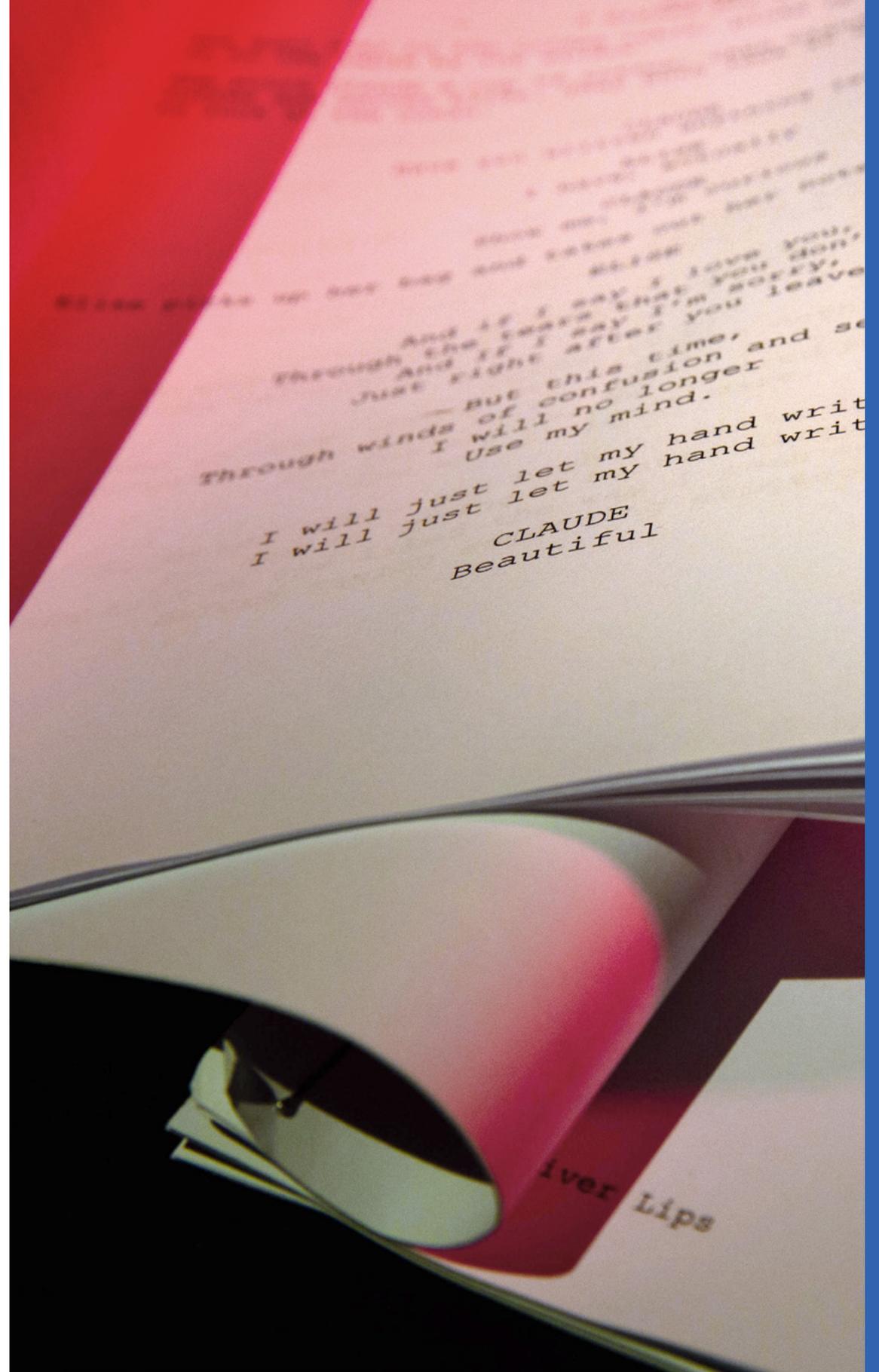
AREA Media Design and New Technologies	LANGUAGE English	CAMPUS Rome
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
AREA LEADER Milan Rome Vincenzo Cuccia	COURSE LEADER Rome Francesca Staasch	

This Master is an intensive programme that integrates theories, methods and hands-on projects by developing cross-disciplinary skills of analysis and cultural coding of contemporary languages. It intends to train professional figures in the field of audio-visual screenwriting who will be capable of intercepting compelling themes and narratives for the constantly evolving world of the development of serial projects of national and international relevance.

The learning objectives are: [1] to understand and codify the topics of the contemporary world by translating them into compelling audiovisual narrative elements, [2] to critically review and analyse the writing of the scripts of national and international serial production, [3] to be able to work independently on personal and/or commissioned screenwriting projects as well as manage team work in the writers' room in order to produce projects and proposals that follow professional standards.



FIND OUT ABOUT THE CURRICULUM HERE!





SET DESIGN

AREA

The Set Design Area introduces students to the diverse world of designing sets and costumes for live performances and events, ranging from opera to drama theatre, from dance to musicals and concerts, as well as to new approaches to staging for artistic performances, exhibitions, and fashion shows.

BACHELORS OF ARTS

SET DESIGN

SPECIALISATIONS: Theatre and Opera · Media and Events

LANGUAGE: Italian - English

CAMPUS: Milan

SET DESIGN

SPECIALISATIONS

Theatre and Opera · Media and Events

KEY TOPICS

Theatre and opera set design · Media and events set design · Theatre direction · Media and events direction · Scene design · History of cinema and video · Drawing for design · Digital drawing · History of costume · Light design · Film set

CAREER OPPORTUNITIES

Opera, ballet and prose set and costume design · Musical and concert set and costume design · Fashion show and photo shooting set design · Exhibition and event set design · Music video and advertising set design · Television and cinema set and costume design

AREA Set Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Vincenzo Cuccia	COURSE LEADER Milan Francesca Pedrotti	

The BA provides students with the tools to address the complex reality of set design through the study of design-related topics in the fields of theatre, events, exhibitions, fashion shows, cinema and television, among others. Through crossover courses like photography, light design, costume design and performing arts, and internships at theatres and leading companies in the field, students acquire qualified skills to enter the professional world, including the development of professional dossiers, budgets and periodic analysis production, work planning and organisation.

The learning objectives are: [1] to devise and design stage sets, costumes, installations for exhibitions and events, [2] to organise projects, budgets and planning, [3] to work in a team with set design labs, set and costume designers, theatre planning and direction departments, and with curators for art, design and fashion events.



FIND OUT ABOUT THE CURRICULUM HERE!



VISUAL ARTS

AREA

The Visual Arts Area guides students in experimenting with visual languages and expressive techniques, from the most traditional practices to contemporary contaminations: painting, sculpture, photography, installation, video art, performance, and new forms of artistic representation.

BACHELORS OF ARTS

PAINTING AND VISUAL ARTS

SPECIALISATIONS: Painting - Visual Arts
LANGUAGE: Italian - English
CAMPUS: Milan - Rome

MASTERS OF ARTS

VISUAL ARTS AND CURATORIAL STUDIES

LANGUAGE: Italian - English
CAMPUS: Milan - Rome

ACADEMIC MASTERS

ART AND ECOLOGY

LANGUAGE: English
CAMPUS: Milan

CONTEMPORARY ART MARKETS

LANGUAGE: Italian - English
CAMPUS: Milan

PHOTOGRAPHY AND VISUAL DESIGN

LANGUAGE: Italian - English
CAMPUS: Milan

REGISTRAR AND COLLECTION MANAGEMENT^{NEW!}

LANGUAGE: Italian
CAMPUS: Milan

BACHELOR OF ARTS IN

PAINTING AND VISUAL ARTS

SPECIALISATIONS

Painting · Visual Arts

KEY TOPICS

Painting · Visual arts · Drawing/Illustration · History of art · Photography · Public art · Video installations · Performing arts · Cultural anthropology · Aesthetics

CAREER OPPORTUNITIES

Visual artist · Illustrator · Assistant curator · Manager of cultural events · Film director · Graphic designer · Photography director · Exhibition and set designer · Video and audio editor

AREA

Visual Arts

LANGUAGE

Italian - English

CAMPUS

Milan - Rome

DEGREE AWARDED

First Level
Academic Degree

CREDITS

180 CFA

LENGTH

Three years

COURSE LEADER

Milan
Andris Brinkmanis

COURSE LEADER

Rome
Caterina Iaquinta

The BA explores the transformation of contemporary art practices, connecting art with different areas of the production and social contexts. Relating to the dynamics and values of the contemporary art system, the programme reinterprets and expands the traditional academic approach to painting and visual arts, guiding students through experimentation, investigating a variety of environments, techniques and methods, which will support them in developing an individual way of expressing themselves and their personal artistic ideas.

The learning objectives are: [1] to learn basic skills in painting, drawing, graphic design, video, photography, sound design, history of art, aesthetics and contemporary art field, [2] to produce and display artistic works, [3] to demonstrate communication and organisational skills relevant to the art and cultural field.



FIND OUT ABOUT THE CURRICULUM HERE!

MASTER OF ARTS IN

VISUAL ARTS AND CURATORIAL STUDIES

KEY TOPICS

Phenomenology of contemporary art · Curatorial studies · Visual arts · Exhibition design · Editorial studies · Exposed archive studies · Critical writing · Photography · Museology

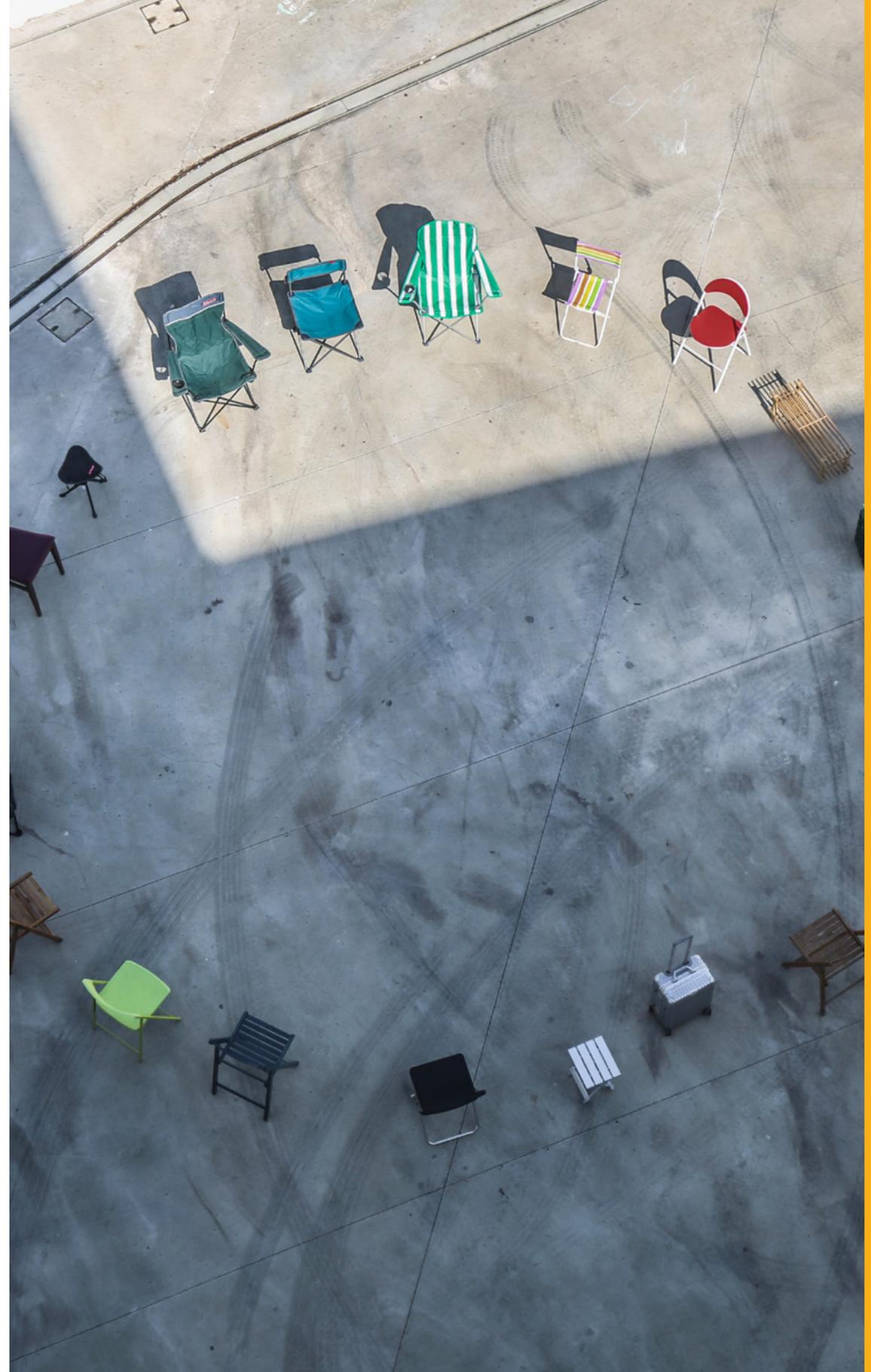
CAREER OPPORTUNITIES

Artist · Curator · Editor of art magazines and books · Art critic · Exhibition designer · Gallery and museum director · Auction house consultant · Art dealer · Director of public institutions

AREA Visual Arts	LANGUAGE Italian - English	CAMPUS Milan - Rome
DEGREE AWARDED Second Level Academic Degree	CREDITS 120 CFA	LENGTH Two years
COURSE LEADER Milan Marco Scotini	COURSE LEADER Rome Caterina Iaquinta	

Established in 2006, the MA combines solid training in artistic production with highly specialised curatorial practice. Lead by globally recognised artists, curators, critics and intellectuals, the programme explores the relationship between art, visual culture, aesthetics and social dynamics, focusing on the main research and theoretical methodologies of contemporary art. Given the solid positioning of the NABA Visual Arts Department within the contemporary art system, students will tackle interdisciplinary activities, and new training and operating models in contemporary art.

The learning objectives are: [1] to develop an in-depth knowledge of the practical and theoretical tools for artistic, curatorial, editorial, exhibition, historical-critical projects, [2] to acquire knowledge of the main research and theoretical methodologies of contemporary art and of the aesthetic and visual vocabulary to work with images, [3] to produce and display artistic works and curatorial projects on a professional and international level.



FIND OUT ABOUT THE
CURRICULUM HERE!

ACADEMIC MASTER IN

ART AND ECOLOGY

KEY TOPICS

Public art · Participatory design · Ecosophy · Representation and design of the landscape · Cartographic devices · Anthropology of complex societies

CAREER OPPORTUNITIES

Artist and curator · Land art curator · Public art researcher and advisor · Public art artist · Director and editor of specialised magazines · Environment and sustainability consultant

AREA

Visual Arts

LANGUAGE

English

CAMPUS

Milan

DEGREE AWARDED

First Level Academic
Master Degree

CREDITS

60 CFA

LENGTH

One year

COURSE LEADER

Milan

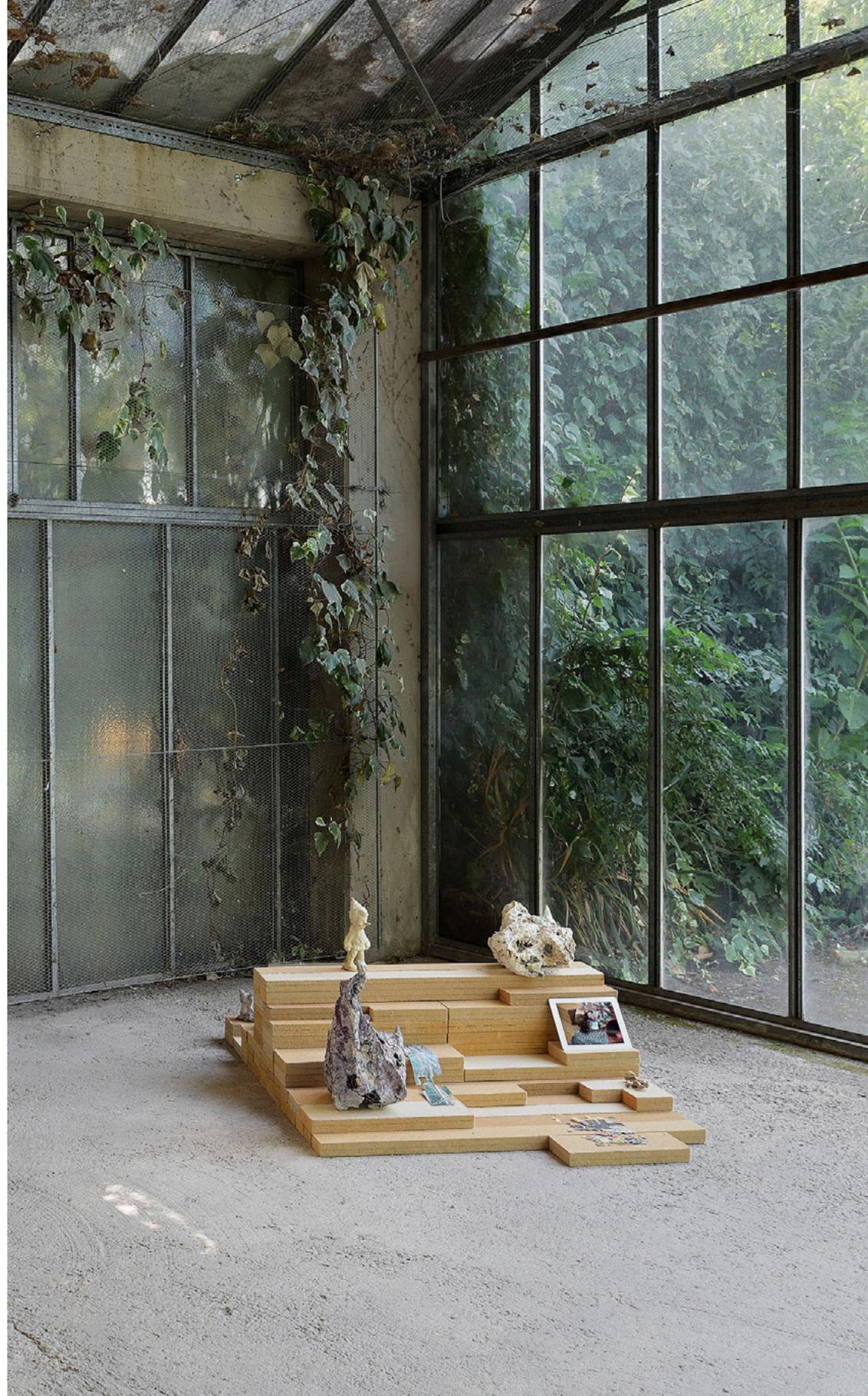
Gabriele Sassone

The Academic Master provides the students with a cross-disciplinary methodological approach and the needed tools to fulfil the most urgent issues related to landscape, environmental protection, biodiversity and sustainability, by connecting artistic creativity, design practice and scientific knowledge. Through theoretical seminars, experimental workshops and field research, the students explore the dynamics and stratifications that define an ecosystem (natural and social).

The learning objectives are: [1] to deal with dynamics and stratifications that define an ecosystem (natural and social), [2] to manage monitoring, intervention and artistic landscape design processes, [3] to develop sustainable practices and economies, public art projects as well as agroecology and cultural models related to landscape transformations.



FIND OUT ABOUT THE CURRICULUM HERE!



ACADEMIC MASTER IN

CONTEMPORARY ART MARKETS

KEY TOPICS

Art management · Economy and art market · Art market legislation · History of contemporary art · Communication and valorisation of collections · Contemporary museum studies · Art advisory · Art consultancy · Technical writing · Project management and production for the arts

CAREER OPPORTUNITIES

Private and corporate collections curator · Manager of artists foundations and archives · Specialist at auction houses · Art dealer · Project manager for galleries, museums and foundations · Communication manager and journalist · Art advisor · Consultant for legal and financial art services

AREA Visual Arts	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
COURSE LEADER Milan Cristina Masturzo		

The Academic Master is an intensive study path directed at providing students with effective tools for the interpretation of art market dynamics and valorisation processes, with particular focus on contemporary artistic languages. The first cycle of the programme is dedicated to classroom activities, workshops and visits to galleries, foundations, museums, private and corporate collections. The second is focused on internships, enabling students to experience different areas and professions of the art system first-hand, and on the final projects. Students will also attend study trips to key events in the field such as Artissima and Art Basel.

The learning objectives are: [1] to understand the dynamics of the art market and the roles of the different professionals engaged in this sector, [2] to acquire solid cultural, legal and economic knowledge of the art market and valorisation processes, [3] to develop projects and acquire historical and critical analysis and specialised communication competencies, along with practical and management skills



FIND OUT ABOUT THE CURRICULUM HERE!



PHOTOGRAPHY AND VISUAL DESIGN

KEY TOPICS

Theory and history of photography · Curatorial practices (photography exhibition) · Photography as an artistic language · Photography and publishing (magazine) · Photography and the archive: from family albums to found photography · Photography technique · Fine art printing · Documentary photography · Photography and new media · Studio photography · Portfolio

CAREER OPPORTUNITIES

Photographer in the contemporary art, architecture, advertising and fashion fields · Curator and cultural manager for museums, exhibitions, fairs and festivals · Publisher and photo editor for publishers and companies · Photo research specialist and archivist for image banks and stock photography agencies

AREA

Visual Arts

LANGUAGE

Italian - English

CAMPUS

Milan

DEGREE AWARDED

First Level Academic
Master Degree

CREDITS

60 CFA

LENGTH

One year

COURSE LEADER

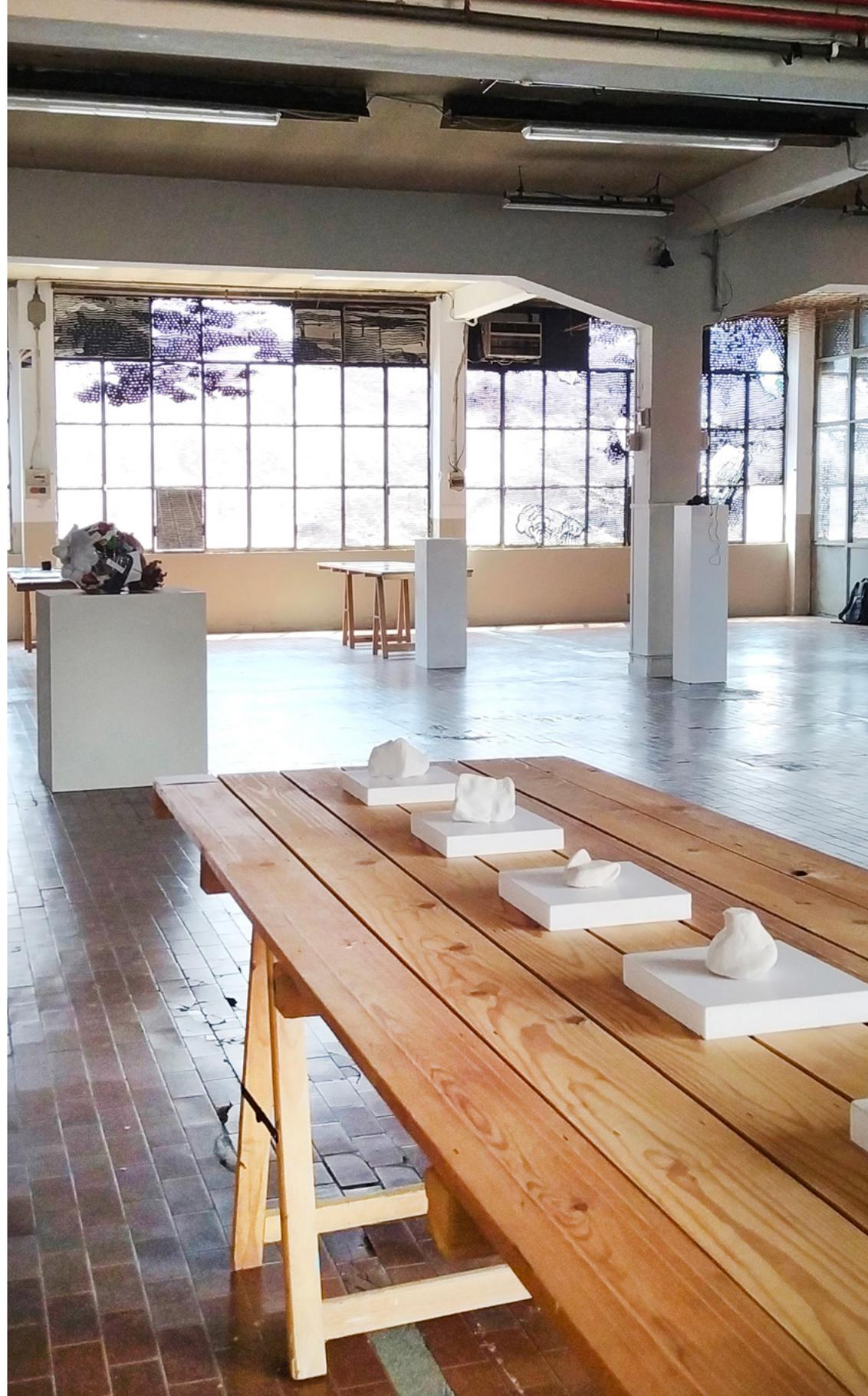
Milan
Francesco Zanot

The Academic Master prepares professionals for their entry into the world of photography, arts, and national and international communication, integrating theoretical study with projects, workshops and guided visits to research centers and exhibition spaces, audiovisual production facilities, publishing houses, theatres, artists' studios, museums and contemporary art galleries. The second part of the programme is dedicated to a period of internship in collaboration with a network of partner companies and institutions that facilitate the entry of students into the job market.

The learning objectives are: [1] to acquire a solid base of cultural and historical knowledge in the fields of photography, visual arts and new technologies, [2] to develop the technical and practical skills that will be fundamental in the national and international working environments, [3] to learn a number of professional methods and presentation techniques that will be useful in the working environment.



FIND OUT ABOUT THE CURRICULUM HERE!



REGISTRAR AND COLLECTION MANAGEMENT^{NEW!}

KEY TOPICS

Cataloguing of artistic and cultural heritage · Transport, insurance, and circulation law for works of art · Methodologies and techniques of contemporary art · Preventive conservation measures and theory of contemporary restoration · Safety and insurance of exhibition systems · Enhancement of museum collections · Exhibition organisation · Protection methods for exhibition spaces · Copyright and art market legislation

CAREER OPPORTUNITIES

Registrar for museums, galleries, collections, foundations, art fairs, luxury companies · Collection specialist in public museums, private museums, and corporate collections · Loan registrar · Exhibition registrar · Collection registrar · Exhibitions and events manager · Manager in logistics companies specialised in the art sector

AREA Visual Arts	LANGUAGE Italian	CAMPUS Milan
DEGREE AWARDED First Level Academic Master Degree	CREDITS 60 CFA	LENGTH One year
COURSE LEADER Milan Nicoletta Castellaneta		

The Academic Master's programme offers highly specialised training in one of the key professions in the management of artistic and cultural heritage: the registrar and collection specialist. Through theoretical, practical, and laboratory-based teaching, the Master's Degree combines cross-disciplinary skills such as data management, the cataloguing of artworks and luxury objects, legal knowledge regarding the handling and circulation of artworks and cultural assets, and expertise in logistics and materials conservation. The final internship gives students the opportunity to gain hands-on experience in a profession that is becoming increasingly strategic for museums, galleries, foundations, archives, artists' studios, private and corporate collections, art fairs, and for managing the heritage of luxury companies in the fashion and design sectors.

The learning objectives are: [1] to understand the characteristics of the profession of registrar and the different skills related to it, [2] to learn the legal and contractual framework for the handling of artworks and cultural heritage, as well as for collection management, [3] to acquire specific knowledge in the management, preventive conservation, cataloguing, and both national and international handling of artworks and cultural heritage.



FIND OUT ABOUT THE CURRICULUM HERE!



RESEARCH DEGREES

PHD IN ARTISTIC PRACTICE

LANGUAGE: English
CAMPUS: Milan

The International PhD in Artistic Practice was established through a collaboration between NABA, Nuova Accademia di Belle Arti and the HDK-Valand, Academy of Art and Design at the University of Gothenburg (HDK-Valand). At the heart of the programme lies the concept of practice-based research, which in this case draws inspiration from critical epistemologies of the contemporary era, with particular attention to the political and emancipatory impact of artistic knowledge. The PhD programme aims to rethink research in its practical meaning, as a dynamic space for negotiating social, political, and cultural issues, encouraging interdisciplinary research in the arts, academia, activism, and various subcultures. NABA's primary goal is to explore and promote, through the PhD programme, alternative visions in art, making research relevant and current. The programme, coordinated by Prof. Vincenzo Estremo, PhD, is designed to embrace a wide range of creative practices across different artistic disciplines.

PHD IN ARTISTIC PRACTICES AND DESIGN CULTURE

LANGUAGE: Italian
CAMPUS: Milan

The PhD in Artistic Practices and Design Culture aims to develop critical skills and to train artists, designers, curators, scholars, and producers capable of initiating research and productions through innovative methodological approaches that prioritise critical epistemologies, empirical research tools, and intersectional perspectives, while also engaging with political and militant theories and actions. This PhD programme aims to provide the practical and theoretical preparation necessary to operate within the fields of artistic and design practices. It fosters connections between adjacent approaches within design cultures, including research and analysis methods at different scales, as well as issues related to politics, the environment, class, gender, and sexuality. The programme adopts multifactorial models with the goal of incisively addressing the challenges and transformations of complex societies.



FOUNDATION COURSE

LANGUAGE: Italian - English
CAMPUS: Milan - Rome - London^{NEW!}

The Foundation Course is an interdisciplinary preparatory programme designed for candidates holding a high school diploma or equivalent qualification, who do not fully meet the admission requirements for a three-year degree course. Upon completing the Foundation Course in either English or Italian, students will have acquired the linguistic, historical, and cultural competencies necessary to proceed to the admission entry tests and subsequently enrol onto a three-year degree course. Blended learning in English is also available on the Milan Campus.



FOR MORE
INFORMATION

SPECIAL PROGRAMMES

GAP YEAR PROGRAMME

LANGUAGE: Italian - English
CAMPUS: Milan - Rome

The NABA Gap Year Programme is designed for students having a secondary school diploma who wish to spend an extraordinary learning experience abroad for one academic year. Visiting students will get the opportunity of taking part to the first year of the Bachelor of Arts of their choice, joining regular students classes and study path, to live a unique one-year period in one of the NABA campuses in Milan or Rome.

SEMESTER ABROAD PROGRAMMES

LANGUAGE: Italian - English
CAMPUS: Milan - Rome

NABA's Semester Abroad Programmes are designed for international students who wish to spend a semester studying in Milan or in Rome campuses, choosing between a dedicated and an integrated academic calendar.

SUMMER COURSES

LANGUAGE: English
CAMPUS: Milan - Rome

From June to August, NABA Summer Courses offer a comprehensive and up-to-date overview of the Academy's know-how, providing students with insight into key market trends, industrial creative processes, and the most current artistic and social practices within each area of study.

LABS

At NABA's laboratories you learn by doing. Here creativity takes concrete form: cutting, assembling, experimenting. Every space is designed for exploration, revisiting ideas, and discovering new paths. Even making mistakes becomes a valuable part of the process.

DOING, UNDOING, REDOING

NABA's laboratories are environments of continuous experimentation, where learning takes place through the direct use of tools, materials, and technologies. Each space is designed to combine theory and practice: solutions are designed and tested in constant dialogue with doing. Manual experience goes hand in hand with critical reflection, making the process an essential part of learning.

A WELCOMING SPACE

The laboratories remain accessible even outside of class hours. Some students work in groups, others focus on personal projects, and many continue exploring even after the lesson ends. A team of technicians, designers, and tutors supports every stage, guiding students with expertise and willingness to help. Here, learning is always a shared experience.

CREATIVE INTERSECTIONS FOR THE FUTURE

In the laboratories, different disciplines, languages, and perspectives intersect. Someone working on a garment might collaborate with someone developing an animation; an interface designer might exchange ideas with someone experimenting with colour. Interdisciplinary collaborations are spontaneous, projects feed on connections. Students also learn to look at materials in new ways, to consider sustainability as an integral part of the process, and to add value not just to the final outcome, but to the entire journey.

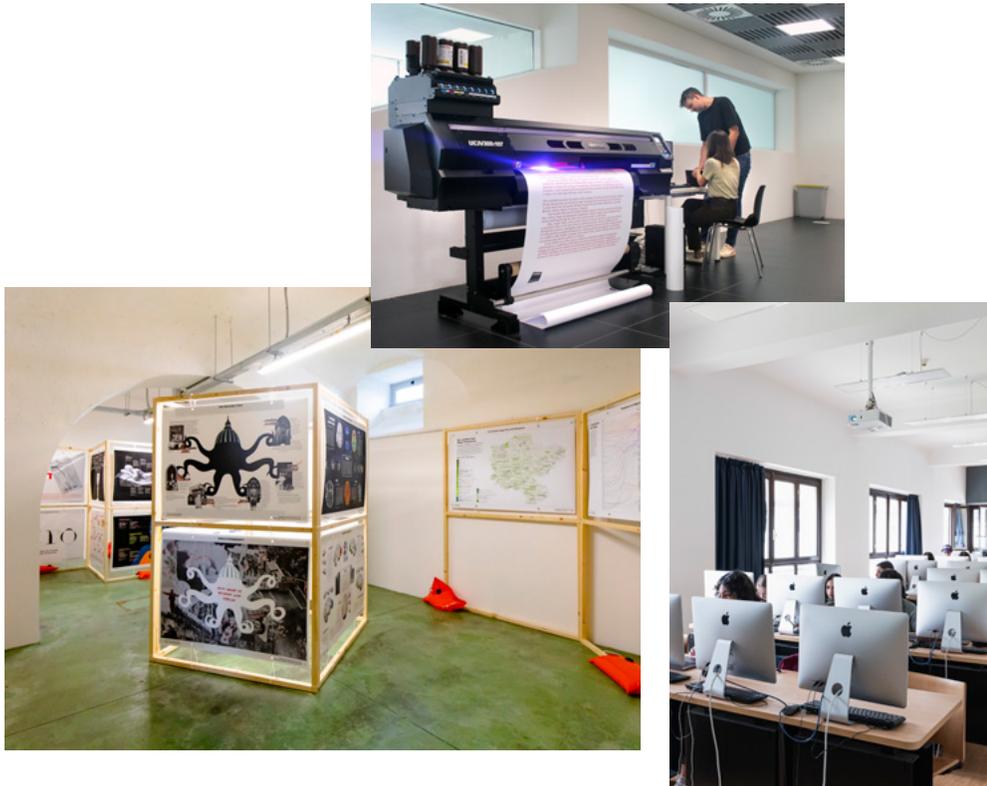


NABA IN LONDON NEW!

New campus, new energy. NABA will be operational in London from the A.Y. 2026/27: an international campus in one of the most dynamic cities in the world. Here too, the labs will be the beating heart of the educational experience, in line with the "learning by doing" approach that characterises the Academy: get ready to make your dreams come true in the London Design Lab, Fashion Design Lab, and Textile and Knitwear Lab!

For more information, visit www.naba.it

GRAPHIC DESIGN LAB



GRAPHIC DESIGN LAB In the Graphic Design Lab, students explore the full potential of print and editorial design. Here creativity takes shape through the latest-generation plotters, integrated cutting systems, and a wide variety of materials. From prototyping to final printing, each phase of the process is managed independently, with a focus on quality, precision, and environmental impact. The experience is enriched by a dedicated sample area featuring papers, finishes, and special printing effects, offering a hands-on introduction to the endless possibilities of print.

What you experience: The design and production of graphic and editorial works, acquiring technical skills on materials, printing technologies, and finishes.

Main equipment: Mimaki UCJV300 UV-LED Plotter, integrated cutting system for stickers and vinyl lettering, multifunction printer, electric cutter.

Techniques: UV-LED printing on various materials, computerised cutting, sustainable ink management, graphic prototyping.

Access and use: Regulated access with technical support or authorisation.

The UV-LED technology of the Mimaki plotter allows instant ink polymerisation without heating, reducing energy consumption. The white ink recirculation system helps minimise waste, eliminating scrap. One of the most sustainable printing methods available today.



DESIGN LAB



DESIGN LAB At NABA's Design Labs, work is done with hands, surfaces, and volumes. Cutting, sanding, assembling. From polystyrene to wood, from plastic to metal, materials are handled with care and expertise using precise tools and dedicated work areas. Activities range from model-making to prototyping, including 3D printing and laser cutting: here, design is practised through gesture, experimentation, and the actual construction of forms.

What you experience: The creation of structures and objects through material processing, refining technique, sensitivity, and design precision.

Main equipment: CNC milling machine, 3D printers, laser cutter, circular saw, band saws, lathes, thermoforming machines, paint booths.

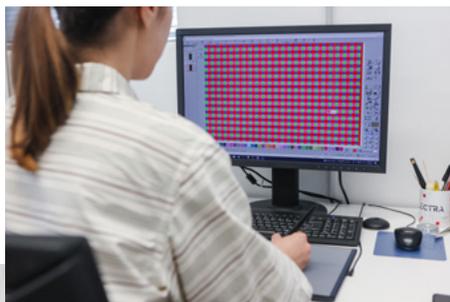
Techniques: Light model making, carpentry, thermoforming, prototyping, engraving and computerised cutting.

Access and use: Regulated access with technical support or authorisation.

The Design Labs promote the use of recycled materials and encourage mindful, low-impact production practices, all within a responsible design philosophy.



FASHION DESIGN LAB



FASHION DESIGN LAB Cutting, sewing, dyeing, finishing, but also programming and digital designing: in the Fashion Labs, traditional technologies coexist with advanced tools such as Shima Seiki machines and Lectra Modaris software, which allow for the creation of high-precision knitted garments and digital patterns. Professional equipment allows for the creation of complex garments and experimentation with advanced techniques. From knitwear to natural dyeing, work focuses on detail, materials and construction quality, developing a deep sensitivity towards processes and sustainability.

What you experience: The design of clothes and fabrics in a conscious way, enhancing the technical and creative process, from experimentation to packaging.

Main equipment: Lectra, Framis, Shima Seiki, industrial sewing machines, presses, mannequins, natural dye garden (in Milan), textile library.

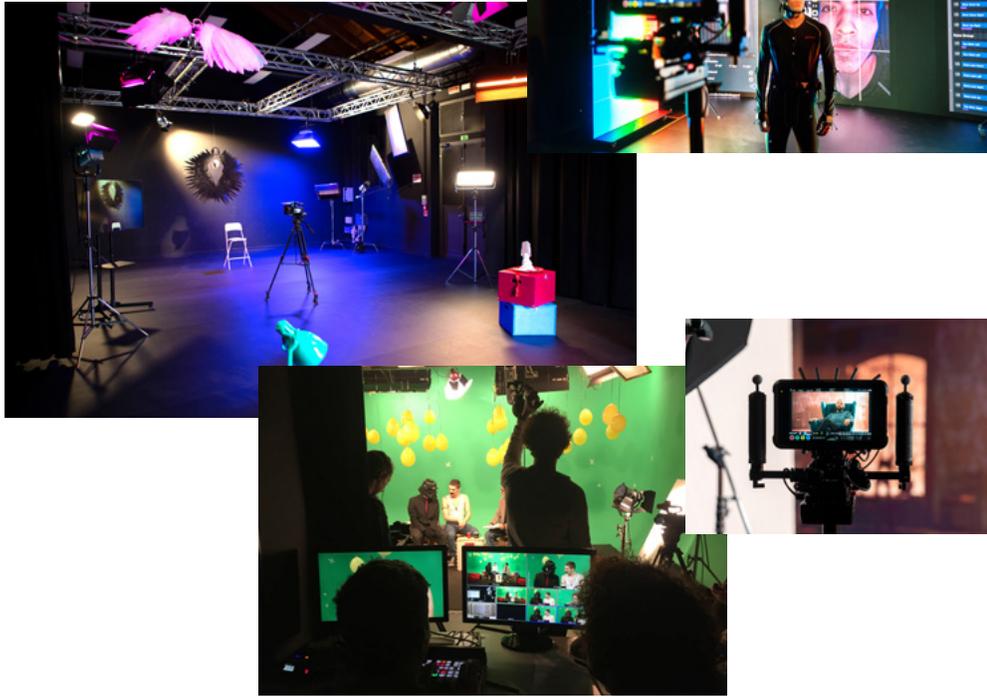
Techniques: Tailoring, knitting, natural dyeing, screen printing, eco-printing, heat-sealing, felting.

Access and use: Regulated access, with supervision or authorisation.

Milan's Natural Dye Garden provides zero-impact natural pigments. NABA is the first Academy in Italy to have installed a water reuse system for dyeing processes, integrating sustainability and innovation into its textile laboratories.



MEDIA DESIGN LAB



MEDIA DESIGN LAB Filming a scene, recording sound, building a set, editing an animated sequence: the Media Labs are fully equipped operational spaces for every stage of audio-visual production. From the laboratory to the editing rooms, and through to the green screen sets, each environment is designed for technical and narrative experimentation, with professional tools used in the film, communication, and virtual reality industry.

What you experience: The production of visual and sound content through filming, editing, special effects, animation, sound design, and immersive technologies.

Main equipment: RED Gemini cameras, studio lighting, green screens, microphones, editing software, VFX tools, 2D/3D animation and VR.

Techniques: Film shooting, photography, lighting, editing, colour correction, animation, VR.

Access and use: Access by reservation and with technical support.

In the Media Labs, every project follows a professional workflow, from shooting to post-production. The sets are configurable and equipped with high-level tools, allowing students to simulate real production environments.



SET DESIGN LAB



SET DESIGN LAB In the Set Design lab, students work closely with materials, volumes, and manual techniques. It's a space designed to encourage collaboration, where traditional craftsmanship meets contemporary solutions. Here, it is possible to design and construct models, scenic elements, props, and costumes, collaborating across disciplines and experimenting with materials and textures.

What you experience: The transformation of a set design idea into tangible artefacts through model-making, prototyping, and craft techniques.

Main equipment: Workbenches, hand tools, cutting and assembly tools, props and costume materials.

Techniques: Model-making, prop creation, prototyping, fabric ageing treatments for costumes, and experimental techniques for scenic treatments.

Access and use: Regulated access with technical support or authorisation.

In the Set Design Lab, students explore traditional craft techniques using eco-sustainable materials. This approach fosters design awareness and encourages the responsible use of resources in stage production.



VISUAL ARTS LAB



VISUAL ARTS LAB In the Visual Arts Labs, students paint, engrave, and print. They work with matter and time: the one of traditional techniques, often reinterpreted in experimental ways, and the personal time of artistic research. These labs are spaces open to cross-contamination between languages and processes: painting, chalcography, darkroom, and mixed techniques coexist and intertwine. A place where every gesture becomes an opportunity to explore, transform, and evolve one's own artistic expression.

What you experience: Artistic practice using technical tools and an experimental approach, balancing precision, intuition, and expressive freedom.

Main equipment: Easels, workbenches, spray booth, presses, darkroom.

Techniques: Painting, engraving, chalcographic printing, photographic development, mixed media.

Access and use: Regulated access, with supervision or by reservation.

The darkroom, the engraving lab, and the painting atelier offer a unique combination of analogue techniques and research spaces, where each student can experiment, explore materials and languages, and gradually shape their own expressive path.



CAREER SERVICE AND ALUMNI RELATIONS

The Career Service and Alumni Relations Office supports every student in building their professional future, from initial CV review right through to entering the job market.

The transition from education to employment is a crucial moment. That's why NABA has developed a structured and personalised support system. Active from the first year, the Career Service helps students build their professional profile, enhance their portfolio, navigate opportunities, and define their goals. Every journey is unique, but the team remains a constant presence: guiding, advising, and supporting.

The internship is a real and regulated experience, designed to turn education into opportunity. Among the tools that the Career Service and Alumni Relations Office makes available to students is NABASymlicity: a digital platform where students can connect with companies, upload their portfolio, and apply for internship offers. Over 1,000 partner companies and hundreds of internship experiences activated every year, both in Italy and abroad.

The Career Service and Alumni Relations Office goes beyond supporting entry into the job market, it provides students with tools that help them approach this transition with greater awareness: interviews, company presentations, and workshops that foster the development of key skills such as public speaking, personal branding, and one-to-one coaching. And after graduation, the office continues to provide personalised support in the search for concrete opportunities.

BUILDING AN EFFECTIVE PERSONAL NARRATIVE

The Career Service helps students present their professional profile in the best possible way. From CV and portfolio reviews to mock interviews and targeted consultancy, every initiative is designed to strengthen their presentation and make it consistent with their chosen field.

EVERY INTERNSHIP IS A FIRST STEP TOWARDS YOUR FUTURE

Internships are a mandatory part of all courses and represent a concrete entry point into the professional world. They are arranged and overseen by the Career Office, which selects companies and supervises every stage of the process. A step that can truly make a difference.

SKILLS ARE HONED EVEN BEYOND THE PROJECT

The Career Service promotes workshops focused on soft skills: public speaking, writing, and time management. Initiatives like Career Espresso, an informal meet-up at The Corner café held every other Thursday, make these moments accessible and relaxed.

IN THE CLASSROOM YOU CAN MEET THOSE LOOKING FOR YOUR TALENT

During events such as Recruiting Day and Talent Harbour, students meet recruiters directly: an opportunity to attend interviews, gather feedback, and start envisioning their professional path. At the same time, companies have the opportunity to gain an in-depth understanding of the projects developed within the courses and to initiate collaborations with the Academy. An exchange that enhances the value of classroom work and opens up new individual and collective opportunities.

During Talent Harbour Week, students and Alumni meet companies and professionals to navigate the job market.



THE NABA NETWORK CONTINUES EVEN AFTER GRADUATION THROUGH THE ALUMNI COMMUNITY

The sense of belonging doesn't end with graduation. The NABA Alumni Community brings together all the people who have completed their studies at the Academy, offering opportunities for exchange, collaboration, and ongoing professional development. Being part of the Alumni Community means staying connected to a creative, open, and constantly evolving network. Events such as the Alumni Reunion celebrate the joy of getting together, sharing experiences, and building new connections.

BEHIND EVERY NUMBER THERE IS A PERSON, A CHOICE, A BEGINNING

90% employment rate within one year after graduation, 94% for MAs and AMs, 87% satisfaction. But more than the figures, it's the journeys they represent that truly matter: personal stories, career breakthroughs, experiences that begin at NABA and lead far away.

Current employment location:

79%

In Italy

21%

Abroad

90%

Employment rate within one year after graduation

94%

Employment rate for MAs and AMs graduates

87%

Satisfaction with current employment

Source: yearly occupational survey by BVA Doxa, a leading market research company, related to graduates in 2023 one year after graduation.

A symbolic yet incredibly powerful gesture. Because throwing your cap doesn't mark an end, but a new beginning within a network that remains alive, open, and ready to build lasting connections.



Reading your name among the published projects, finding yourself within the pages of a shared story. The annual is more than an archive: it is the collective narrative of those who continue to be part of the community.



NABA GROWS

CAITLIN CHAISSON

FASHION DESIGN AREA

EVENTS PROJECT MANAGER LOUIS VUITTON

ACADEMIC MASTER IN FASHION DIGITAL MARKETING



Caitlin Chaisson, a NABA alumna, is currently an Events Project Manager for Louis Vuitton in Paris. After working on the “Dream for Change” project with Dior - UNESCO & Women@Dior, gaining experience at Sandro, and completing the Master’s in Fashion Digital Marketing, she has worked on international-scale fashion shows and events.

What led you to choose the Fashion Digital Marketing programme at NABA, from such a broad educational landscape? What appealed to you about its approach and the possibility of combining marketing with digital marketing?

After completing my Bachelor’s in Fashion Styling and Creative Direction, I was eager to expand my creative foundation and take a more strategic step in my fashion journey. When I came across the Fashion Digital Marketing programme at NABA, it immediately stood out as the perfect bridge between creativity and innovation. In an era where digital presence defines how brands connect with audiences, I was drawn to a programme that felt not only relevant but visionary. It offered the tools to understand and navigate the digital landscape while staying deeply rooted in the culture and aesthetics of fashion. Having studied fashion in Paris, I also felt inspired to experience Milan, another global fashion capital with its own unique energy and perspective. Studying at NABA felt like the natural next step to grow, challenge myself, and prepare for the evolving demands of the fashion industry.

Your journey quickly brought you into contact with major companies in the industry such as Sandro Paris, Dior, and Louis Vuitton. What enabled you to make this leap? Can you tell us a little about these experiences?

I’ve always believed in saying yes to every opportunity, big or small. While luck and timing do play a role, the real key is being ready when those moments arrive. NABA and the Fashion Digital Marketing programme were instrumental in helping me develop that readiness. The programme not only gave me technical and strategic skills, but also helped me better understand myself professionally. Thanks to the close, communicative relationship students have with their lecturers — who are active professionals themselves — I received thoughtful, in-depth feedback that helped me identify my strengths, refine my weaknesses, and gain the confidence to present myself and my work effectively. At Sandro, I worked in the Image and E-Commerce department, where I deepened my creative skills and learned the complexities of organising and styling a shoot. With Dior, I had the honour of joining the “Women at Dior” mentorship programme and now, at Louis Vuitton, I work as a Project Manager on the Fashion Show Events team. From concept to execution, I’m involved in bringing runway shows to life. It’s a dynamic role that perfectly blends organization and storytelling on a global stage.

How useful was it to work on projects connected to the professional world during the Master’s programme?

Having studied in three different schools across two countries, I can confidently say that NABA offered one of the most hands-on and professionally connected experiences. What truly set it apart was learning directly from lecturers who are not only educators but also active professionals in the fashion industry. Their insights, drawn from real-world experience, made every

ALUMNI

CAITLIN CHAISSON



"Every 3 Seconds", Sonder Magazine excerpt, art direction, 2021.

"Viperess Editorial", photoshoot, art direction and styling, 2022.

You have taken part in women's empowerment initiatives. How does this topic relate to your vision of fashion design?



lesson practical, relevant, and deeply engaging. Throughout the one-year programme, I had the opportunity to develop in-depth brand analyses, competitive benchmarks, and strategic proposals tailored to real, evolving fashion brands. These projects became more than academic exercises: they became key components of my portfolio and valuable references during internships and professional roles.

I strongly believe that women should have equal access to opportunities, and this is especially critical in underrepresented or geographically remote communities. I was incredibly honoured to be selected for the "Women at Dior" programme, where I worked alongside an inspiring, international group of women to develop a project focused on exactly that: expanding access. Our initiative aimed to offer free fashion education to young women in Taiwan, supported by mentorship from industry professionals across the globe. To me, fashion design should be a space where diverse voices are not only welcomed but championed. Yet today, we're seeing fewer women at the helm of major luxury houses, which only reinforces the need for continued advocacy and action.

Programmes like "Women at Dior" give me hope. They're creating tangible opportunities and pushing the industry toward a more inclusive and equal future. And as someone passionate about fashion and social impact, that's exactly the kind of work I want to be part of.

What helps you stay up to date in such a rapidly evolving industry?

It might seem obvious, but digital platforms really are the fastest and most accessible way to stay current in such a fast-moving industry. That said, what I find even more inspiring lately is how fashion is evolving beyond its traditional boundaries. There's a growing multidisciplinary approach, with fashion increasingly intersecting with art, music, sports, health, and even hospitality. I try to stay curious about these cross-industry collaborations because they often reveal where fashion is headed next.

What would you say to someone who dreams of working in the fashion system but doesn't know where to start?

One skill I consider absolutely essential in fashion is attention to detail. It's easy to focus on big, creative ideas, but execution is everything. Diligence, consistency, and a strong eye for detail often separate good work from truly great work. To anyone dreaming of working in fashion but unsure where to begin, my advice is: stay curious and open. Learn from everything — mistakes, feedback, the people around you. Be open to criticism; it's part of growing. But also, believe in yourself. As cliché as that may sound, self-belief is essential in an industry that can be competitive and unpredictable. If you don't value your own work, it's hard to convince others to.

NABA GROWS

RICCARDO SGARAMELLA

SET DESIGN AREA

SET AND COSTUME DESIGNER

BACHELOR OF ARTS IN SET DESIGN



Riccardo Sgaramella, Set and Costume Designer, graduated in Set Design at NABA. In 2024, he designed the sets for “Il cappello di paglia di Firenze” at Teatro alla Scala, directed by Mario Acampa, and the costumes for “Saturday Night Fever” at Teatro Nazionale in Milan, directed by Mauro Simone.

How did you get into Set Design, and was there a moment when you recognised set design as your expressive language?

I got into the world of set design around the age of 15, when I started creating sets for a musical school show in my hometown in Puglia. I had no idea how to build something on such a large scale; I learned everything through self-study and experimentation. That's when I realised that set design combined many elements that were shaping my growth: from my love for painting and sculpture, which I mainly studied at secondary school, to my fascination with the world of theatre, particularly musicals, which as a child I believed to be something immaterial, something I watched on TV and didn't exist beyond the screen.

Stage setting for “Il cappello di paglia di Firenze”, Teatro alla Scala, 2024.



Looking back at your time at NABA, how did the projects you worked on during the BA programme help you form a clearer and more concrete idea of your professional future? Were there any experiences or moments that you see as particularly decisive in your development?

During my three years at NABA, I had the opportunity to learn and acquire all the technical knowledge I had previously explored on my own. Through the development of various projects, I refined my skills and came to realise that conceiving and designing sets was what most fulfilled me and what felt most right for me. The final exams were particularly important, as they were more challenging and comprehensive. In particular, we had projects where we were asked to produce complete short films, a 360-degree approach that involved conceiving and managing every aspect of the production, from direction to costume and from set design to make-up.

What did you learn from your experience as an assistant at Teatro alla Scala?

My good fortune of joining Teatro alla Scala as an assistant director at the age of 21 was fundamental, comparable to completing additional years of study, but directly in the field. Being on stage teaches you in a different way, and taking on the role of assistant director allows you to gain a complete understanding and control of the show, it allows you to see how

ALUMNI

RICCARDO SGARAMELLA

Scenes from "Il cappello di paglia di Firenze", Teatro alla Scala, 2024.



How do you approach the creation of a set or costume? Where does your creative process begin?

Having mostly worked on shows linked to music over the years, the first thing I do is fully immerse myself in listening to the opera or musical to gather the initial impressions and feelings that the music conveys to me. Then, I move on to brainstorming: endless chats and conversations with the director to exchange ideas, thoughts, and reflections, creating macro-concepts and beginning to formulate initial images and ideas that aren't technically developed yet, but that immediately convey an emotion and a concept. From there, we develop broad concepts and start to build the first visuals and rough ideas. These early concepts aren't technically detailed yet, but they already convey a mood or a message. When working on a costume, I try to understand the character's traits and distinctive features so that the costume, too, tells a story.

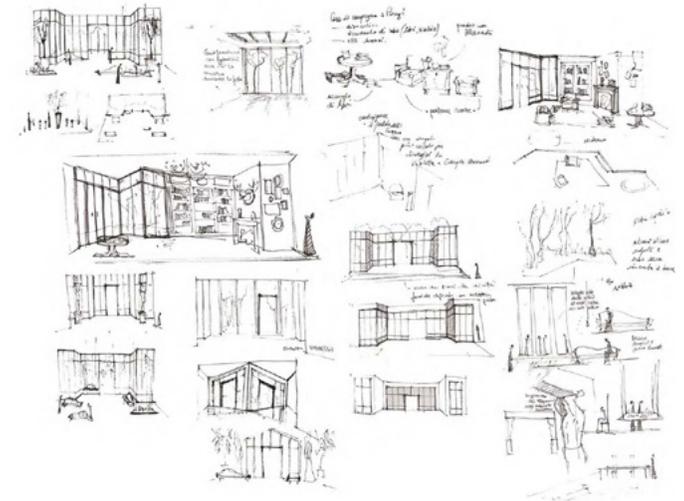
What elements help you translate a script into a set space, and how did your BA at NABA help you develop the tools needed to handle this creative and design process?

I usually begin by identifying key elements related to the context, whether historical or timeless, and then decide whether to remain faithful to the original or take a more interpretative approach. In my second year at NABA, we were assigned a set design project for Rossini's opera "La Cenerentola". As a first step, we listened to the opera and then we compiled a chart that collected all the necessary information scene by scene. We then moved on to research, storyboarding, and the first sketches. This is a method I developed over the years and continue to follow and refine with each new project.

Today you work on a wide range of productions, from opera to musicals. How does your approach change depending on the context? Would you like to tell us about some of these productions?

The approach is certainly different, but also extremely similar in many respects. As I said before, working with music, in both cases I fully immerse myself in listening to what the music tells me. For "Il cappello di paglia di Firenze" (The Florentine Straw Hat), Nino Rota's music already told a story: something that hinted at a constant movement, a change and a sparkle in the music that the set design had to reflect and accompany; creating a rotating stage with the director Mario Acampa was certainly an excellent approach. For musicals, I always start with the music, especially because it's closer to our times. For "La febbre del sabato sera" (Saturday night fever) and also for the musical "Flashdance", which will debut in October, I did extensive research on the music, the film versions, and the iconic style of those years, trying to recreate that precise fashion but with a fresh and innovative twist.

Project boards by alumnus Riccardo Sgaramella, BA in Set Design at NABA, third year.



Looking at your early work, what changes do you recognise in your design approach today? What does it mean to you to work in set design today?

I always try to start "from scratch" when designing, because every venue, every theatre is different. The design process itself remains the same, but I try to develop a creative part first and then define it from a design perspective. I try not to impose practical limits on myself too early in the process; instead, I give space to the imagination first.

What advice would you give to someone who wants to get into the world of set design and theatre?

Never think you've learnt everything, because one of the wonderful aspects of this job is that you never stop discovering and learning. You need to be curious and constantly challenge yourself to open up new perspectives and make room for new ideas, especially because you'll never do the same thing twice.

ALINA MARAZZI



A director of documentaries, films, and theatre, she trained in London in the 1980s. With “Un’ora sola ti vorrei” (2002), she began developing a poetic approach centred on memory and the feminine. Her works include “Vogliamo anche le rose” and “Tutto parla di te”, starring Charlotte Rampling. She has received awards in Locarno, Turin, and Rome. At NABA, she is a lecturer in the Media Design and New Technologies Area.

How does the urge to tell a story arise for you?

The urgency always stems from a theme that interests and questions me. It's a process rooted in curiosity: exploring a world I feel close to, even if not necessarily autobiographical. In many projects, I return to themes surrounding women, emancipation, motherhood, and the stories we've inherited. I've always felt a strong desire to reconnect with these narratives and to see whether they resonate with others too, whether they can touch something shared.

Where does your creative process begin?

In my case, the creative process never begins with writing; instead, it unfolds through images. For me, images inspire

writing, not the other way around; so, it doesn't happen through words on paper, but through visual research. This approach perhaps also stems from the documentary method I feel is my own: observing, researching in the field, collecting testimonies. Only later does the narrative form emerge, taking shape from this visual material.

The work on memory is a common thread that runs through your research. How has it evolved over time, particularly through the different visual and narrative languages you now share with your students at NABA?

I've always been fascinated by photographic and cinematic images from the past. There's

something instinctive about them, something hard to explain: an attraction towards the frailty of images, a desire to hold on to them, preserve them, and bring them back to life. This perspective is reflected in my films, which often begin with archive footage, but also in my curatorial work – such as with the UnArchive Found Footage Fest – and in the teaching methodologies we are developing at NABA. With students, we often work with archival images, encouraging them to compare their contemporary perspective with representations from the past. By revising them, we can also dismantle partial or flawed representations.

Your projects range from documentaries to fiction, from opera to fashion films.

What criteria guide your expressive choices, and how do you address this theme in teaching at NABA?

My teaching approach is very empirical. I don't come from a teaching background: I teach by bringing my experience into the classroom, my way of working with images, especially in the field of non-fiction and documentary. At NABA, I try to offer students a wide range of narrative possibilities, using visual narratives and analysing the works of various authors. I believe it's important to provide tools that help students think about writing through images, a form of writing that often involves editing and not necessarily traditional screenwriting.

Female characters and themes related to gender identity are central to your poetic style. How important is it for you to convey these values through your projects and teaching?

It's clear that female characters are often at the heart of my work. As a woman director, this is something that deeply concerns me. I believe that if you are in a position to say something, it's important to do so thoughtfully and authentically. The representation of the feminine has always been a topic I've reflected on deeply. I've often felt the need to contribute to alternative portrayals, particularly when dominant ones failed to satisfy me. In the classroom too, I try to pass on this awareness: if we don't recognise ourselves in certain images, we have the opportunity to propose new perspectives.

As artistic director of the UnArchive Found Footage Fest, you have actively involved students from the Rome campus. What is the educational value of this kind of real-world experience within an academic context?

This is now the third year that NABA's Milan and Rome campuses have collaborated with the

UnArchive Found Footage Fest. As part of a teaching module, we ask students to work with archive images: they can use provided materials or find their own images to create a short film which is then presented at the festival. This year, the student section was so rich it became almost a parallel festival, which we called “Riuso di classe” (Class Reuse), with contributions not only from NABA but also from other Italian and international film schools and academies. Working with found footage really appeals to younger generations: it's a creative exercise that enables them to explore visual storytelling without the need to shoot from scratch. I also think it's essential that the finished shorts are shown in a cinema, in front of a real audience. It's a moment of stepping out into the world, with immense educational value. Students are always enthusiastic to see their work in a broader context and to compare it with that of others. I believe this comparison is one of the most important aspects of the entire programme.

What qualities do you believe are essential for anyone wishing to work in the world of audiovisual production today?

Today we're dealing with a generation already highly familiar with images. For this reason, I think it's essential to learn how to write: not just with words, but also by understanding how to use images in relation to writing, how to construct a visual discourse that is both articulated and aware.

What educational value does group work, combined with the conscious use of new technologies in practical projects, have in your teaching approach at NABA?

At the Academy, one of the most formative aspects is the interaction with others. In the projects we develop, such as the shorts for UnArchive, I always ask students to work

in pairs or groups. This kind of collaboration is essential for learning how to articulate a project and manage collective work, which is the reality of most professional contexts. We live in an environment that is constantly evolving, and I believe it's vital not to become complacent, but to learn how to use new technologies both critically and creatively – including artificial intelligence, for instance, which can offer great opportunities if one knows how to really put it at the service of the project.

If you could give one piece of advice to someone about to start their journey, what would it be?

My advice would be first of all to read many books, on paper. Then, go to the cinema to watch films, go to the theatre to experience live performances, meet artists who use their bodies, like actors and performers, to create images and narratives. I think it's important not to confine oneself strictly within audiovisual media, but to maintain an open and interdisciplinary outlook, to keep studying and nourishing oneself with different stimuli.

**GROWTH
MEANS
OPENING
UP**

COLLABORATIONS WITH COMPANIES

At NABA, education and the professional world meet every day. Collaborations with companies are built in the classroom, through real briefs, shared goals, and concrete results.



EXPERIMENTING TOGETHER TO LEARN IN THE FIELD

Design marathons, immersive workshops, interdisciplinary activities: projects developed with companies become an active part of the curriculum. Students work in teams, experiment in real-world conditions, and learn through collaboration. The result is collective growth that leaves a lasting impact, beyond the final project.

A SAFE SPACE FOR EXPERIMENTING

Engaging with professionals, receiving feedback, managing timelines and expectations: it all happens in a supportive and protected environment. Mistakes are seen as part of the learning process. Every project becomes a training ground for learning by doing. But students won't stay confined to the classroom: concepts can evolve, become prototypes, and even reach the market. The companies involved often choose to further develop the most effective solutions, transforming students' ideas into real products, services, and experiences.

WORKSHOPS, MARATHONS, RESIDENCIES, MENTORSHIPS, AND COMPANY VISITS

Design Marathons are 48-hour flash challenges that test intuition, teamwork, and the ability to respond quickly to real-world briefs. Workshops, often interdisciplinary, last several weeks and end with a project presentation or the creation of prototypes. Design Residencies take students directly into companies, where they work for days or weeks alongside internal teams, gaining first-hand experience of industry dynamics. Mentorship programmes, on the other hand, offer continuous dialogue with designers, art directors, or company managers who guide key phases of the project. NABA also organises guided visits to production sites, studios, and showrooms, designed to introduce students to materials, processes, and corporate cultures. Finally, events such as Talent Harbour and Recruiting Days offer direct meeting points between companies and talent, where projects can evolve into concrete professional opportunities.

EDUCATION CONNECTED TO THE PRESENT

In a rapidly changing professional landscape, it is essential to experiment with different contexts and methods. This is why NABA doesn't just bring companies into the classroom: it co-develops with them flexible, multi-level design formats that mirror the real dynamics of the creative industries. Every format - from the shortest to the most immersive - is designed to combine the development of technical, interpersonal, and strategic skills.



900

Every year, NABA collaborates with over 900 brands and partners on projects, internships, and job placements, including:

BORBONESE	CANALI	Canon	Dr. Air Weir Martens
eni	Hard Rock	CAROLINA HERRERA	LEXUS
LUXOTTICA	Ogilvy	oppo	SANDOZ
STADTLER	Venchi	WARNER BROS. DISCOVERY	Yakult

Real briefs, exceptional mentors, visions that take shape. The Design Marathons condense the creative process into two intense days of work and discussion. The experience kicks off with a talk, moves through the urgency of the project, and concludes with a public presentation and the awarding of certificates. A high-paced experience that leaves a tangible mark.

MSC



NABA collaborated with MSC Cruises, Rinascente Milano, and Dentsu Creative on the project “Tailor-made Beauties”, part of the international campaign “In viaggio verso la bellezza” (On a Journey to Beauty). Ten students from the Communication and Graphic Design and Design Areas created five window installations for the iconic Rinascente store in Corso Vittorio Emanuele, each inspired by a distinctive value of the MSC experience — from relaxation to exclusivity. Guided by NABA lecturers and Dentsu creatives, the students transformed the brand’s identity into a visual and engaging urban narrative.

BORBONESE



NABA has initiated a two-year collaboration with Borbonese, involving students from Fashion Design and Fashion Styling and Communication. Following an initial phase dedicated to the creation of a new handbag model, the project continued with the development of a digital campaign for its launch. The “Portami Via” bag is now on sale in the brand’s online shop and promoted through a video produced by the students themselves.

CANALI



To celebrate the 90th anniversary of the historic brand Canali, NABA involved students from the Fashion Design and Visual Arts Areas in a visual and creative research project. The outcome: nine physical artworks and a video entirely produced using artificial intelligence, showcased in the prestigious Sala delle Cariatidi at Palazzo Reale in Milan. The event welcomed over 400 guests, including influencers and key figures from the industry. The format has been replicated internationally in China, India, and the United States.

MONTBLANC



To celebrate the 100th anniversary of the Meisterstück fountain pen, Montblanc invited NABA to take part in a special project during Milan Fashion Week. Students from the Visual Arts Area enlivened the Montblanc Kiosk in Piazza San Babila and the boutique on Via Montenapoleone with artistic activities, performances, and workshops open to the public. Inspired by the aesthetics of Wes Anderson’s short film, they interpreted writing as a visual and narrative gesture. The works produced were then reinterpreted by calligrapher Luca Barcellona into a collective composition that blended individual creativity with a shared vision.

VENCHI

Packaging, visual culture, and global market: the collaboration between Venchi and NABA becomes a laboratory for experimentation between brand heritage and emerging visions.

Since 2020, Venchi and NABA have worked together to rethink product identity and packaging through the talent of students from the BA in Graphic Design and Art Direction. What began as a single project has evolved into an ongoing format: limited editions for seasonal festivities, immersive workshops, and direct engagement with the company's marketing team. We asked Roberta Caneschi, Global Product & Packaging Development Manager at Venchi, to tell us about this project that combines creativity, education, and strategic vision, immersing young designers in the real-world dynamics of brand and market.

What does the opportunity to collaborate with young creatives still in training mean for a brand like Venchi?

For companies wishing to remain competitive in today's market, the chance to explore different trends, perspectives, and graphic approaches is crucial. Focusing on young consumers (and designers) is vital, as they are highly interested in innovation and brand values. Understanding their preferences provides valuable insight into which visual languages and messages are most effective. This kind of research enables the development of more authentic storytelling and branding strategies that will capture the attention of a fragmented audience. It is also vital to consider themes such as sustainability, inclusivity, and authenticity, all central values for today's younger generation. Brands that embrace these values can significantly enhance their appeal.



The first project developed during the collaboration, inspired by Matisse, transformed an Easter classic product into a design object. What value does packaging hold for you as a narrative space?

Packaging has always played a fundamental role in our Easter collections, often becoming the decisive factor in a purchase. In Italy, for example, the appearance of traditional Easter eggs is incredibly important and can even influence choice more than the taste itself. This approach creates an emotional connection with customers, who feel satisfied when they find a product that combines beauty with deliciousness. What's more, sustainability is becoming increasingly important. Consumers are aware of the environmental impact of their choices, which is why Venchi is striving to use recyclable materials and reduce waste. This way, packaging remains both beautiful and responsible.

What qualities have you recognised in the projects developed by NABA students over the years? Has anything particularly impressed you?

Imagination, creativity, freedom of interpretation, and thinking outside the box; but also a strong academic background, with historical references to past and recent design trends and key figures - at times with creative freedom and original reinterpretations that have led to consistently interesting explorations and outputs.



Inspired by the vibrant geometries of Giacomo Balla, Venchi's 2024 Moon Festival collection celebrates the myth of the Jade Rabbit with exquisite packaging, vivid colours, and details that evoke the full moon. It's an invitation to the ritual of sharing, where art and chocolate meet.

Direct classroom discussions, factory visits, presentations to buyers: what role do you think these play in the growth process of a young creative?

Direct classroom discussions, factory visits, presentations, and mid-term meetings were all crucial moments that fostered mutual understanding, helping to bridge distances, and create deeper relationships. It was essential for the students to tune in with the brand, to understand the commercial landscape, the brand's style, and the overall atmosphere. This direct engagement allows them to develop ideas that are more coherent and relevant within a real-world business context.

Can initiatives like this also have an internal impact on the company? How were these projects received by the team and the buyers?

They were received very favourably, a further seal of approval for everyone, demonstrating the brand's commitment to evolving, finding new solutions, and investing in creativity despite the presence of a highly skilled in-house graphics team. This demonstrates the brand's willingness to explore new solutions and challenge itself with each collection. That said, it was always key to remain true to the Brand's identity without distorting it, and to ensure continuity for our retailers as well.



In recent years, you've also involved student teams in projects aimed at the Asian market, such as the Chinese New Year or the Mid-Autumn Festival. What creative challenges did these briefs pose, and what kind of design solutions emerged?

The challenge faced by the students to research the Asian market in depth, trying to identify with the consumers without distorting the brand, was certainly demanding. It required not only a careful analysis of cultural trends and preferences, but also the ability to interpret this information while remaining faithful to the brand's identity. This process sparked a great flow of creative and innovative ideas, making the project stand out for its originality. The proposed solutions not only demonstrated a genuine effort and interest in understanding the cultural background but also remarkable flexibility in reinterpreting the brand within a new and challenging context, ultimately creating opportunities for growth and development.



From your perspective, what skills are essential today for those who want to work in product and branding design? In the field of product and branding design, certain key skills are fundamental. It's essential to have empathy to understand a brand's needs, as well as strong creativity to propose unique ideas. It's also important to possess technical skills and be willing to collaborate with suppliers to find the most suitable printing solutions. Furthermore, being aware of market trends and bringing that knowledge into brainstorming sessions is equally valuable.

What would you suggest to those who are studying today and dream of working with companies that bring together creativity, craftsmanship, and innovation? Personality, empathy, flexibility, creativity, humility, and optimism!

For the 2024 Easter collection, Venchi invited NABA students to take part in a special project: to design the graphics and packaging for the brand's iconic eggs. Among the selected projects: an Easter filled with freedom and colours, drawing inspiration from the everyday life of teenagers, and the transformation of Venchi's products as 1930s cartoon characters.

FERRAGAMO

Ferragamo has long collaborated with NABA, combining training, creative vision, and new horizons for the luxury industry.

In this interview, we asked Linda Rosellini, Talent Acquisition & Employer Branding Director, to talk about the essence of this dialogue and the opportunities it can open up for those currently training in the fashion world. Meeting the talents of tomorrow is not just a professional opportunity, but also a way of looking ahead.

How important is it for a historic brand like Ferragamo to connect with the creativity of the younger generations during their academic career? And how can this exchange enrich the company's perspective?

It is fundamental and is at the heart of our Employer Branding strategy: making the history and values of the Brand known through opportunities to connect, such as presentations, company visits, and case studies on business topics of mutual interest, creates engagement in young people and allows us to identify who, among them, shows the greatest interest and motivation to pursue further training within the Company. Engaging in dialogue with the new generations also offers us a privileged perspective to observe and listen to the expectations, needs, and even concerns of those entering the professional world, enabling us to better understand how to support and facilitate their job placement.

What qualities or skills do you consider most relevant for those wishing to start a career at Ferragamo?

The world of fashion, so often dreamed of by those pursuing studies in this field, is full of nuances and complexities that are often little known to those who have not yet entered it. Being able to accept that you won't always have the answers, that you'll deal with less structured and changeable processes, that the unexpected is just around the corner, and that deadlines are always tight, are some of the keys to success in this industry. In our selection processes, we ask questions designed to highlight "learning agility", which is the ability to learn from experience and transform every event, whether positive or negative, into an opportunity for growth and learning that can be applied to any future experience.

Every year, countless students from all over the world choose Italy to study fashion, art, and design. What do you think makes studying here unique—in a country where luxury is also culture, landscape, and language?

Studying in Italy allows students to enrich their educational journey with an immersive experience and to capture the genius loci through everyday life, whether it's enjoying food, visiting a cloister, or stepping into a small tailor's shop or artisan's workshop.



How do you build an authentic dialogue between a brand with a strong identity and a new generation engaging with the traditional symbols of luxury? What kind of openness do you look for in the young talents you collaborate with?

Above all, we look for curiosity and a desire to learn; an awareness that active listening and a humble, inclusive approach are the winning qualities for building trust within a team, which is essential in fostering the transfer of knowledge and growth. For us, respect is a central value: respect not only for people but for the history and values of our brand.

In your opinion, what does it really mean to nurture and train a generation capable of genuinely addressing the issue of sustainability, which is so central today?

In recent years, the fashion industry has undergone a significant shift, experiencing a growing - and now consolidated - consumer awareness regarding the environmental and social impact of their purchasing choices. This new expectation, particularly widespread among younger generations, has elevated sustainability to a strategic function. For Ferragamo, this evolution represents a return to our DNA and the authentic legacy left by our founder and his family. We believe sustainability must be tangible, radical, and transparent, and that its greatest strength lies in its ability to be transformative — that is, to improve products, processes, and above all, the people who lead them. Transformation and improvement always require the courage to think differently. That's why we collaborate with schools and universities. Today, student projects are ideas; tomorrow, they could become business models, capsule collections, or industrial revolutions. We always encourage them to see themselves as architects of this change, because the world needs talents who are bold enough to imagine it better, combining creativity with responsibility.

Is there anything you'd like to share with someone who dreams of working with a company like Ferragamo?

We are a company that will soon celebrate its 100th anniversary; our roots run deep in Florence, yet our presence is global. We remain among the few independent companies, with a set of values closely linked to our heritage and a streamlined organisational model that allows everyone to express themselves and contribute without limitations. To quote our founder, Salvatore Ferragamo, we believe that "there is always something even more beautiful and perfect yet to be created".



There are many opportunities for connection between the Academy and companies, through Portfolio Reviews or dedicated talks, such as during Talent Harbour week.

LEXUS

Lexus and NABA join forces to redefine design: an experimental project that transforms the car into a creative vision, blending material, ideas, and the future.

Paolo Moroni, Director of Lexus Italia, tells us about LBX – Redefining Automotive Design, a project born from the collaboration between Lexus Italia and the Design Area of NABA. A group of students took the new Lexus LBX as a starting point to explore three radical directions – deconstruction, transformation, and transcendence – under the guidance of lecturers Claudio Larcher and Andrea Mancuso, with the active support of Paolo Moroni. The resulting projects, developed in collaboration with Fonderia Artistica Campagner, were conceived for the Videocittà Festival (July 2025), in Rome.

How important is it for a company like Lexus to engage with young designers while they're still in their training?

Lexus, an automotive brand synonymous with visionary luxury, has long supported emerging talent through initiatives such as the Lexus Design Award and, from 2025, the Discover Together project, which promotes the ideas of the next generation of designers. Lexus believes in the potential of design as a tool to improve the world and confirms its commitment to being an incubator of ideas, an open space where creativity is cultivated and can manifest itself in its purest and most disruptive form. It is essential for us to nurture this vision of the future, because we believe that design is a tool for anticipating people's needs and placing humanity at the centre of everything, in line with the Japanese philosophy of Omotenashi. Our partnership with NABA represents another step in this ongoing commitment, aimed at recognising and supporting the new generations of creatives.

What aspects impressed you most in the way the students interpreted the challenge?

We were truly impressed by the enthusiasm and engagement the students brought to this project. Each one demonstrated surprising creative maturity and a remarkable command of artistic language, paired with an attention to detail that reflects Lexus's core values. The originality and captivating visual storytelling of their works generated intense interpretations that provoked thought and emotion, much like our cars. In particular, we were struck by the meticulous care and precision infused into every element, making each artefact an example of elegance and perfection, worthy of our Takumi craftsmen.



Project developed during the Lexus X NABA Residency, cast and finished at the Fonderia Artistica Campagner.

From the Design Residency to the final exhibition, every stage involved direct interaction with the company.

What value can this exchange bring to a designer's developmental journey?

This direct exchange is immeasurable. It allows young talents to engage with the industrial world, gaining insight into the challenges and opportunities involved in translating a creative vision into a tangible product. For us at Lexus, it's a unique opportunity to gain new perspectives and fresh ideas that stimulate our innovation process. Through this collaboration, students directly experienced how attention to detail and craftsmanship, core values at Lexus, are essential for elevating an idea into something "Everyday Extraordinary". They saw how design is not merely aesthetic, but a process that must elevate symbolic meaning and amplify the sensorial experience. A co-creation experience that prepares future designers to face the complexities of the real world with an open and innovative mindset.

The projects were developed all the way through to their physical realisation. How important is the transition from idea to prototype in design today?

The transition from idea to prototype is a crucial phase in design, just as it is in car manufacturing, because it marks the moment when an abstract concept takes on a tangible form, becoming visible and real with its own aesthetic impact. The outcomes of the "LBX – Redefining Automotive Design" project were artefacts made from aluminium, each representing a design principle or iconic detail of the car, transformed into an evocative form. The result is a collection of objects that not only dialogue with the stylistic language of the car that inspired them, the Lexus LBX, but also amplify its cultural and conceptual references, offering a new perspective on the relationship between automotive design and artistic narrative. This process of tangibility is what transforms a simple inspiration into an "Everyday Extraordinary" reality, allowing us to experience a car not just by admiring it, but through the reflection of the ideas and suggestions it has sparked.

What skills do you consider essential for those who want to take on an experience in an innovative context like yours?

The future of the automotive industry will be driven by radical transformations: electrification, digitalisation, autonomous driving, and sustainability. Consequently, the skills required have changed and will continue to change significantly in the coming years. In this constantly evolving context, the necessary knowledge ranges from highly technical to more transversal competencies, with a particular focus on sustainability and inclusion. For us, innovating means adopting a multi-technological approach to offer solutions suitable for every type of customer, from hybrid to battery electric vehicles (BEV) and hydrogen-powered ones.

A future-oriented and visionary mindset, the ability to work in a team, and insatiable curiosity are also fundamental characteristics that allow us to anticipate needs and create value for people. At Lexus, innovation is much more than mere technological progress: it's a philosophy that unites creativity, sustainability, and customer centricity.

Deconstructing an object like a car and transforming it into something else: what kind of value can this process generate, even for those who originally designed it?

The students embarked on a radical exploratory journey, transforming the car from a simple means of transport into a powerful symbol of innovation, luxury, and boundless creativity. They gave free rein to their imagination, choosing personal and bold approaches to "deconstruct" and "reimagine" the car which then became a starting point rather than a point of arrival, acquiring new and powerful meanings. For Lexus, the original designer of the vehicle, seeing our work reinterpreted is a process that generates new meanings and becomes a source of inspiration and reflection. This type of process pushes us to go beyond our own standards, to continue writing a story of technological excellence and masterful craftsmanship, constantly elevating our vision.



Sketches, notes, and reflections from Design Residency in Rome: students deconstructed the Lexus LBX into its essential elements.

What advice would you give to those who are currently studying and dream of collaborating with companies like yours?

My advice to young people who dream of working with a company like Lexus is to cultivate insatiable curiosity and an open mind toward new perspectives. Our world is constantly evolving, and innovation often arises from the intersection of different disciplines and ideas. Don't be afraid to dare, to experiment, and to challenge the ordinary, just as we did with the LBX project. Focus on creating solutions that are not only aesthetically beautiful but that genuinely improve people's lives, always placing the human being at the centre. Finally, embrace the Takumi philosophy: devote yourself to the details, because it is precisely through care and precision that you achieve the excellence and timeless elegance that distinguishes Lexus. Be visionary and be ready to redefine the boundaries of innovation.



In the setting of the Fonderia Artistica Campagner, the designed prototypes became living matter. Each shape is a reflection on the Lexus bodywork, reimagined as a sculptural language and a manifesto for the future.

DEPARTMENT OF RESEARCH AND FACULTY TRAINING

DRAFT is the beating heart of research at NABA. A place where ideas take shape, engage in dialogue, and transform into concrete projects capable of making an impact in the world of arts and design. Here, research and learning intertwine in a vibrant, shared, and constantly evolving network.

A PERMANENT LABORATORY FOR RESEARCH AND INNOVATION

Established in 2021, the Department of Research and Faculty Training, known as DRAFT, is the department dedicated to the development of academic research through national and international calls for proposals, high-profile collaborations, and projects that combine precision and creativity. It is an active engine that identifies emerging trends and transforms them into growth opportunities for the entire academic community. DRAFT also leads NABA's participation in competitive funding calls and European programmes, enhancing the Academy's design capabilities and expanding opportunities for research and experimentation on an international scale.

A HUB FOR FACULTY AND IDEAS

DRAFT enhances NABA's expertise and visions by fostering synergy between disciplines, research teams, and new academic generations. It is an open and reciprocal space for dialogue, where artistic and design practices enrich one another. It promotes the sharing of design processes, nurturing a dynamic environment where ideas, methods, and teaching approaches are exchanged and improve through daily discussion.

A DOCTORAL SCHOOL WITH AN EYE ON THE FUTURE

With the launch of national and international PhD programmes, DRAFT has established a fully fledged Doctoral School. Designed for those who wish to explore advanced territories of artistic research, it welcomes emerging talents and supports a practical, transdisciplinary, and innovation-oriented approach.

CONTINUOUS PROFESSIONAL DEVELOPMENT FOR EVOLVING TEACHING PRACTICES

DRAFT also looks after lecturer training, providing practical tools to enhance daily teaching practices. From courses on inclusive teaching to the use of new digital platforms, the Faculty is supported through a continuous and consistent programme of professional development.

CONNECTIONS THAT AMPLIFY THE SCOPE OF RESEARCH

Every project developed within DRAFT is designed to engage with its context, open up to international networks, and speak to diverse audiences. From participating in symposia and conferences to publishing articles and academic papers, DRAFT extends the value of research far beyond the Academy's boundaries.



Talks, installations, and performances animate the first Italian peer-reviewed conference on artistic research, promoted by P+ARTS and coordinated by NABA.

P+ARTS

An initiative for artistic research

One of the most ambitious projects promoted by the Department of Research and Faculty Training is P+ARTS, a two-year initiative funded by the European Union (NextGenerationEU – PNRR) and coordinated by NABA. Created to strengthen artistic research in Italy, the project brings together ten institutions (eight AFAM – Higher Education in Art, Music and Dance – and two public universities) and involves six disciplinary areas: Design, Arts and Technologies, Theatre and Performing Arts, Cinema, Visual Arts, and Music. P+ARTS operates along three main lines:

1. A shared language for research: defining a common system of skills, tools, and guidelines to strengthen artistic research within AFAM institutions, in line with international standards.

2. Experimentation in the field: organising events, workshops, concerts, and symposia to explore the potential of artistic research and its impact on education, culture, business, and public policy frameworks.

3. International growth and visibility: disseminating project results, strengthening the AFAM innovation system, and promoting Italian artistic research on a global scale. Key tools include a digital platform, which collects and makes all developed content accessible, and a visual strategy designed to strengthen its public identity.

The publications are curated by Academy Press, the editorial unit born within the project to disseminate results in scientific and academic fields. Each editorial output is overseen by a scientific committee and contributes to an ongoing dialogue between research, teaching, and cultural production.

In 2024, P+ARTS promoted the first Italian peer-reviewed conference dedicated to artistic research, marking a decisive step for the institutional recognition of the sector.

With 8 post-doc researchers, 10 artist-researchers, 10 research assistants, and 176 hours of scheduled events, P+ARTS represents a key step towards strengthening artistic research in Italy.

SUSTAINABILITY AND ENVIRONMENT

Sustainability is a project. At NABA, it takes shape in every aspect of the academic experience: not just within the course contents, but in teaching methods, learning spaces, and interpersonal relationships. The first Sustainability Report and the adoption of the Sustainability Manifesto marked an important milestone, but the work began even earlier with the creation of a dedicated Committee and a governance system that includes a Code of Ethics, environmental and quality certifications, and plans for equity and inclusion.



Green spaces on NABA campuses aren't just a backdrop, but lived-in spaces: a balance between natural surroundings and urban design that encourages rest, study, and exchange.

At NABA, sustainability is not a statement of intent, but a guiding principle that shapes every aspect of academic life. It is part of the Academy's identity and translates into daily actions, long-term strategies, and practices shared by the entire community. It is reflected in operational policies, monitored choices, and tangible tools. It is not a separate field, but a cross-cutting value that guides teaching, research, spatial design, resource management, and relationships with the local area and the cultural system.

The adoption of the Sustainability Manifesto, the establishment of a permanent Commission, Environmental, Social and Governance reporting (ESG), and environmental certifications such as 14001:2015 are examples of a structural commitment. Every process—from laboratory management to supplier selection—is designed to strengthen the consistency between values and actions. Sustainability also means caring for people: accessible environments, scholarships, support tools, initiatives for inclusion and the appreciation of diversity. The goal is to create educational spaces that are open, participatory, and based on dialogue and shared responsibility.

Over 1,200 students have already taken part in activities focused on water reuse, energy saving, and waste reduction. In this way, environmental awareness goes beyond theory and becomes part of everyday actions. Learning happens by doing, but also by reflecting on the choices we make.



Every change starts with organisation. The academic offering is evolving too: new courses are being launched, such as the Academic Masters in Art and Ecology and in Sustainable Innovation Communication; these that explore new scenarios for fashion, art, and design are being recognised. Collaborations with environmentally conscious companies are transforming research into practice. Educating today means fostering responsibility.

98%

OF SPACES
ILLUMINATED WITH
LED TECHNOLOGY

Light is an integral part of the learning environment and 98% of NABA spaces are lit using LED technology: a choice that combines efficiency, durability, and sustainability, while also enhancing the quality of the daily experience. Ensuring visual comfort and managing the environmental impact of our spaces is part of a broader vision: every element, from installations to technologies, contributes to building a campus that integrates wellbeing, environmental responsibility, and quality of life.

Nature becomes colour in the NABA Natural Dye Garden: a garden-laboratory where creativity and sustainability flourish together.



In recent years, the Academy has introduced systems to reduce emissions, water recycling facilities in the laboratories, circular economy practices, and investments in renewable energy. Students play an active role in projects that place sustainability at the heart of creative production. Participation in public events, international networks, and research programmes strengthens the connection between the Academy and society.

At NABA, sustainability also takes shape in the laboratories, where low-impact techniques and processes are experimented with. In the Design Labs, conscious use of materials is encouraged, with dedicated areas for recycling and waste reduction. In the Fashion Lab, water used in processes is purified and reused, reducing overall consumption. Every technical space is designed to combine research, practice, and environmental responsibility.

52%

OF ENERGY USED
COMES FROM
RENEWABLE SOURCES

When more than half of the energy used comes from renewable sources, it's not just a technical achievement; it's a paradigm shift. 52% reliance on green energy represents a decisive step towards an educational model that doesn't just talk about sustainability, but actively puts it into practice from its very foundations. Every kilowatt saved is one more message conveyed.

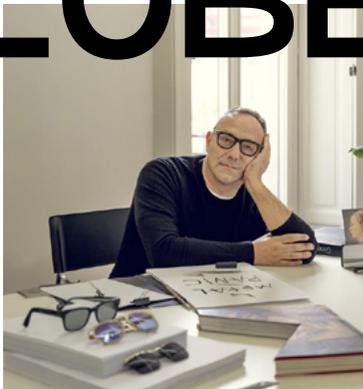
This vision is grounded in the belief that training designers and artists today also means making them aware of the context in which they live and will work. Preparing them to face the complexity of the world requires an educational approach that integrates technical expertise with environmental awareness, creative design with care for people. This means building learning paths that include specific content related to sustainability, activating collaborations with organisations committed to responsible innovation, and introducing methods and tools that stimulate continuous reflection on the impact of design choices.

-18%

REDUCTION IN CO₂
EMISSIONS FROM
ENERGY CONSUMPTION

Reducing emissions isn't just an environmental matter; it's a form of respect. An 18% reduction in CO₂ emissions from electricity consumption in a single year speaks volumes about the effectiveness of targeted interventions designed for deep impact. It's a clear sign that change is possible when you work with perseverance, vision, and tools that can make a real difference.

MARCELLO MALOBERTI



A visual artist and NABA lecturer, he creates installations, performances, and videos exploring everyday life, collectivity, and urban language. In 2024, he presented “Metal Panic” at PAC in Milan; in 2025, he won the Matteo Olivero Prize with “Martellate”. His work has been exhibited in numerous institutions, including the Venice Biennale and MAXXI in Rome. At NABA, he is a lecturer in the Visual Arts Area.

Your research stems from a constant tension towards the everyday, the fragile, and the marginal. Where does this urgency come from, and how do you convey it in your work with students at NABA?

Art, as I understand it, always lives in the marginal. I'm reminded of a text by Pasolini, “La Divina Mimesis” (1975), where he says that the first things you study form your roots. I like to talk about something I know well, about what shaped my childhood, my education, and my current everyday life. This becomes the subject of my research. Yet my work thrives on contradictions and reversals. I think it's really important for students to begin their own reflections by engaging with what they know best, so they can process it and convey it through different and personal languages.

Your works often stage the collective: bodies, gestures, and objects become tools for shared narration. What kind of awareness do you seek to activate through these experiences?

As I always say, THE AUDIENCE IS MY BODY. My interventions function as condensed narratives, they are atmospheres to be lived and experienced, emotional temperatures to be traversed. The performing body becomes that of the collective, capable of creating a dialogue between the performance itself and its audience. The body is almost always that of the other; mine is estranged, and alone it's not enough to express my entire imagery. I've been working with the body since the 1990s and I've always seen it as a poetic moment, as a universal language.

From photography to performance, from collage to light: you move across very different languages. What guides your choice of medium? And how do you encourage experimentation in your courses at NABA?

Every medium can create different narratives and feelings. I don't like to confine my work to a single language. I've never worked on closing form; I've always broken it. FOR ME, ART IS ABOUT GENERATING VISIONS, NOT COMPOSING IMAGES. I believe it's essential for students to experiment with different languages based on what they want to say. In class, I often find myself repeating to my students what Alberto Giacometti used to say about his own work, namely that he didn't finish his works, he abandoned them. I often find myself embracing this approach.

Words play a constant role in your work, from the “Martellate” series (hammer blows) to your light installations. How does this poetic dimension intertwine with your artistic practice and your teaching?

I think of the book by Gilles Deleuze and Félix Guattari, “Kafka: Toward a Minor Literature” (1975), where they speak of a third language, one connected to dialect, because the aim of art is to create a new language, not linked to power. Words are a very intimate aspect of my work, it's something private that becomes public. They are a doubling of myself, my best self-portrait. Words arise precisely from encounters and dialogue with the other, often also with my students. Whereas, writing is able to capture the voice. As I often say, I AM INHABITED BY WORDS.

For years now, you've been guiding new generations on their journey at NABA, often actively involving students in your projects, most recently, for example, in “Metal Panic” at PAC. What does it mean for you to share the artistic process with those who are still developing their own language? Would you like to tell us something about this students' involvement in various projects?

It's always a pleasure for me to involve students in my projects. I believe these are important opportunities to explore new languages and engage with new contexts, such as museums or galleries. For example, for my recent solo show “METAL PANIC” at PAC, I had the chance to work with several students on the creation of two performances: Bolidi and Sironi. Some were directly involved as performers, while others supported me with the operational aspects of the installation. STUDENTS ARE MY REFUGE. On several occasions, I've gone on to collaborate with them once their academic journey

concludes; it's very important to me to create a bond that can accompany them beyond the university context.

You've also created a digital space – the Instagram profile @aulanabaa02 – dedicated to showcasing the work of your classes. What is the value, in your view, of visibility and early exposure to such environments during a student's educational journey?

I thought it could be interesting to create a digital archive of the students' works on a platform that has become the primary means of communication. This allows us to highlight and give value to their journey, and to give them a certain level of visibility. Another element I regularly include in my courses is inviting personalities from the art world to speak to the students. I like to foster exchange and allow them to learn about different realities, while also giving students the chance to make themselves known.

If you could give one piece of advice to someone about to start their journey at NABA with the desire to express themselves through art, what would it be?

My advice is to stay open, to absorb as much as possible from your lecturers, to experiment broadly, and never to confine your vision to a single language. The mentors we encounter along the way become important reference points; mine was Luciano Fabro, whose dogmas continue to guide my approach to art today.

NABA GROWS

VALENTINA MAZZETTO

DESIGN AREA

EXHIBITION
DESIGNER
COORDINATOR
ARTEMIDE

BACHELOR OF
ARTS IN DESIGN



Valentina Mazzetto, Exhibition Designer and NABA alumna, currently coordinates Artemide's exhibition projects in Italy and abroad. After her experience with Origoni Steiner, she combines architecture, graphics, and storytelling to create meticulously crafted spaces that both narrate and engage.

What initially drew you to the design of exhibition spaces? Was there a moment when you realised it was your path?

I clearly remember the moment I realised that designing exhibition spaces was what I was most passionate about. It was the end of my BA in Design and, like many, I turned to NABA's Career Service in search of an internship. Among the many interesting proposals, I followed my instinct — and a bit of curiosity too — and chose C-Zone, a Milan-based events agency that creates tailor-made projects combining creativity, strategy, and attention to detail. That's where everything started to take shape: I discovered how fascinated I was by the idea of telling stories through space, where every detail plays a role and nothing is left to chance. I came to understand that space is never neutral, but instead holds communicative potential: it can transform, move, guide, and narrate.

Which aspects of your journey at NABA, and the Academy's teaching approach, continue to influence the way you work today?

What I carry with me most from my experience at NABA is primarily the design approach, deeply linked to the concept of "learning by doing", which was the Academy's motto at the time: a method that taught me to value the process just as much as the outcome. The Academy taught me to see the project as an open process, made of research, experimentation, and dialogue. For me, defining the conceptual aspects and conducting research are the crucial first steps towards a successful project. I love engaging in discussion and sharing ideas, from which valuable insights often emerge, both for my work and personal growth: a sort of eternal "brain and soul storming". Another key aspect of the educational approach was interdisciplinarity: having the opportunity to interact with lecturers and students from different backgrounds helped me develop a broader and more flexible perspective, which I always try to apply in my everyday practice.

Your work spans spatial design, storytelling, and brand identity. In your view, how does one strike a balance between these elements?

I believe the balance between spatial design, storytelling, and brand identity comes from attention to detail. Each project must dialogue in a coherent and sensitive way with the context, the audience, and the identity it represents. Spatial design is the physical container, but without clear storytelling and an authentic connection to the brand's identity, it risks becoming pure form. Storytelling provides meaning and direction: it's the guiding thread that drives design choices and engages the audience. Working at Artemide means studying the brand's evolution through its products with passion and interest, in order to let them express their full potential while also capturing the essence of each space, whether new or familiar,

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Danese Showroom, Salone del Mobile, 2025. Photo: Michele Nastasi



not only through an aesthetic point of view, but also from the perspective of those who will inhabit it. Balancing these dimensions requires the ability to interpret - and translate - the essence of a brand into a spatial experience that can move, guide, and leave a lasting impression.

Today you work at international level with Artemide. What skills do you think are necessary to tackle such complex projects?

Artemide represents excellence in design and innovation in the lighting sector, with products that combine research, quality, and design expertise. Present in 107 countries, it has 14 single-brand showrooms in major cities around the world, 2 production facilities, a glassworks, and an advanced Research & Development centre. Working for a brand like Artemide requires, above all, passion. It's not just about carrying out a technical task or following procedures, it's about deeply feeling the brand's identity and values and wanting to express them authentically through each project. Passion is what drives us to care about every detail, to look for innovative solutions, and to face difficulties with determination. This is accompanied by the enthusiasm for creating and growing with others with a sense of belonging and participation that fuels the quality of everyday work and makes it possible to tackle every challenge with energy, collaboration, and a shared vision. Alongside these personal qualities, specific technical skills are essential, ranging from exhibition and graphic design to proficiency in design software. Equally important are transversal skills such as design thinking, flexibility, and problem-solving.

When designing an exhibition, what are the elements that guide your choices, and in particular, what tools did the NABA Bachelor of Arts in Design provide you with?

During the BA in Design, I was fortunate to attend numerous lessons with unforgettable lecturers who sparked in me a deep passion for design and guided me in my professional growth. Vered Zaykovsky, industrial designer, passed on to me a love for processes, curiosity about the reciprocal relationship between spirit and matter, and a desire to experiment and design. Hagit Pincovici, designer, challenged us pragmatically to go beyond our limits, awakening in us a deep sense of discovery across various areas of design. Francesco Librizzi, architect and my thesis supervisor, taught me to see space as a

You mentioned how your design approach is based on a constant "brain and soul storming". How does this manifest in your daily work? What tools help you maintain a critical approach?

field, an area delimited by rules that give meaning to the space itself. All of them taught me that design is an act of thought: a process that starts from an idea and develops through conception, construction and realisation. Research and conceptual definition are always the starting point to give solidity to a project.

I really enjoy exchanging ideas with others, because I believe that the real value of this exchange lies not only in sharing information or opinions, but also in the ability to intertwine reason and emotion. For me, the most genuine dialogue arises when ideas mix with a component of sensitivity and feeling, creating a space where creativity can emerge in a more profound and meaningful way. I believe in dialogue and sharing because every exchange is an opportunity to grow. For me, "brain and soul storming" is a way of reminding myself that design is never just a technical exercise, but also a profoundly human act. It translates into a continuous dialogue between rationality and intuition, between what I know and what I still want to discover. I am a deeply passionate, enthusiastic, and practical person. In my daily work, this means stopping to reflect, asking myself questions, challenging myself, looking for new perspectives, but also leaving room for instinct, for emotions, and for whatever strikes and moves me.

What would you say to someone who is just entering the world of exhibition design and is looking for their own language?

Before seeking a personal language, it's essential to train your eye and sensitivity: observe how spaces communicate, how people move, what excites and guides them. Finding your language means, above all, asking questions, challenging yourself, and studying with curiosity, because every project speaks a different language and draws on different references. Experience, even small or imperfect, is fundamental. It's through real-life processes, with installations, constraints, timelines, and relationships, that a personal language begins to emerge in trying, doing, and re-doing. Don't be in a hurry to define yourself. In our profession, a design language is built over time, with coherence, but also with the freedom and desire to change, evolve and be contaminated. Each Exhibition Designer naturally develops a personal style connected to their personality and lived experiences, but our role is ultimately one of service: to set up, to exhibit, to showcase. Our responsibility is to celebrate what's on display, shaping the space without ever overshadowing the content.

NABA GROWS

NICOLAS VAMVOUKLIS

VISUAL ARTS
AREA

CURATOR
AND WRITER

MASTER OF ARTS
IN VISUAL ARTS
AND CURATORIAL
STUDIES



Nicolas Vamvouklis is a curator and writer. He has developed projects for Tate Modern, La Triennale di Milano, Fondazione Sandretto Re Rebaudengo, Fondazione Benetton, and the Mediterranea Biennale. He is the founder of K-Gold Temporary Gallery and was formerly Associate Director of The Breeder gallery.

How did your relationship with curatorship evolve, to the point of turning into a real career path?

Curating began as a desire to create spaces for people, ideas, and different languages to meet. Over time, it has become my main form of expression, particularly through projects related to performance art and the creation of cultural contexts in places like the island of Lesbos, where I founded the K-Gold Temporary Gallery.

Performance by Christos Mouchas at "Happy me, happy we", curated by Nicolas Vamvouklis, Art Athina, 2024. Photos: Constantinos Varotsos



How did the two-year Master of Arts in Visual Arts and Curatorial Studies influence your interdisciplinary practice and how important is the opportunity to engage with different contexts and professionals in artistic training?

The MA taught me not to be afraid of crossing disciplines, allowing each project to find its ideal form. I was able to experiment freely between curating and writing, refining an approach that still guides my work today. Engaging with diverse practices and perspectives is essential to develop an open and critical outlook. At NABA, I found a vibrant network that gave rise to meaningful encounters and collaborations which were fundamental to my growth.

You've founded a gallery and collaborated with Fabrice, Gallerie delle Prigioni, and Art Athina. What guides you when choosing new projects?

I follow my instinct and a sense of urgency to give voice to visions that I believe are necessary in the present moment. Every project arises from an encounter with a place, an artist, or an urgency that cannot be ignored.

What kind of skills are needed to adapt to such diverse contexts in the art world?

You need to know how to listen, adapt, and engage with very different languages, while maintaining a clear vision. Constraints change, but the ability to create content that truly speaks to people remains central.

In your opinion, what truly changes when curating a project within an institution compared to working more independently?

Working within an institution means dealing with more complex structures and more elaborate processes, but also with the potential for greater impact. In independent contexts, there's more freedom and a sense of urgency, but you need a lot of creativity to turn limitations into opportunities.

What drives you to create dialogue with existing collections in some of your projects?

Working with collections fascinates me because it allows unexpected connections to emerge and dominant narratives to be re-written. It's a way of activating memory, but always with a view to the future.

For those just entering the art world, what kind of mindset would you recommend cultivating from the start?

Curiosity, above all, combined with the ability to build connections across different fields. And the humility to listen to artists, because without them, no project truly makes sense.



Performance by Markella Ksilogiannopoulou at "Happy me, happy we", curated by Nicolas Vamvouklis, Art Athina, 2024. Photos: Constantinos Varotsos

"On an island" by Kostis Stafylakis, curated by Nicolas Vamvouklis, K-Gold Temporary Gallery, 2024. Photos: Olga Saliampoukou



CREATIVITY ON DISPLAY

At NABA, the academic calendar is also a cultural agenda: a real Public Programme. From fashion shows to exhibitions, fairs, talks, and award ceremonies, each event is an opportunity to take ideas out of the classroom, meet the public, and get involved with concrete, shared, and memorable projects.

DESIGN



Every year, NABA's Design Area takes part in one of the sector's major international events: Milan Design Week. Students create installations and innovative projects in prestigious settings such as the INTERNI exhibition-event, held in the stunning setting of the Università Statale di Milano. Collaborations with established realities from the creative scene push the boundaries of design towards new horizons, making these appointments key moments of the educational journey.

The Communication and Graphic Design Area is a key participant in major events dedicated to advertising, illustration, UX/UI, digital art, and visual cultures. Among these, the BIG Festival - Biennale Internazionale Grafica - represents an opportunity to engage with professionals and emerging trends, responding to the continuous transformations in the world of communication.



COMMUNICATION AND GRAPHIC DESIGN

From documentary to virtual reality, from digital and live performance to artificial intelligence, from computer graphics to sound design: the Media Design and New Technologies Area explores the possibilities of experimentation through exhibitions, workshops, and talks. A laboratory of hybrid languages constantly engaging with the contemporary state of the art, as seen in "Showing on Digital Liveness", the performance by Fabien Priville presented during the PLAI exhibition at Fabbrica del Vapore.

MEDIA DESIGN AND NEW TECHNOLOGIES



FASHION DESIGN

Every year, the NABA Fashion Show brings the most significant collections from students of the Fashion Design Area to the catwalk. Each edition is driven by a theme that interprets the industry's most pressing demands, translating them into statements of style and thought. The event has been held in iconic venues such as the Triennale Milano, the Conservatorio Giuseppe Verdi, and the Centro Balneare Argelati.



VISUAL ARTS



The Biennale Arte of Venice is a key event on the international art scene. In 2024, students, alumni, and lecturers from the Visual Arts Department collaborated on Disobedience Archive (The Zoetrope), a project by Marco Scotini held at the Corderie dell'Arsenale, as well as on a rich programme of events.

SET DESIGN



The Set Design Area faces ever-changing design challenges: creating the set for a play, a film, an opera, an exhibition, or a performance requires collaboration, visual sensitivity, and design precision.

MEDIA DESIGN AND NEW TECHNOLOGIES

As part of the Venice International Film Festival, in collaboration with Giornate degli Autori and Cinematografo, NABA awarded the "Le Vie dell'immagine" prize to multifaceted figures from the international art scene, such as visual artists and directors Shirin Neshat and Marjane Satrapi. An opportunity to celebrate cinema with those who create it, watch it, study it, and narrate it in one of the world's most prestigious settings.

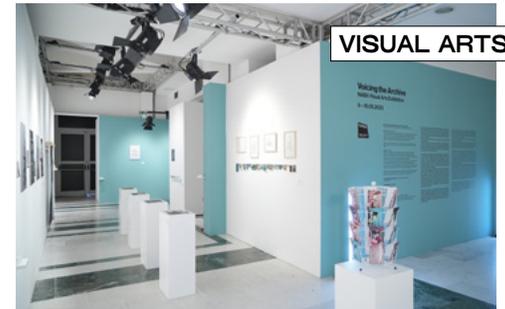


AWARDS



The Awards are the events through which NABA celebrates the most outstanding projects from its Communication and Graphic Design, Media Design and New Technologies, and Design Areas. The juries, composed of international professionals, award the best creative proposals, strengthening the connection between the Academy and the professional world.

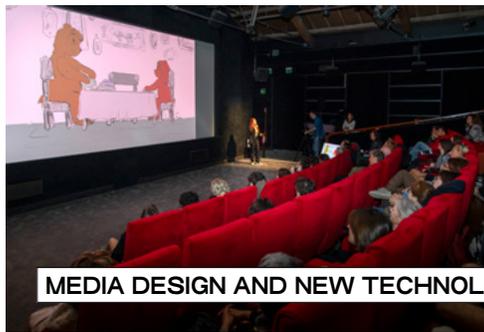
VISUAL ARTS



The exhibition and performance projects of the Visual Arts Department respond to the challenges of the art world through interdisciplinary investigations that range from ecology to gender and archiving practices. Collaborations unfold in iconic venues of contemporary artistic creativity, such as Triennale Milano, connecting design, critical thinking and experimentation.

The Ostiense district is home to NABA's campus in Rome, where the vibrant, dynamic atmosphere of this recently redeveloped post-industrial area perfectly complements NABA's cultural and educational offerings. It is a synergy of realities in which ideas, projects, and future scenarios grow and intertwine.

Every year, in collaboration with Fondazione Cinema per Roma, the Media Design and New Technologies Area launches Z-Pitch, a contest open to students and recent graduates from film and media design schools. The initiative aims to promote original audiovisual projects through public pitches and meetings with professionals from the audiovisual industry.



MEDIA DESIGN AND NEW TECHNOLOGIES



DESIGN

The Design Area functions as an open-air laboratory, actively engaged in projects that involve the local area. Among its most significant collaborations is the one with ROAD – Rome Advanced District, a hub of technological innovation with which NABA works on pathways for sustainable and inclusive urban regeneration.



AWARDS

Also on the Rome campus, the Communication Awards celebrate the creative excellence of the students. The event brings together exhibitions, talks, and award ceremonies, offering visibility to projects that explore social, environmental, and cultural issues through up-to-date graphic and communication languages.

VISUAL ARTS



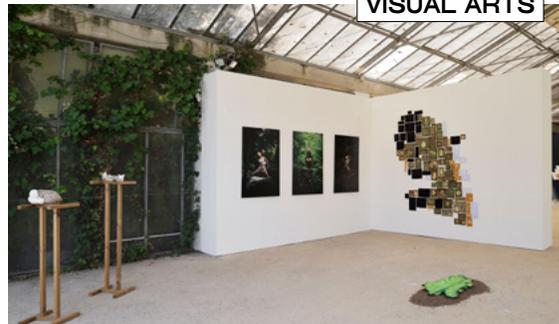
The Visual Arts Area has reaffirmed its commitment to the dialogue between art and scientific research through the "Theatre of Proof" exhibition at PAV in Turin featuring a project developed in collaboration with the CNR (National Research Council) in Montelibretti. Installations and performances reflect on ecology, memory, and landscape.



FASHION DESIGN

The collections of Fashion Design Area students are presented every year in institutional settings and museums, such as the MACRO – Museum of Contemporary Art in Rome. This dialogue with the city and its institutions enhances visions, experimentation, and creative processes.

The exhibition "(Im)possible Ecologies", hosted at the Botanical Garden of Rome, Sapienza University Museum Hub, was born from a collaborative effort between students, artists, and curators from the Academy, supported by internationally renowned Faculty. An example of how the Visual Arts Area engages with contemporary languages, focusing on ecology and site-specific exhibition practices.



VISUAL ARTS

COMMUNICATION AND GRAPHIC DESIGN



Every year, NABA participates in Videocittà, the Roman festival that explores the connections between art, technology, and the world of work through immersive installations, screenings and live experiences. The students of the Communication and Graphic Design Area present experimental projects that investigate new visual languages and forms of digital narration.

With the NABA Cinema Awards, the Media Design and New Technologies Area rewards the best short films created by students. A celebration of audiovisual language as a form of art and a space for experimenting with new narratives, techniques and visions, brought to life on the big screen of a city cinema.

MEDIA DESIGN AND NEW TECHNOLOGIES



COMMUNICATION AND GRAPHIC DESIGN



At Fotonica Festival, the Communication and Graphic Design students of the Rome campus presented multimedia and immersive projects, the result of a reflection on contemporary audiovisual language and its expressive potential. A confirmation of the Communication and Graphic Design Area's aptitude for navigating between visual research and emerging technologies.

FASHION DESIGN



Every year, the Fashion Design Area activates collaborations with key figures from the fashion industry. Among these is the collaboration with historian and curator Olivier Saillard, who has offered students a unique and highly inspirational learning experience, between archive research, performance, and curatorial practice.

**OPEN UP
YOUR
FUTURE**

ELEONORA PERONETTI



An award-winning set and costume designer, she graduated from NABA in Milan and has created sets and costumes for Teatro alla Scala, the Opéra de Monte-Carlo, and Alberta Ballet, as well as for international productions in the world of live music, including Marco Mengoni's upcoming tour "Marco negli Stadi 2025". At NABA, she is a lecturer in the Set Design Area.

You have worked in very different contexts: from opera to dance and from fashion to video. What draws you to these various stage languages, and how do you transfer this openness into your teaching at NABA?

The distinctive quality and beauty of the set designer's profession lie in its deeply eclectic nature. The relationship between space and the body continuously changes, depending on the context, yet there is always a theatrical influence in any live event, a need for storytelling and staging. The challenge, but also the allure, of this work lies precisely here: designing spaces that take into account the type of event, its needs, both technical and artistic, and even those that might emerge along the way. Designing sets is not only about expressing creativity and artistic research; it's also about being technically aware and, above

all, respectful and collaborative with all the other professionals involved.

Projects for historic theatres, international tours, festivals, and fashion brands: how does the approach to set design change depending on the context? And how do you teach this flexibility at an educational level?

Every context brings its own universe of rules, languages, and priorities, which directly impacts the set design approach. In opera, for instance, everything begins with the music and the libretto. You always start designing by listening to the opera and carefully reading the libretto. Then come the suggestions of the director, with whom the set designer engages in dialogue to transform words into images and into spaces capable of evoking entire worlds. In concerts, it's important to design

with the artist's requests and production demands in mind, speed of set-up and adaptability being key. In dance, the relationship with space is different once again: moving bodies need freedom and clean, safe surfaces. Set design therefore often develops vertically or in the background, leaving the stage as clear as possible for the dancers. On an educational level, teaching this flexibility means first of all conveying the awareness that there is no single way of designing, but that every scenario requires listening, adaptability, and an open outlook.

You've worked on projects that have redefined stage language, such as "The Voyage" or the stage design for Tedua's tour. In your view, what tools are essential for bringing innovation to this field?

Playing with digital and material

elements is definitely a very interesting way to explore a vast range of possibilities; as is retrieving painting techniques and materials. There is an incredible world of materials that can be used and that truly make a difference. In fact, when I'm designing, the first thing I like to do is study materials and their relationship with light. In "The Voyage", for example, we used this large hemisphere that went from metallic to transparent thanks to a special kind of metal mesh that works like tulle in theatre. Whereas for Tedua, we brought a purely theatrical type of set design to a live concert stage.

NABA promotes an experimental and project-based approach: what do you think are the key skills for anyone who wants to work in set design today?

At NABA we aim to provide both project-based and hands-on experience: the latter is essential, because set design is not an individual profession. It requires constant collaboration with other professionals, and it's vital to respect their work and collaborate in synergy to create something extraordinary. Therefore, technical teachings such as 3D programmes are vital, giving future designers a foundation from which to express their creative ideas. NABA students follow a technically robust path that is always intertwined with creative development and real-world experience through practical projects.

What changes when designing for the moving body? And what kind of sensitivity do you try to convey in the approach to costume design?

The kind of work I enjoy most in costume design is what we've been pursuing for five years now with Angelin Preljocaj: I've worked on all his recent productions as a costume designer. He tells me the meanings of the choreography, and we study the characters to bring

them to life with costumes. Doing this kind of work with him is truly wonderful, because we really delve into the depth of meanings and dramaturgy. For instance, in "Requiem(s)", a project I care deeply about, we had many characters. When designing for contemporary dance, you always have to combine artistic vision with functionality: the costumes must not hinder complex movements, lifts, jumps, or pas de deux.

Your creative vision moves between theatrical tradition and new visual imagery. How do off-stage experiences enrich your stage research?

Opera is undoubtedly my great love and passion: it's always my starting point when thinking about space. This is exactly what we are doing with the Blearred studio: bringing a theatre-inspired conception of space to live stages, using scenic movements, set changes, stage trucks, theatrical machinery, and effects drawn from ancient traditions, using contemporary technologies.

What kind of relationship do you aim to build with students within the academic programme?

I began teaching at 23, and at the time I was very close in age to my students. I always presented myself as a young designer sharing my experiences, both positive and negative, in a very direct and open way. In class, I always try to teach how important it is to build relationships and collaborate in the professional world. In almost all my projects, I involve former students as assistants; it's something I care about deeply. Like when I designed the set for "La Bohème" at the Teatro Sociale di Como, which later toured all the AsLiCo theatres in Lombardy. At the Tedua and Lazza concerts and other similar other similar projects I am working on, my assistants were Matilde Casadei and Cecilia Magnozzi, both brilliant

and determined former students of mine. Pierfilippo Luigi Tortora, a recent NABA graduate, is currently working with me as an assistant set designer on a new opera production that will debut in 2026.

Is there a new project or collaboration underway that you'd like to share?

There are several exciting new opera projects underway: we are developing a tetralogy at the Monte-Carlo Opera House under the direction of Davide Livermore and we will stage one episode every year. We did "Das Rheingold" last year, and this year we'll present "Die Walküre". I'll also be working on major live music and theatre projects that will see me travelling around the globe.

If you could offer one piece of advice to someone about to start their journey at NABA with the dream of designing visual worlds, what would it be?

If you want to pursue this career don't have hesitations or fears, because the demand for these types of roles is high. I'll conclude with the words of Margherita Palli, who was my lecturer:

"I stole a craft here and there, and that's what I try to teach my students: to be curious, to 'steal' methods, to develop a concept, a dramaturgy, and transform it into a space".

NABA GROWS

SIMONE BOZZELLI

MEDIA DESIGN AND NEW TECHNOLOGIES AREA

DIRECTOR

BACHELOR OF ARTS IN MEDIA DESIGN AND MULTIMEDIA ARTS



Simone Bozzelli is a director and NABA alumnus. After his graduation short film at the Academy, his works were selected and awarded at the Venice International Film Critics' Week and the Locarno Film Festival. Among other projects, he directed the music video 'I Wanna Be Your Slave' by Måneskin, which won at the MTV Music Video Awards.

How did the need to tell stories through audiovisual language first arise in you?

The need arose in a very personal way but was immediately fuelled by a genuine curiosity towards images in motion. I grew up near a video rental shop and would spend hours flipping through DVD covers, imagining the worlds hidden inside each film. That initial fascination gradually turned into something deeper: telling stories, especially intimate ones, through audiovisuals became my way of observing and giving shape to the complexity of reality.

Your graduation short film for the BA in Media Design and Multimedia Arts, now BA in Film and Animation, gained significant visibility. What did it mean to work on such a personal project during your studies?

The short film "Loris sta bene" is one of the projects I feel most attached to. It was created at NABA in a context that was educational, but at same time human and emotional. I made it with friends, flatmates, and teachers who later became significant figures in my personal life as well. Working for a whole year on such an intimate project and seeing it screened on the day of my thesis dissertation was both formative and incredibly emotional. Having the chance to explore a personal story in a space that supported me both technically and personally was fundamental to my growth as an author.

Backstage photo, feature film "Patagonia", 2023.



During your time at NABA, how did you experience the integration of theory and hands-on practice?

What has stayed with me most from my time at NABA is the variety of stimuli. Every day I engaged with a different language: one moment I'd be designing a website, the next writing a video game, then directing a short film. This multidisciplinary dimension was a real creative gym for me. It broadened my perspective and allowed me to develop a more articulated and flexible awareness of audiovisual language. Working across so many different areas taught me not only to be more curious but also more open and collaborative.

ALUMNI

SIMONE BOZZELLI

Today, you move between festivals, music videos, and cinema. Are there common elements or a common vision behind your projects, regardless of format? Could you tell us about some of these works?

There is one element that unites all the projects I work on: I choose them. I never accept a job just because it's convenient or because "it has to be done". Every project stems from a sense of harmony or genuine curiosity. Whether it's a music video, a short film, or a collaboration with a brand, it's essential for me to feel personally involved. Even when I'm dealing with worlds far removed from my own, the drive is always to understand, discover, get closer. This approach is what holds all my work together, beyond format or production context.

Backstage photo, feature film "Patagonia", 2023.



How important is it for you to maintain a personal language, even within highly structured productions?

It's precisely in the most structured contexts, with strict constraints and clear limits, that I believe a personal language truly emerges. Limitations force you to find solutions, to invent new paths. In a way, style is born from obstacles: it's in difficulty that everyone finds their own way of expressing themselves, their own way out. It is a creative process I recognise in much of my work: my language takes shape through the relationship with what is asked of me, but always through a personal and recognisable filter.

What kind of dialogue developed between you and your lecturers during and after your time at NABA, and how much did that ongoing interaction with them help shape your vision and your independence as a creator?

The dialogue with lecturers is one of the things I remember most fondly. I'm still in touch with many of them: with Marianna Schivardi, for example, I'm currently writing my second film, and she has become a fundamental presence in my personal life. But even in less explicit moments, those conversations had a major impact: I remember that in my second year Eros Gioetto told me I would become a director. At the time, I still thought I'd become an editor, but that recognition, that sincere "well done", marked a direction. It was one of the first times I started to believe in this path.

What advice would you give to someone who wants to approach filmmaking but doesn't know where to start?

My advice would be to follow your tastes, your curiosity. Cinema isn't a single model to replicate, but a language you discover through what you're passionate about. School can be an extraordinary place if you approach it as a space where you can take what you need to turn an idea into an image. Watch, steal wisely, build your own path, even if it means making mistakes. The important thing is to start from yourself: your own perspective is the only starting point that truly matters.



YARA SAAD

COMMUNICATION
AND GRAPHIC
DESIGN AREA

ART DIRECTOR
M&C SAATCHI

MASTER OF ARTS
IN VISUAL DESIGN
AND INTEGRATED
MARKETING
COMMUNICATION



Yara Saad, Art Director at M+C Saatchi Europe, began her creative journey in Lebanon before developing it further in Milan with a Master of Arts in Visual Design and Integrated Marketing Communication at NABA. She has worked at TBWA/Italia, teaches Lebanese cooking, and in 2021 supported the ADCE jury as a young juror.

What led you to choose the MA in Visual Design and Integrated Marketing Communication at NABA?

Back in Lebanon, I was already working as an art director, but I felt the need for a more comprehensive education that went beyond the creative side. I was looking for a course that would teach me 360-degree communication, with a balance between creativity, branding, and strategy. When I discovered the MA in Visual Design and Integrated Marketing Communication at NABA, I immediately knew it was the right choice to grow professionally and explore all these aspects in an integrated way.

Is there an academic project or course you took that you still consider significant to your journey?

One course that still feels very significant was the one where we created our own beverage brand. It was an incredibly formative process because we started from naming and concept development, then built the entire communication strategy around the product, all the way through to actually creating it. That project taught me a lot, especially the value of following an idea from start to finish and turning it into something real and tangible.

Your first roles were in major agencies like TBWA and M&C Saatchi. How did you prepare yourself to tackle such a structured and complex environment?

I joined these big agencies with the idea of truly deepening what I had learnt up to that point. I knew I would have to listen, take advice, and even criticism from anyone willing to give me feedback. It was definitely difficult at first, but for this very reason it was a very formative experience that helped me grow professionally and personally.

Today you work as an art director. What skills do you think are essential for anyone aspiring to that role in the future?

In my opinion, the most important thing is to understand that you never stop learning. Even when you think you have everything under control, something new always comes along that challenges you again. Then, it's essential to know how to communicate and work well with people because this job is all about exchange, ideas, and dialogue (and also some compromise). And finally, you must always stay on top of things: keep an eye on what's happening in the world, follow trends, experiment with new technologies... in short, keep your eyes and mind wide open.

What are the most interesting challenges in designing visual communication for international brands?

What I find truly stimulating about working with international brands is the challenge of building an imagery that is universal yet not generic. It requires great attention to detail, because what works in one country can have a completely different meaning in another. It's like designing a visual language that everyone can understand, without losing depth or personality.

You were part of the Junior Jury of the Art Directors Club of Europe (ADCE), a renowned organisation that brings together excellence in design and visual communication across Europe. What kind of growth can this type of exchange between designers offer, even in competitive settings?

It was genuinely interesting for me to be part of the jury, especially because I had the opportunity to engage with people from different countries and cultures. This made me realise how many different ways there are of thinking about and evaluating a creative project. It helped me better understand how work is perceived and judged, and therefore also what to pay attention to when building a case history: what to highlight, what to narrate, what to let speak for itself. On top of that, it was a great opportunity to meet key figures in the European creative scene, some of whom I'm still in contact with today. It's an exchange that leaves its mark, both personally and professionally.

In addition to your agency work, you also teach Lebanese cooking. How can different passions enrich creative thinking?

I believe creativity can be found anywhere, as long as you know how to look for it in the right way. Cooking, for me, is one of those activities that also nourishes creative thinking. It helps me in two ways: firstly, cooking relaxes me. It puts me in a state of mind where I can think more deeply, allow ideas to settle, and make room for intuition. It's a moment that's entirely mine, where new thoughts often emerge. Secondly, cooking is an endless ground for experimentation, with ingredients, colours, shapes, compositions. Just like in design. For me, different passions not only enrich the way I think, but keep it constantly in motion.

Looking back, what tools truly helped in finding your path in this field, starting from your education at NABA?

Looking back, one of the tools that helped me the most was working in teams with people from different cultures and with very different personalities. The group projects at NABA, often on complex and intricate briefs, taught me to be patient, to really listen to other points of view, and to find shared solutions that worked for everyone. Also, having professionals active in the world of communication as lecturers was fundamental. It helped me better understand what really happens in our field, what concrete opportunities are out there, and helped me clear my head about what genuinely interests me and what doesn't.

What would you say to someone starting out today in communication who dreams of working in contexts like yours?

I would say that nothing comes easily, especially in the creative world. It takes commitment, perseverance, and a strong willingness to put yourself out there, even when things seem to be going nowhere. But if you truly believe in it and work with passion, you'll get there eventually. And when that happens, you'll find yourself in a stimulating environment, surrounded by fascinating people, where you work hard but also have fun. Every project becomes an opportunity to learn, to grow, and to truly express who you are. So: don't give up, even in the toughest moments. It's worth it.



NABA GRADUATION

Each year, at the end of the academic journey, there's a symbolic ritual that encapsulates everything: students reclaim their own names, as a symbol of the journey they have completed and the one that is about to begin.

A MOMENT TO REMEMBER

During Graduation days, NABA's courtyards come alive with banners bearing the names of graduating students, tangible signs of a journey built over time through study, projects, and dialogue. At the end of their final Degree exam, new graduates choose to remove and keep their own banner. A simple, spontaneous ritual that marks the transition from education to the future.

For those completing a Master's degree, the Graduation ceremony represents an official occasion to celebrate this milestone together with lecturers, classmates, and families. A collective moment, marked by speeches, applause, and the traditional throwing of caps, which honours the journey taken and symbolically welcomes the next chapter.



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CONTACTS



NABA, Nuova Accademia di Belle Arti is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/ Internet to business and medicine. Through its network of 70 schools, the group is present in over 120 campuses in 20 countries around the world and has 300,000 enrolled students. Galileo is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering. Its ambition is to be the world education leader in innovation, creativity, arts and culture - driven by students' employability, agility and impact.

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For the realisation of this booklet, FSC MIX paper produced with cellulose from controlled forests - recyclable product was used.



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we nurture people to design
a new tomorrow.

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