

CREATIVE ACADEMY

EVERY YEAR, THE DESIGN SCHOOL OF RICHEMONT SELECTS TWENTY TALENTED DESIGNERS WHO COME TO MILAN FROM THE BEST-RENOUNDED INTERNATIONAL DESIGN SCHOOLS, TO ATTEND A ONE-OF-A-KIND MASTER IN THE WORLD OF JEWELLERY, WATCHMAKING AND ACCESSORIES.

SCHOOL

Creative Academy is the **design school of Richemont**, one of the leading luxury groups in the world, owner of an extraordinary portfolio of Maisons, internationally recognised for their distinctive heritage, craftsmanship and creativity.

MASTER

Every year, in its Milanese premises in Via Morimondo, Creative Academy hosts the **Master of Arts in Design and Applied Arts**, a post-graduate course providing the students with all the skills that a contemporary designer needs to work for a global luxury brand. Twenty talented designers, coming from the best-renowned international design schools, are accurately selected to join a unique educational experience that will offer them all the tools and skills that can pave their way to a successful career in the creative studios of the Richemont Maisons, where the most deserving students have the opportunity to be selected for an internship at the end of the Master and begin their professional career.

The Master's programme specialises in three fields corresponding to the three business areas operated by Richemont: **Jewellery Maisons** with Buccellati, Cartier, Van Cleef & Arpels and Vhernier; **Specialist Watchmakers** with A. Lange & Söhne, Baume & Mercier, IWC Schaffhausen, Jaeger-LeCoultre, Panerai, Piaget, Roger Dubuis and Vacheron Constantin; and Other, primarily **Fashion & Accessories Maisons** with Alaïa, Chloé, Delvaux, dunhill, G/FORE, Gianvito Rossi, Montblanc, Peter Millar, Purdey, Serapian, TimeVallée, and Watchfinder & Co.

ALUMNI

Over more than twenty years since its foundation in 2003, Creative Academy has trained hundreds of professionals, who are holding now prominent positions in the Richemont Maisons and not only. A prestigious and international network of **Alumni**, who contribute to spreading a culture of luxury made up of excellence in design, creativity, craftsmanship, authenticity and sustainability.

MASTER OF ARTS IN DESIGN AND APPLIED ARTS

WITH SEVEN MONTHS OF CLASSROOM WORK AND THE OPPORTUNITY OF A FINAL INTERNSHIP OF AT LEAST THREE MONTHS AT A RICHEMONT MAISON, THE MASTER'S PROGRAMME COMBINES DAILY THEORETICAL LEARNING WITH A HANDS-ON CREATIVE LABORATORY APPROACH, WHICH PREPARES THE YOUNG DESIGNERS TO THEIR WORK IN THE MAISONS.

- DIDACTICS** Creative Academy's Master of Arts in Design and Applied Arts ensures the development of all the **skills** required by a contemporary designer to work in a global luxury brand. Over the course of seven months of full-time classroom work, students learn to master hand and digital drawing techniques (sketch, gouache, 2D and 3D), are trained on the distinctive characteristics of the luxury market and delve into history, trends and design in the three areas of specialization of the Master (jewellery, watchmaking and accessories).
- PROJECTS** Throughout the Master's course, students have the opportunity to work on actual **projects** in collaboration with professionals from the Richemont universe, also relating directly to the Group's CEOs, who present the Maisons they lead and their strategic positioning, and to the Creative Directors, who entrust them with the delicate exercise of dealing with the design and the extraordinary heritage of some of the most iconic creations in the history of luxury.
- SEMINARS** The Master's programme is completed with lectures and **seminars** aimed at transmitting the transversal skills necessary to excel in a contemporary professional and competitive environment: project methodology, time management, sustainability, principles of intellectual property.
- EXPERIENCES** In addition to classroom projects and a rich programme of **visits** to the places where artistic creation becomes reality – factories, ateliers, museum spaces, industry events – every year the students take part in a new project created on the occasion of the **Milan Design Week**, in collaboration with one of the Richemont Maisons and the Cogni Foundation for the Métiers d'Art. In front of the demanding international audience of the most important annual event in the world of design, the students learn the importance of the creative dialogue between designer and craftsman and create a collection of unique pieces, entirely designed by them and shaped by the skilled hands of a master craftsman.
- INTERNSHIP** At the end of the Master, the most deserving students have the opportunity to be selected by a Maison Richemont for a minimum three-month **internship**.

FACTS & FIGURES

CREATIVE ACADEMY

YEAR OF FOUNDATION	2003
ADDRESS	Via Morimondo, 17 - 20143 Milano
WEBSITE	www.creative-academy.com
HONORARY PRESIDENT	Franco Cologni Co-founder of the Michelangelo Foundation for Creativity and Craftsmanship
PRESIDENT	Nicolas Bos Chief Executive Officer of Richemont
EXECUTIVE DIRECTOR	Grazia Valtorta
ART DIRECTOR	Giampiero Bodino Richemont Art Director
PROJECT LEADER	Giorgio Preda Partner GEA Associated Consultants

MASTER

DURATION	7 months in the classroom (January to July) and at least 3 months of internship in a Richemont Maison for the most deserving students who are selected.
ATTENDANCE	Mandatory, full-time (Monday to Friday, 9am – 6pm).
APPLICATION	Fill out the form on the Creative Academy website and send your portfolio (projects, sketches and gouaches) in digital and paper format by 15 September each year.
REQUIREMENTS	Bachelor's degree or equivalent, in design-related disciplines, and excellent command of the English language.
NUMBER OF STUDENTS	20
TUITION FEE	10.000 € + VAT
SCHOLARSHIPS	Yes, according to merit.