

# CREATIVE ACADEMY

EVERY YEAR, THE RICHEMONT SCHOOL SELECTS TWENTY TALENTED DESIGNERS FOR THE MASTER OF ARTS IN DESIGN AND APPLIED ARTS, A ONE-OF-A-KIND PROGRAMME FOCUSED ON JEWELLERY, WATCHMAKING AND ACCESSORIES. WITH SEVEN MONTHS OF CLASSROOM TRAINING AND THE OPPORTUNITY OF A FINAL INTERNSHIP IN A CREATIVE STUDIO, THE MASTER PREPARES THE STUDENTS TO JOIN THE RICHEMONT MAISONS.

## CREATIVE ACADEMY

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, 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 designer needs to work for a global luxury brand. Twenty talented designers, coming from international applied arts and design schools, are accurately selected to join a unique educational experience. The programme offers 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 specialisation fields correspond to the 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 as well as TimeVallée and Watchfinder & Co.

## DIDACTICS

Over the course of seven months of full-time classroom work, the students improve the **skills** required to work as a product designer in a luxury brand. For example, they 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.

Throughout the Master's programme, students have the opportunity to meet professionals from the Richemont universe. Thanks to meetings with the Maisons' CEOs, the young designers discover the heritage and positioning of the Group's brands, while the Creative Directors challenge the students by entrusting them with **actual projects** to work on.

The Master's programme is completed with **lectures** and **seminars** aimed at transmitting the transversal competencies necessary to excel in a contemporary professional 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 **Milano Design Week**, in collaboration with one of the Richemont Maisons and the Cogni Foundation for the Métiers d'Art. In front of the 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**.

**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 defined by excellence in design, creativity, craftsmanship, authenticity and sustainability.

**AZ ACADEMY** In 2025, alongside the consolidated Master of Arts in Design and Applied Arts, the first edition of the didactic project **AZ Academy: Business for Designers** was launched, in partnership with Accademia Costume & Moda (ACM). Created in honour of the visionary Alber Elbaz, the programme prepares participants to tackle the complexities involved in building their own brand, providing designers with the necessary skills and knowledge to transform creative ideas into successful businesses in the fashion sector.

# FACTS & FIGURES

## CREATIVE ACADEMY

<b>YEAR OF FOUNDATION</b>	2003
<b>ADDRESS</b>	Via Morimondo, 17 - 20143 Milano
<b>WEBSITE</b>	<a href="http://www.creative-academy.com">www.creative-academy.com</a>

## TEAM

<b>FRANCO COLOGNI</b>	<b>Creative Academy Honorary Chairman</b> Cogni Foundation for the Métiers d'Art President Co-founder of the Michelangelo Foundation for Creativity and Craftsmanship
<b>NICOLAS BOS</b>	<b>Creative Academy Chairman</b> Richemont Chief Executive Officer
<b>GRAZIA VALTORTA</b>	<b>Creative Academy Executive Director and CEO</b>
<b>GIAMPIERO BODINO</b>	<b>Creative Academy Art Director</b> Richemont Art Director
<b>GIORGIO PREDÀ</b>	<b>Creative Academy Project Leader</b>

## MASTER

<b>DURATION</b>	Seven months in the classroom (January to July) and at least three months of internship in a Richemont Maison for the most deserving students
<b>ATTENDANCE</b>	Mandatory, full-time (Monday to Friday, 9am – 6pm)
<b>APPLICATION</b>	Fill out the form on the Creative Academy website and send your portfolio (projects, sketches and gouaches) in digital and paper format by July 20th 2026 <a href="http://www.creative-academy.com/apply">www.creative-academy.com/apply</a>
<b>REQUIREMENTS</b>	Bachelor's degree in design-related disciplines Excellent command of the English language
<b>NUMBER OF STUDENTS</b>	20
<b>TUITION FEE</b>	10.000 € + VAT
<b>SCHOLARSHIPS</b>	Yes, according to merit