



Davide calls it 'short term architecture', we know it as anything from shopfitting, visual merchandising, building and construction systems for temporary events, furniture, product launches/point of sale, whether in shops, malls, museums or galleries, for fairs, markets, trade shows, concerts and across occupations as listed below. It is about creating spaces and systems to showcase products and services to arouse, excite, stimulate and take potential customers/clients to action - to buy!

Suitable for...

- Visual merchandisers
- Interior designers and decorators
- Exhibition designers including trade shows, museums and galleries
- Furniture designers and designer/makers
- Architects
- Set designers for television, film or theatre
- Advertising studios
- Retailers
- Industrial designers
- Product designers
- Trades people - cabinetmakers, joiners
- Manufacturers
- and those who wish to explore designing and manufacturing display systems

Really Creative Really Fast Workshop

Davide Fassi

ISS Institute/Victorian Government (Design) Fellow

Davide Fassi, architect, integrates his design practice with research and teaching. This keeps him at the forefront of design and innovation encompassing environmental sustainability - his design practice places him in working with firms, his research pushes the design envelope and his teaching in Interior Design at the Politecnico di Milano ensures his experiences are passed on to the next generation of Italian designers, whilst at the same time stimulating him with new ideas and technologies.

In brief, Davide graduated in 2000 from the Politecnico di Torino with a research thesis on the design and performance specifications for residences • From 2001 to 2003 he worked specialising in television sets (MTV), shop windows, events and concerts • In 2005 Davide founded 'Be Studio', in relation to 'short-time architecture' working with Sky TV, AXN, Framesi, being part of the organization of "That's Design" in 2007 and 2008 during the Milano Design Week, and setting exhibitions (MMM, Milan Market Metropolitan for the City of Milano, 2008) • In 2006 he was awarded a PhD from Politecnico di Torino in 'Technological Innovation for Architecture and Industrial Design' on the topic of environmental certification • Davide has worked in large scale architectural projects and continues this work with a focus on environmentally friendly systems for interiors and temporary architecture.

Davide is the recipient of a prestigious, ISS Institute Fellowship sponsored by the Victorian Government, OTTE



Publications

FASSI, Davide, SCULLICA, Francesco (edit), The hospitable city, Maggioli editore, Milano, 2008

FASSI, Davide, "The intervention Area, Sesto San Giovanni and the Dispersed Museum of Industry and Work" in AA.VV., Urban Culture in Focus, AVI, Vienna, 2006, pp.42-47

BELFORTE, Silvia, FASSI, Davide, "The philosophy of intervention" in BOLOGNA, R. (ed.), Emergency Project, a project of the emergency, short time architectures, Federico Motta Editore, Milan, 2005

GIORDANO, Roberto, FASSI, Davide, "Ecocompatibilità of building products in AA.VV.,

Urban Environment Quality - APAT II Report - 2005 Edition, APAT, Rome, 2005, pp.585-586

FASSI, Davide, Environmental Product Declaration, in FRANCHINO, Rossella. (edit), The quality in the process of designing buildings, Alinea editrice, Naples, 2005, pp. 25-32

Milano in Melbourne

Fellowship Sponsor

Victorian Government
ISS Institute/Victorian
Government (Design) Fellowship



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Really Creative Really Fast Workshop

Where there is no difference... there is only indifference

The Victorian Government, OTTE, has provided funds to ISS Institute to bring ten international designers to Victoria. Six of these are designers who are from Milan, Italy • they are working in Italy and internationally • passing on their experiences and skills to the next generation of Italian designers through the Milano Polytechnico • and to Australians along the Value Chain - from designers to manufacturers through ISS Institute.

This workshop provides a unique opportunity to experience working in the style of a European model - in a team that is focused on meeting consumer needs and wants, nurturing creative excellence, quality and using materials innovatively towards financial business viability.

Australia, arguably, has more creative talent per head of population than any other nation and we have a wealth of natural and manufactured resources compared to our overseas competitors.

Yet, in the main, we do not turn that into an economic return. Imports continue to grow.

A crucial factor is the way we work - designers take their concept and make 'it'; manufacturers/trades take their production facilities and make 'it'. Each separate - not communicating, not valuing and respecting what the other can contribute, therein their livelihood may be diminished and, in turn, the Australian economy loses to imports as well as losing export opportunities. For many designers/creative people they must

find other work to pay the bills. Precious time taken from the design studio where they could be developing their talent.

So what has to change for Australian designers and manufacturers and those they work with such as engineers, suppliers, materials researchers and retailers?

In Europe 'design/production teams' are formed whereby designers and manufacturers work together in collaboration. Each brings their particular expertise to the project - more skills, more knowledge, more experience and insights, than working in isolation.

Take the challenge to explore a different way of working that may just open pathways to further develop your capabilities and your business.

About the workshop

Davide Fassi will share his expertise and insights through an Italian perspective and introduce participants to the history and context, theories and examples of Italian design. A hands-on project has been designed to take participants from concept to creating a prototype suitable for manufacture, encompassing design, innovation, construction techniques and materials.

Project

To create a display system which can be one unit or one of a modular series.

Each unit can be no larger than 2m high by 1m wide by 1m deep.

Design/Production Teams are to produce thumbnails, roughs and working drawings, which depict in scale, the visual characteristics, physical properties and dimensions and make a model (half size) of a free-standing display system suitable for manufacture.

Context

The display system is to be designed as a free standing object • flat packed • easy to assemble, disassemble, store, transport, clean, maintain • durable • be constructed using materials and techniques in-line with placing in a public environment (safety).

skills + knowledge + good design + innovation + communication = competitive edge • good business

Format

The program comprises an illustrated lecture, demonstrations, group and individual discussion and a hands-on project.

The project brings together designers and manufacturers/trades/technicians - people from different perspectives and skill bases, who will work in a team from the concept stage to final model.

It is anticipated that the differing perspectives will create a dynamic fusion where innovation can flourish and where amazing talents may be revealed to make a unique statement and create an innovative display system.

Therein, participants work in Design/Production Teams of two people.

Materials

Design/Production teams are to select one or more of the following products which can be used as functional or decorative elements - laminates, Xanita and/or Megara products. You may also like to consider the Mitchell Group range of products (www.mitchellgroup.com.au).



www.xanita.com

MEGARA

www.megara.com.au

Really Creative Really Fast Workshop

Purpose

The purpose is to create a display system to celebrate, inform and promote the unique and innovative nature and scope of the work of a not-for-profit organisation to those in industry, government, professional associations, educational organisations and the community in general.

A CD will be provided with all the relevant information including the organisation's logo, text and photographs.

Taking it to the Street

It is planned that one design will be selected by the organisation and taken to a finished, constructed display system. It is also planned that it will be displayed in Fed Square, then at other sites such as Melbourne Museum.

Acknowledgement Those who contributed to this challenging and exciting workshop will be acknowledged on the constructed system • Davide Fassi, the Fellow who conducted the workshop • Design/Production Team members who designed the winning system • Sponsors involved in the project.

Theme

Design/Production Teams may select to design one unit which encompasses the nature and scope of work of the not-for-profit organisation elements, or the Team may decide to showcase each aspect of organisation's elements on separate units that come together as a series.

Venue

RMIT University
Building 94 (ground floor)
Cardigan Street
Carlton

Date•Time

June 2008

Two Day Workshop 1

- Friday 20 June, 9.30am to 5.00pm
- Saturday 21 June, 9.00am to 4.30pm

Two Day Workshop 2

Workshop 2 is a repeat of Workshop 1 so more participants have the opportunity to attend. The numbers of both groups are being kept to a maximum of 10 Design/Production Teams per Workshop so there is ample time for individual and group discussion with Davide.

- Friday 27 June, 9.30am to 5.00pm
- Saturday 28 June, 9.00am to 4.30pm

Fee

\$430 which includes tuition, materials, use of equipment, morning and afternoon refreshments on both days.

Bring lunch with you to use the time to work on your project and network with others in the workshop.

The low workshop fee is because ISS Institute has sponsorship support and, therein, we are passing on these savings to all workshop participants.

Special Early Bird rate: \$380 for those who Register and pay prior to 2 June 2008

Registration Form



Really Creative Really Fast Workshop

I am registering for *[tick your choice please]* :

- ☐ **Workshop 1** 20 June, 9.30am - 5pm and 21 June, 9am - 4.30pm
OR
☐ **Workshop 2** Workshop 2 is a repeat of Workshop 1
27 June, 9.30am - 5pm and 28 June, 9am to 4.30pm

Fee *Tick appropriate box please*

- ☐ \$430 **Workshop**
☐ **\$380 Special Early Bird rate**

Post, email or fax

ISS Institute, Suite 101, 685 Burke Road, Camberwell 3124
T 03 9882 0055 **F** 03 9882 9866 **E** issi.ceo@pacific.net.au

Payment Method:

- ☐ Cash (Pay directly at ISS office or by arrangement)
☐ Cheque (Make payable to 'ISS Institute')
☐ Postal Order (Make payable to 'ISS Institute')
☐ Credit Card (Diners and American Express are not accepted)
☐ Bankcard ☐ Mastercard ☐ Visa

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Cardholder Signature _____

Register for a another 'Milano in Melbourne' workshop and receive a 15% discount on each workshop. The next workshops run through July, August and September 2008.

If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application - do not assume that because you have sent an application you are automatically enrolled in the workshop

PRINT CLEARLY PLEASE

Where did you hear about this workshop? _____

Your purpose for doing this course? _____

Name _____

Organisation _____

Title/Position/Occupation _____

Address _____

_____ Postcode _____

Phone: Work/Home _____

Fax _____

Mobile _____

Email _____

Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature _____ Date _____

PLEASE READ

Enrolment • Entry Requirements In general no formal entrance requirements are necessary.

• Conditions of Registration Complete the registration form attached. Registration can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. An email or fax of confirmation will be sent after full payment of fee. Note: A position in the workshop will not be reserved without payment being received by this office. Enrolment is on a first-come-first-served basis based on time of receipt of fees. If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application. Do not assume that because you have sent an application you are automatically enrolled in the workshop **• Refunds** Please check your enrolment carefully. We regret that a refund will only be given if the workshop does not proceed. If you withdraw from the workshop after registration is received by ISS Institute, a \$50 administration fee is payable. Refunds will not be given to those who withdraw three days or less prior to the workshop

• Cancellation ISS Institute reserves the right to cancel the workshop if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient enrolments or other, all fees will be fully refunded. Two or more working days notice will be given should the workshop be cancelled **• Disclaimer** ISS Institute reserves the right to amend or cancel any or all sessions listed herein without notice or prejudice. ISS Institute takes reasonable steps to obtain and give information about the workshop from appropriate sources, including materials used and the safety of the environment, but accepts no responsibility for inadequate or incorrect information given to it, or in the course notes, by the workshop presenters, supplier of materials or other third party **• Privacy** ISS Institute may photograph or video record workshop participants activities for use in promotion of the work of ISS Institute. Please let ISS Institute know if you object to use of pictures of yourself in this way. April 2008