

CITY LIFE

london

GUIDE



istitutomarangoni
enhancing talent since 1935



talent speaks italian everywhere

In London as in New York, in Beijing as in Mumbai, the term 'fashion-design', together with 'cuisine', to tell you the truth, is synonymous with Italian style. The label 'Made in Italy' lends a certain glamour to or implies a certain value in any design, encompassing as it does a variety of products, styles, workmanship and details that are transposable and, in many cases, across sectors and disciplines.

Unlike Istituto Marangoni, for those who do not work in the interlinked fields of fashion and design, there could be some doubt regarding their identification as a united historical-cultural front, one that is distinctive, national and composed of functionality, experimentation, entrepreneurial genius and craftsmanship: the Italian genius loci.

Yet it is precisely this bridge, the project as a creative expression and its management as a business model, which has been the basis of the successful teaching methodology at Istituto Marangoni for 80 years: the school recognizes the pedagogic importance of teaching this combined special mix of 'project + management' and it was with this mix that a new distinctive, unique, personal and decidedly Italian educational model was born in 1935 in Milano.

Since then, Istituto Marangoni has never ceased to believe in the value of proper training, constantly updating its programmes and courses, which strictly adhere to the evolving market and cultural trends in fashion, to be able to respond to the specific needs of a sector which is often overlooked in public education. Istituto Marangoni schools in Milano, London, Paris and Shanghai have enhanced the talents of four generations of professionals; almost 40,000 individuals worldwide.

Over 3,000 talented students from 92 countries participate in the exhaustive offer of a multilingual set of courses. They enjoy an incomparable network of alumni, a precious source of work contacts, cultural exchanges and inspirational projects. A global network of partners and representative offices guide and inform potential applicants of the courses available to them in a timely manner anywhere in the world. The most gifted students participate in the prestigious international events at the end of the academic programme, 'The Fashion Show' and 'The Degree Show'. An ample programme of scholarships is offered to the most worthy and talented students.

This is the 'Marangoniness', the Italian genius loci in education.



school location and area

The London School of Fashion is situated in Shoreditch, the heart of London's artistic and creative scene. Here you will find more artists and art organisations than in any neighbourhood of any other capital city in the world. The perfect place to watch the future with so much visual and cultural stimulation around. The world-famous Brick Lane with its cafes, retro shops and ethnic restaurants is a stone's throw away from the School, and so is the historical Spitalfields market, rubbing shoulders with Tech City, its eye steadily on the future. Here you will find London at its innovative and international best, a true melting-pot of ideas from all over the globe.



With such creative diversity in the air it's no surprise that so many styles and trends in fashion, art and design are born here. And it's not just the static arts that are blooming around Istituto Marangoni. Shoreditch is also home to moviestars and new culinary delights; with new restaurants constantly opening courtesy of people like Jamie Oliver and Gary Rhodes, who are intent on revolutionising how the world eats while drawing inspiration from all ages and regions.

The 'pop-up' movement is big in Shoreditch too, with restaurants, galleries, shops, opening their doors to the world for a night or a season. Attending the London School of Fashion, you come into contact with a world that is constantly evolving, spurred on by an academic staff that are passionate about sharing their professional know-how.







London, city of dreams with a hard edge. It's no surprise that London-based artists and visionaries are at the forefront of everything new on the planet - fashion, food, art, even technology. A world city with its roots in trade, London pounces on ideas from all over the globe, breaks them down and recombines them in new and strange forms. As a result it is almost impossible to keep pace with everything that goes on in the city. There's so much to do, see, learn and sample - be it in a theatre or in a restaurant - that your cultural antenna could easily get overloaded.

From the edgy bars of the east end to the chic calm of Chelsea and west London, the city's nightlife is a virtual banquet, catering to everyone's tastes regardless of age or background. The mind appreciates after-dark stimulation as much as all the senses do, and London's world-famous museums and galleries, places like the Victoria and Albert museum and the Royal Academy, are equipped to provide late closures one evening a month when they host exhibitions, performances and even speed-dating events! There is a yearning in people to mix things up in creative ways, to cross the boundary between culture and entertainment, night and day, and London is happy to oblige.

London, alongside Milan and Paris, is also a shopper's paradise. Knightsbridge, the King's Road, Bond Street are shopping magnets, and you can always head off to the one of the city's many markets and vintage boutiques in areas such as London Fields and Portobello Road (11) to sample earthier pleasures. This sprawling, historic but future-oriented and globally-minded city is a place of continual surprises.



city life



events and important places

London Fashion Week is one of the 'big four', up there with Milano, Paris and New York, lighting up February and September in every fashion-lover's calendar. An exciting time when designers, buyers, models and media wizards descend on the city from all over the planet to determine what the world will be wearing in the near-future.

The London Design Festival is another autumnal event that reaches everyone with an interest in product, furniture and interior design. So vital is this world city that it can't help but boil over with related events - over 300 of them, linking venues across the metropolis and of course the design enthusiasts visiting them.

The arts feed into one another. Important to anyone with imagination is the BFI London Film Festival held in the second half of October. The Festival showcases over 300 films, shorts and documentaries from all over the world, fostering the most exciting talents in film while introducing a new generation to the works of the masters. No one with a love of fashion and design can afford to ignore the influence film has on clothes, interiors, and everything that touches people at a sensual level.



London isn't just about glamorous high-spec events. The city has a vital street-life that is best appreciated by visiting its various markets such as Spitalfields market, Columbia flower market, ultra-trendy Brixton market, and Borough market for food, name a few. Each one has a charm and character of its own; each one gives the city an opportunity to drop its urban mask even without the protective cover of darkness and show off its community spirit. And if you are in the mood of buying or looking at more elegant wares, you can always jump on the tube and go to Harvey Nichols for chic clothes, food and furniture or to Fortnum and Masons for classic British elegance.

London is an ideas factory for all the arts. Chief among its art galleries is the Tate modern, dominating the South Bank with its industrial grandeur, and westwards, on the other side of the river, its sister gallery the Tate Britain. The Victoria and Albert museum frequently hosts wonderful fashion orientated exhibitions while the National Portrait Gallery is a generous contributor to the city's culture, hosting free talks and life drawing classes. The South Bank is where you can find such cultural institutions as the National Theatre, the National Film Theatre and Shakespeare's Globe Theatre. Whether your interest is in the past or the future, in images, sounds, technology or narrative, London has something that will draw you in.





important monuments

The South Bank is worth visiting for its distinctive buildings alone, and for the views of St. Paul's Cathedral on the other side of the river. The Thames runs through the city like a channel of calmness and tranquility amid all the bustle, a pleasure to walk beside even when it's raining. Heading eastwards along the Thames you can take in the aspirational heights of Canary wharf and the City of London, monuments to human energy and ambition and to the dreams of the 21st Century.

If it's nature you crave, London's historical Royal Parks provide sometimes-flowery, always green havens in the city centre. Close to the Serpentine lake in Hyde park is the Princess Diana Memorial fountain. A fresh take on a fountain, the water doesn't spurt forcefully upwards into a pool but flows gently and organically along a channel of Cornish marble to reflect certain aspects of Diana's nature, aspects common to many. A larger monument altogether and one dedicated to the Olympian spirit in general and British entrepreneurship in particular is the Olympic Park in Stratford, East London. Areas open to the public include the Aquatic Centre, the Velopark and the Copper Box with its cafe, gym and concert venue.



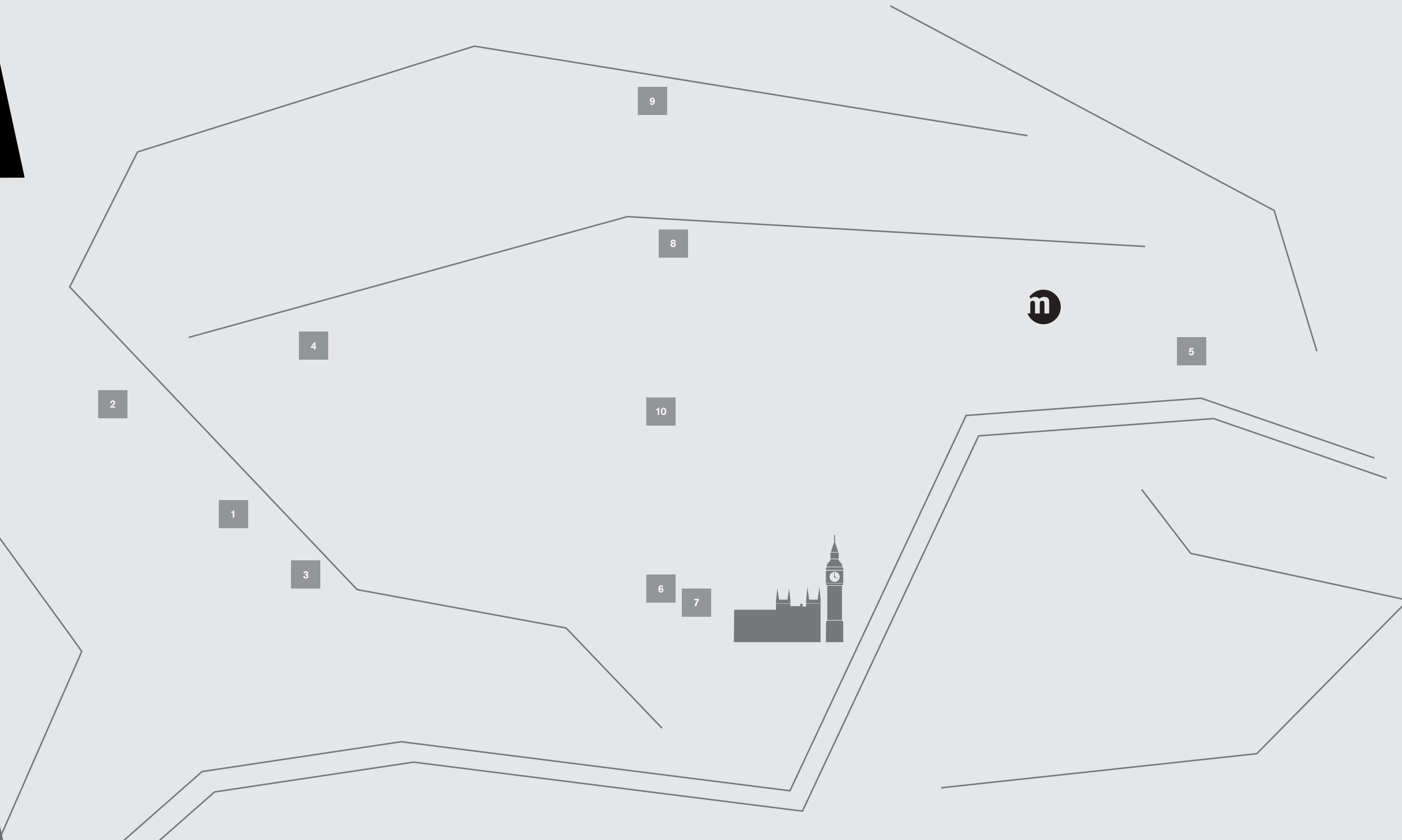
job opportunities

A world capital of finance, London is a hot-bed of creativity too. There are ideas here and the money and initiative to realise them. The city boasts several fashion houses, Alexander McQueen, Stella McCartney, Paul Smith and Burberry to name a few. And let's not forget the satellite industries that orbit fashion and design - industries like fashion writing, journalism, graphic design and so on. All these enjoy a symbiotic relationship with the fashion world and both stoke it up and benefit from it.

Networking is an essential part of finding a platform for one's talent. The British Fashion Council has started a Showrooms initiative for designers to meet potential customers from all over the world. Trade fairs like London Fashion Week and the London Design Festival are also places to make those crucial contacts. Ideas and passion, experience and youthful enthusiasm, all meeting on the trade floor - surely a promising encounter for the future of fashion.



map



MONUMENTS



SHOPPING



TIME OUT

1

Royal Albert Hall



The Hall, which was opened in 1871 to promote understanding and appreciation of the arts and sciences, hosts not only musical concerts of music but also exhibitions, public meetings and award ceremonies.

3

Harrods



Harrods is one of the most important upmarket department stores in London. Located on the Brompton Road in Knightsbridge, in the Royal Borough of Kensington and Chelsea, the store occupies a 4.5 acre site and has over one million square feet of selling space in over 330 departments. This makes Harrods the largest department store in the world (a tie with New York's Macy's) and by far the largest in the United Kingdom.

5

The Tower of London



In the early 1080s, William the Conqueror began to build the Tower of London. Successive monarchs added to the fortress over the following centuries.

7

Westminster Abbey



Westminster Abbey is steeped in more than a thousand years of history. Benedictine monks first came to this site in the middle of the tenth century, establishing a tradition of daily worship which continues to this day. The Abbey has been the coronation church since 1066 and is the final resting place of seventeen monarchs. The present church, begun by Henry III in 1245, is one of the most important Gothic buildings in the country, with the medieval shrine of an Anglo-Saxon saint still at its heart.

9

British Library



The British Library is the national library of the United Kingdom. The library is a major research library, holding over 150 million items from many countries, in many languages and in many formats, both print and digital: books, manuscripts, journals, newspapers, magazines, sound and music recordings, videos, play-scripts, patents, databases, maps, stamps, prints, drawings.

11

Portobello Market



Portobello Road is a street in the Notting Hill district of the Royal Borough of Kensington and Chelsea in west London. On Saturdays it is home to Portobello Road Market, one of London's most notable street markets, known for its second-hand clothes and antiques.[1] Every August since 1996 the Portobello Film Festival has been held in locations around Portobello Road.

2

Kensington Palace



This is a royal residence set in Kensington Gardens in the Royal Borough of Kensington and Chelsea in London. It has been a residence of the British Royal Family since the 17th Century.

4

Hyde Park



One of the largest parks in London, Hyde Park is famous for its Speakers' Corner, and many other sites of interest, but mainly for the numerous events that take place in it.

6

Westminster Palace



Westminster Hall is the oldest building in Parliament and virtually the only part of the ancient Palace of Westminster which survives in almost its original form. The present-day Palace of Westminster was constructed after the Great Fire of 1834.

8

British Museum



The British Museum is a museum in London dedicated to human history and culture. Its permanent collection, numbering some 8 million works, is among the largest and most comprehensive in existence and originates from all continents, illustrating and documenting the story of human culture from its beginnings to the present.

10

Covent Garden



Covent Garden is on the eastern fringes of the West End, between St. Martin's Lane and Drury Lane. It is associated with the former fruit and vegetable market in the central square, now a popular shopping and tourist site, and the Royal Opera House, which is also known as 'Covent Garden'. The district is divided by the main thoroughfare of Long Acre, north of which is given over to independent shops centred around Neal's Yard and Seven Dials, while the south contains the central square with its street performers and most of the area's elegant buildings, theatres and entertainment facilities, including the Theatre Royal, Drury Lane, and the London Transport Museum.

credits

We would like to thank students for providing some of the pictures that appear in this guide

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