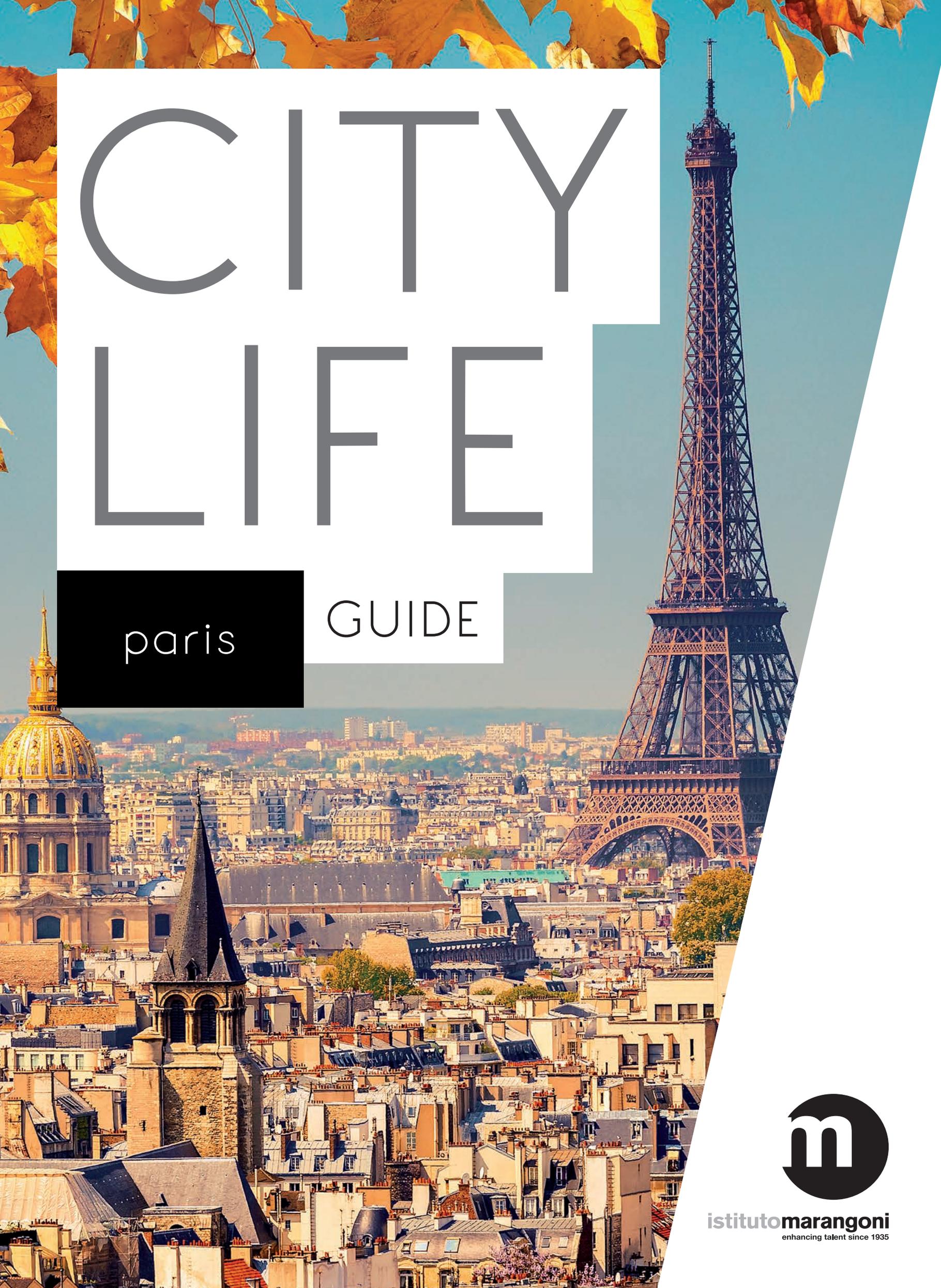


CITY LIFE

paris

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 Paris School of Fashion is located close to Rue Saint Honoré and what is perhaps the most famous avenue in the world: l'Avenue des Champs Élysées. The Champs Élysées, which has made cameos in classic films like Charade with Audrey Hepburn and Cary Grant and even has its own film festival.

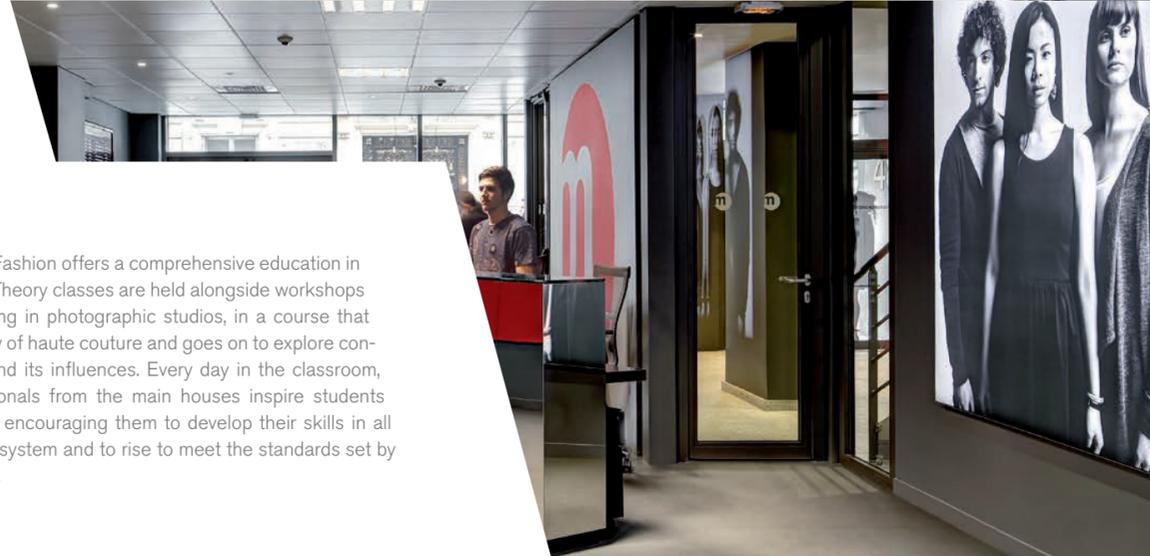


The school occupies the whole of a 7-storey building in a quartier that had its heyday during the Belle Epoque but which remains fashionable. A place where you can breathe the air that inspires such Parisian institutions as Chanel, Hermes, Lanvin...

Near the school are the eight 'Grands Boulevards', built in the 17th Century, each of them representing a facet of this intriguing city. Follow them and they will lead you to all kinds of marvels.



The Paris School of Fashion offers a comprehensive education in fashion and design. Theory classes are held alongside workshops and hands-on learning in photographic studios, in a course that starts with the history of haute couture and goes on to explore contemporary fashion and its influences. Every day in the classroom, established professionals from the main houses inspire students and challenge them, encouraging them to develop their skills in all areas of the fashion system and to rise to meet the standards set by the city around them.



paris





Paris is a world city steeped in history. Its street corners, doorways, church spires and bridges jump out at you from countless romantic films, but the North African influence is radically transforming the Parisian arts scene. It's a city to walk in rather than charge through on the metro; a city with a heart, around which are strung the arrondissements, each one with its own character, its own flavour.

Films like 'Blue is the Warmest Colour', directed by Tunisian-French director Abdellatif Kechiche, ensure Paris remains at the cultural apex of the world. The city is a wonderful place for any art lover, whether it's film or painting you love, the works of the 19th Century or of the 21st. Film festivals abound in Paris and in France as a whole (Cannes being the most famous example). Students of fashion who have the good fortune to come here will find themselves living and breathing not just fashion but the spirit behind it, the spirit that permeates all of the arts: the celebration of life.

city life



And what of Parisian café culture? Cafés are everywhere. Even if you don't find yourself having conversations as profound as those that Sartre had with Simone de Beauvoir in *Les Deux Magots* they're still great places to catch up with friends over a *café au lait*. Parisian nightlife is too diverse to be easily categorised but there is plenty of it and it caters to all tastes. There is the Oberkampf district, which became chic in the nineties and remains popular, also Bastille, good for bar-hopping, and the less-touristy *Menilmontant* and *Gambetta*. And many others.

As for venues, you will be spoiled for choice in Paris. David Lynch designed his Montmartre club *Silencio* himself. Buried deep underground, it pays homage to all his films, not just *Mulholland Drive*. A true temple to the imagination. The *Bar du Marche* is a more artless place but still retro and quirky, as is *Chez Jeannette*. And there are many other places to explore as you penetrate Paris' picturesque facade and find the more subtle treasures behind it.



events and important places

Paris Fashion Week is one of the 'big four', up there with Milano, London and New York, rounding up the global fashion season, which falls twice a year, in spring and autumn. For those who don't know, it's a 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. A time to spot coming trends, to bring together and consolidate the ideas floating around the other three cities' fashion weeks.

The Paris Autumn Festival is dedicated to contemporary arts - theatre, film, dance, music and the visual arts. It's the biggest festival of its kind in the world, comprising over forty events, and lasts from September to December. And if horse-racing is more your thing, there's the Prix de L'Arc de Triomphe, which takes place in the Hippodrome in the Bois du Boulogne. A magnet for the wealthy and athletic and for adrenaline junkies of every kind.



Sometimes known as the 'Sundance of Europe', the European Independent Film Festival takes place in March and is an exciting occasion. A chance for independent film-makers from all over the world to showcase their work, the festival attracts the bigwigs and power-brokers of the film industry, its agents, talent scouts, production company representatives, distributors and producers in search of projects and, of course, undiscovered talent.

The newly opened Institute of the Arab World on the rive gauche boasts exhibitions, both temporary and permanent, a literary café, a large library with a children's section, a cinema and a theatre. A monument to an emerging multicultural and egalitarian France.

And then there is one of the most striking and controversial buildings in Paris, the Centre Pompidou, with its colour-coded pipes and scaffolding. The Centre houses a vast public library, music and sound archives and the largest modern art museum in Europe. With its colourful presence and generous facilities, it has forever altered the public image of museums. Once seen as stuffy places not unlike libraries, museums are now viewed as cultural centres, fun places where ideas are exchanged.





important monuments

Paris is full of them. Some, like the Eiffel Tower, are so famous, so linked in people's minds with the city, that it's tempting to dismiss them as clichés and forget about visiting them. This isn't a danger likely to befall quieter gems like the Place des Vosges, the oldest planned square in Paris. Built from 1605 to 1612, it cannot help but inspire anyone who has an eye for beauty with its restrained loveliness. In summer young people take over the gardens and it becomes a place to experience as well as to admire, a place where you can relax and chat over a beer.

Less relaxing but perhaps even more inspiring is the Palais du Louvre, housing the Louvre museum, the most-visited museum in the world. The most famous painting in it is also the most famous painting in the world: the Mona Lisa. The controversial glass pyramid in the courtyard, built by architect I.M. Pei, is, like the Centre Pompidou, a lesson in daring for those interested in creating designs that challenge as well as please.

Other famous and eye-catching Parisian monuments are Notre-Dame de Paris, reckoned to be one of the finest French-Gothic buildings in the world, and the Roman Catholic church Sacré-Coeur Basilica. And, since it's so near to Istituto Marangoni, there's no excuse not to visit the Palais Garnier and admire its ceiling, which was painted by the surrealist painter Chagall.



job opportunities

A home to fashion houses like Hermès, Givenchy, Chanel, Lanvin and Dior, Paris is a world fashion capital. Paris Fashion Week, a spring and autumn event, draws buyers, designers, media wizards and trend-setters from all over the world, making it an excellent place to network and learn from the experts.

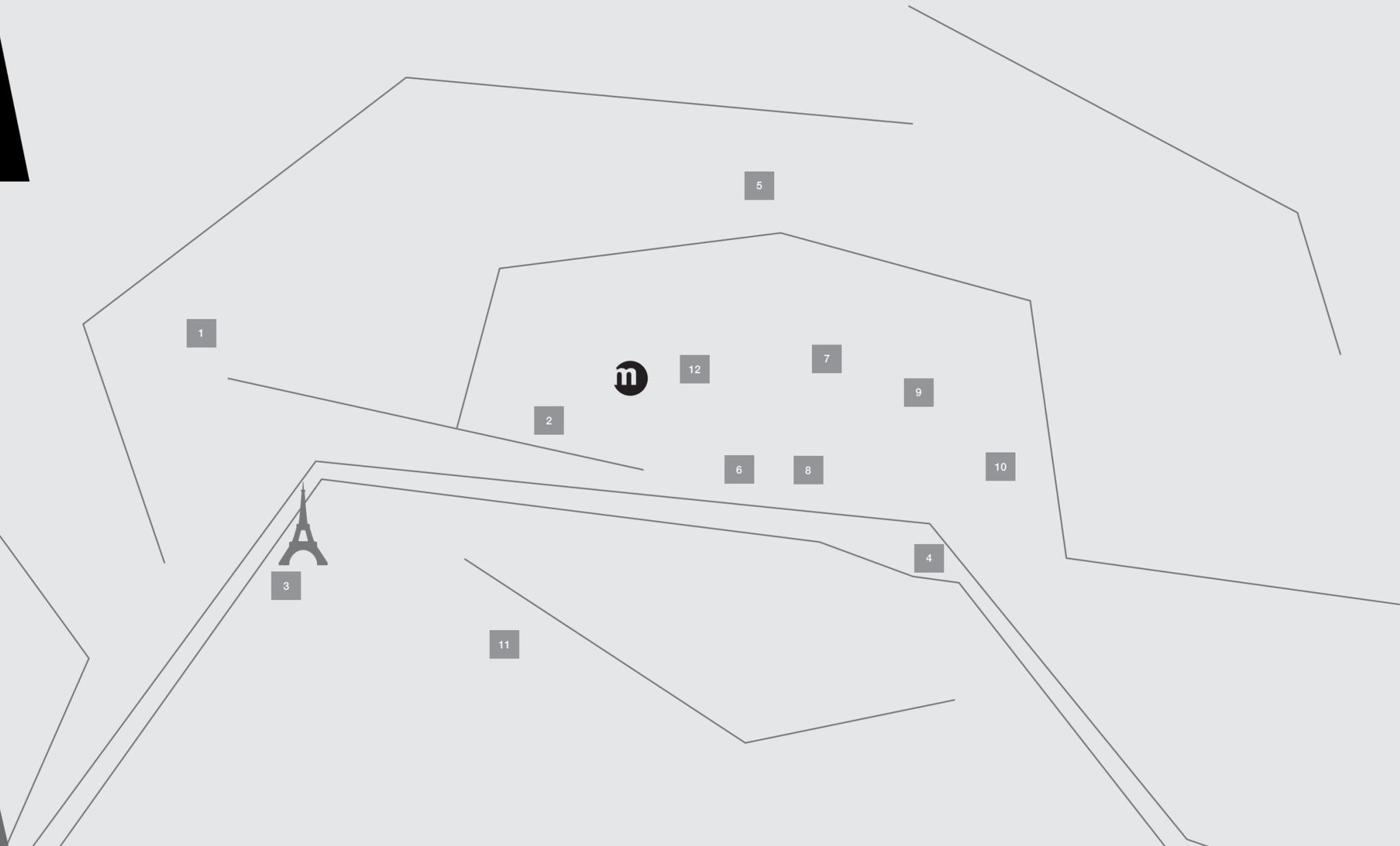
Then there are the Who's Next and Première Vision trade fairs. Who's Next Paris is the trade show for the fashion industry, attracting 45 000 buyers per session from all over the world, over 1200 brands and 900 journalists twice a year. It prides itself on being a keen trend spotter as well as a creative influence in the world of fashion, providing carefully-selected artists with a crucial platform for expression. The Première Vision fashion and textile show is held twice a year in Paris and also organises subsidiary shows such as Made in France in April. Created in 1973, it too is hugely influential.

The same applies to the city's numerous design-related trade fairs, fairs such as the interior design fair Maison&Objet. 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.

For the talented and dedicated, there are opportunities to shine. Fashion competitions give winners a chance to display their collections before the movers and shakers of the fashion world. Some of these competitions are open to students/graduates while others are aimed at career advancement and are open to designers under 40.



map



MONUMENTS



SHOPPING



TIME OUT

1

Arc de Triomphe



A fervent admiror of the Romans, Napoleon, the French Emperor, followed their example and commissioned the Arc de Triomphe in 1806. His troops never marched through the arch as the Duke of Wellington defeated him at Waterloo in 1815. The Arc de Triomphe was finally completed in 1836, 15 years after Napoleon's death in Saint Helena.

3

Eiffel Tower



The Eiffel Tower was built in Paris from 1887 to 1889 by Gustave Eiffel, a French engineer specializing in revolutionary steel constructions. It originally had no use. Gustave Eiffel wanted to demonstrate the capabilities of steel engineering at the Paris 1889 world exhibition. At 300 meters, the Eiffel Tower remained the world tallest building until 1930 and the completion of the Chrysler Building in New York City.

5

Sacre Coeur



The Sacre Coeur was the result of a national vow by the Catholic Church in the aftermath of the tragic events of the 1870 Paris uprising (La Commune). Entirely paid for by private donations, the Sacre Coeur Basilica was built between 1875 and 1914, amidst intense controversy with secularists and radicals. Architect Paul Abadie designed the Sacre Coeur in Romano-Byzantine style. Five architects continued his work after his death in 1885 until completion in 1914.

7

Galleries Lafayette



Located on Boulevard Haussmann in the 9th arrondissement, the Galleries Lafayette is a symbol of French lifestyle that offers lively, multiple and plural fashion. It succeeds in bringing together the best creations in 70,000 m² spread across 3 buildings, and offers a unique shopping experience to its visitors. This is the largest department store in the world, with the largest international women's fashion department. The collections are constantly being updated and refreshed to offer the best in French and international design.

9

Marais



Le Marais ('The Marsh') is a historic district. It hosts many outstanding buildings of historic and architectural importance. It spreads across parts of the 3rd and 4th arrondissements. The Marais is one of Paris' main localities for art galleries. Following its rehabilitation, the Marais has become a fashionable district, home to many trendy restaurants, fashion houses, and hip galleries.

11

Les Invalides



Louis XIV, the French King who built the Palace of Versailles, staged many wars in Europe. In 1670, he commissioned Les Invalides in Paris, a 13 hectare hospital for wounded soldiers. With its large church topped by a 107 meters high golden dome, Les Invalides is a masterpiece of French classical architecture.

2

Avenue des Champs-Élysées



With its cinemas, cafés, luxury specialty shops and clipped horse-chestnut trees, the Champs-Élysées is arguably one of the world's most famous streets, and is one of the most expensive strips of real estate in the world. Several French monuments are also on the street, including the Arc de Triomphe and the Place de la Concorde. The name is French for Elysian Fields, the place of the blessed dead in Greek mythology. According to a much-used description, the Champs-Élysées is "la plus belle avenue du monde" (the most beautiful avenue in the world).

4

Notre Dame de Paris



Notre Dame de Paris is undoubtedly one of the masterpieces of Gothic art in Western Europe. The cathedral was built between 1163 and 1270. France was then the most powerful and faithful Kingdom of Europe. Notre Dame's two towers, many sculptures, stained-glass windows and nave are artistic experiences of mystical dimension.

6

Louvre Museum



The famous Louvre Museum in Paris is the world's most visited museum with 8 million visitors/year. It displays the famous Mona Lisa by Leonardo da Vinci and many other first class paintings from Italy, France, Flanders and the Netherlands. The Louvre Museum also displays superb collections of Egyptian, Greek and Roman arts. In September 2012, the Louvre Museum opened its spectacular Islamic Art Department. See more details on collections.

8

Rue de Rivoli



Rue de Rivoli is one of the most famous streets in Paris, a commercial street whose shops include the most fashionable names in the world. It bears the name of Napoleon's early victory against the Austrian army, at the battle of Rivoli, fought January 14 and 15, 1797. The rue de Rivoli marked a transitional compromise between an urbanism of prestigious monuments and aristocratic squares, and the forms of modern town planning by official regulation.

10

Centre Pompidou



Centre Pompidou is the most spectacular 20th century building in Paris. It was designed in 1977 by architects Renzo Piano and Richard Rogers to make art and culture accessible to everyone.

12

Opera Garnier



Commissioned by Emperor Napoleon III and built between 1862 and 1875 by Charles Garnier, Opera Garnier is a neoclassic building. Its facade, monumental stairs and Italian-type hall with Chagall paintings on the ceiling make it one of the world's most beautiful opera houses.

credits

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

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