



# Arts Curating

## ART AREA

### OVERVIEW

The aim of the course is to train professionals to **convey culture** and **promote** the historic and artistic **heritage**, while fostering new opportunity for contemporary artists.

In this perspective, curating and writing become two tools to construct **display and exhibition projects**, **publishing** contributions and **media content**, where historical knowledge, critical thought, and technological innovation come together to foster new curatorial and ethical perspectives on the art world.

The course aims to meet the growing demand for professional figures as:

- ✓ EXHIBITION CURATORS
- ✓ NEW MEDIA CURATORS
- ✓ ART CRITICS & WRITERS
- ✓ ART JOURNALISTS
- ✓ CATALOGUE & MAGAZINE EDITORS
- ✓ EXHIBITION DESIGNERS
- ✓ ART ADVISORS

### COURSE TYPE

## Bachelor's Degree

AFAM / 180 CFA equivalent  
to 180 ECTS credits

Recognized by the Italian Ministry  
of University and Research.

### WHY FIRENZE?

The **contamination between the world of art and the fashion** industry leads the students of the bachelor's degree courses at Istituto Marangoni Firenze to **work and do research together**, thus broadening their creative culture and cultural background through interdisciplinary projects, preparing them to face the world of work.

Florence itself becomes an **open-air classroom**: its **museums, architecture**, and **artistic traditions** nurture a refined visual sensitivity and a strong sense of cultural identity. Alongside this, the surrounding territory, which is rich in **artisanal excellence**, offers opportunities to experience materials and craftsmanship from a cultural rather than purely industrial perspective, fostering **experimentation grounded in tradition and innovation**.



### KEY OUTCOMES

- **Curatorial project**  
An original curatorial project, developed from the ground up by each student, dedicated to the works of contemporary artists.
- **Writing portfolio**  
A collection different formats to experiment with many techniques in art writing, from reportages, academical writing art journalism and criticism.
- **Student Portfolio & CV**  
The skills to prepare a professional artist portfolio and cv, to be prepared to present themselves to, curators, gallerists, clients and job interviews.
- **Artist's book**  
An original curatorial book to experiment with various format of publications.

### INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

#### Some collaborations include:

##### **FONDAZIONE PALAZZO STROZZI**

DEVELOPMENT OF BROCHURE AND INTERVIEWS FOR MAJOR TRACEY EMIN RETROSPECTIVE; PUBLICATIONS OF ORIGINAL ESSAYS AND ARTICLES ON MUSEUM MAGAZINE.

##### **MUSEO FERRAGAMO**

DEVELOPMENT OF ORIGINAL PODCAST FOR THE EXHIBITION DEDICATED TO SALVATORE FERRAGAMO; DEVELOPMENT OF A DIGITAL EXHIBITION AND CONTRIBUTION TO CATALOGUE.

##### **FARMA 282**

PARTICIPATION IN THE OPEN CALL FOR NEW ISSUE OF THE MAGAZINE WITH ARTICLES AND TEXTS.

##### **FASHION ROOM**

YEARLY EXHIBITION OF BEST ART STUDENT'S PUBLICATIONS.



	SUBJECT	DESCRIPTION	ECTS
<b>YEAR 01</b>	<b>STYLE, HISTORY OF FASHION AND COSTUME</b>	History of art since the beginning till the 1800s	<b>12</b>
	<b>HISTORY OF FASHION</b>	Study of fashion evolution as a cultural and artistic expression, analyzing styles, movements, and their social context over time.	<b>10</b>
	<b>PHOTOGRAPHY</b>	Exploring analogue photography, art photography and fashion photography with session in the Photo studio as well as in the field.	<b>6</b>
	<b>COMPUTER GRAPHICS</b>	Information Technology Fundamentals, Graphic Design, Adobe Suite.	<b>4</b>
	<b>THEORY AND METHODOLOGY OF ART HISTORY</b>	Introduction to key theories and research methods used to interpret, analyze, and critically assess works of art across periods.	<b>4</b>
	<b>VISUAL COMMUNICATION DESIGN METHODOLOGY</b>	Exploration of design processes and visual strategies for communicating concepts effectively across different media.	<b>6</b>
	<b>IMAGE PHENOMENOLOGY</b>	Learning how to read and interpret any image of our visual culture.	<b>6</b>
	<b>INTERACTIVE SYSTEMS</b>	General foundations of curating applied to visual research and storytelling.	<b>4</b>
	<b>FOREIGN LANGUAGE</b>	Study of a foreign language.	<b>3</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>5</b>
<b>YEAR 02</b>	<b>NEW MEDIA AESTHETICS</b>	History of cinema.	<b>8</b>
	<b>HISTORY OF CONTEMPORARY ART</b>	History of art from the 1900s till today.	<b>12</b>
	<b>ANTHROPOLOGY OF ART</b>	Examination of art within cultural and social frameworks, focusing on how artistic practices reflect identities and traditions.	<b>4</b>
	<b>ART DIRECTION</b>	Exploring many different narratives strategies to direct projects and becoming confident art writers.	<b>9</b>
	<b>PUBLISHING DESIGN</b>	The fundamentals of publishing for the art world, applied to the creation of an original curatorial publication.	<b>4</b>
	<b>CONCEPT PLANNING</b>	Development of curatorial concepts, from initial idea to structured project, including narrative building and strategic planning.	<b>6</b>
	<b>CATALOGUING AND ARCHIVE MANAGEMENT</b>	Principles and techniques for documenting, classifying, and managing art collections and archival materials.	<b>6</b>
	<b>COMMUNICATION AND VALORISATION OF MUSEUM COLLECTIONS</b>	The fundamentals of curatorial strategies applied to art institutions.	<b>6</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>5</b>



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<b>YEAR 03</b>	<b>ECONOMY AND ART MARKET</b>	The fundamentals of the art systems and its market and laws.	<b>6</b>
	<b>MUSEOGRAPHY</b>	History and practice of exhibition design and display.	<b>8</b>
	<b>CONTEMPORARY MUSEOLOGY</b>	Study of current museum practices, focusing on new approaches to exhibitions, audiences, and cultural engagement.	<b>6</b>
	<b>MUSEOLOGY AND MANAGEMENT OF EXHIBITIONS</b>	History of exhibition making and the theory of practice of curatorial work.	<b>10</b>
	<b>ART MANAGEMENT</b>	How to handle budget, timelines and feasibility of curatorial projects.	<b>4</b>
	<b>VISUAL ART AESTHETICS</b>	Analysis of aesthetic theories and visual principles that shape the perception and interpretation of art.	<b>4</b>
	<b>VISUAL ART TRENDS</b>	Exploration of current directions in contemporary art, identifying emerging movements, practices, and visual languages.	<b>4</b>
	<b>INFORMATION FOR THE ARTS: TOOLS AND METHODS</b>	Introduction to digital tools and research methods used for documentation, analysis, and communication in the arts sector.	<b>4</b>
	<b>INTERNSHIP</b>	Internship.	<b>6</b>
	<b>DISSERTATION</b>	Final written thesis.	<b>8</b>

**FACULTY**

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.