



Curating Art & Fashion

ART AREA

OVERVIEW

Aimed at students who already have a degree or proven career experience in the fields of fashion and art, the Master course in Curating Art & Fashion offers a path through **completely unexplored territory**, where curating is being looked at in every aspect of its identity – from conceptual to organizational aspects – and its current declination in multiple formats: from the **exhibition** to **catalogues**, to **events** and **public programs** to **digital exhibitions**. With the goal to offer solid **theoretical and practical foundations** that can foster an interdisciplinary methodology, giving the opportunity to students to move across disciplines with confidence.

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

- ✓ EXHIBITION CURATORS
- ✓ ART JOURNALISTS
- ✓ ART CURATORS & FASHION CURATORS
- ✓ ART CRITICS & WRITERS
- ✓ CATALOGUE & MAGAZINE EDITORS
- ✓ EXHIBITION DESIGNERS
- ✓ RESEARCHERS
- ✓ HERITAGE AND BRAND COLLECTIONS CURATORS

COURSE TYPE

Master Course

Istituto Marangoni Certificate

WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **fashion**, **craftsmanship**, and **contemporary creativity** meet every day. Thanks to Istituto Marangoni's strong **industry connections**, students engage in workshops, collaborations, and talks with leading professionals who bring the latest trends and insights directly into the classroom. Florence becomes a creative laboratory where you can experiment with innovative forms, materials, and digital tools like CLO 3D, always with an eye on sustainability. Celebrating the **excellence of Made in Italy**, the program blends **local artisanal heritage** with **forward looking design approaches**. Alongside creative and technical expertise, you will develop key competencies in marketing, personal branding, and strategic thinking, making Florence not only a place to study art and fashion, but a place to **grow both professionally and personally**.



KEY OUTCOMES

- **Industry Project**
Students learn how to carry a research on the assigned brand or institutions and propose strategic solutions based on a real brief shared by the partner, working together with classmates to practice teamwork.
- **Original research**
Student will present as personal research on a topic of their choosing in line with curriculum.
- **Writing portfolio**
A collection different formats to experiment with many techniques in art writing, from reportages, academical writing art journalism and criticism.
- **CV**
The skills to prepare a professional cv, to be prepared to present themselves to curators, gallerists, clients and job interviews.

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:

COLLEZIONE MARAMOTTI

DEVELOPING NEW STRATEGIES FOR CURATING AND NARRATING PERFORMANCE IN AN EXHIBITION SPACE; CREATING VIDEO NARRATION TO SHARE INSIGHTS IN THEIR EXHIBITIONS; EXPLORING NEW STRATEGIES TO ATTRACT NEW AUDIENCES.

WP ARCHIVE

CURATING AND ORGANIZING AN EXHIBITION DEDICATED TO THEIR FERRÉ ARCHIVE.

FONDAZIONE PRADA

RESEARCHING NEW ACCESSIBILITY STRATEGIES TO INTEGRATE AUDIENCES WITH COGNITIVE AND MOTOR FRAGILITIES INTO AN EXHIBITION SPACE.

VERSACE

DEVELOPING AND RESEARCHING NEW STRATEGIES FOR A PROPOSAL OF A VIRTUAL MUSEUM DEDICATED TO THE BRAND HERITAGE.

PINACOTECA AGNELLI

EXPLORING NEW STRATEGIES TO INTEGRATING NEW AUDIENCES IN THE COLLECTION.



SUBJECT	DESCRIPTION	ECTS
HISTORY OF CONTEMPORARY ART	History of art from the 1900s until today.	6
LATEST TRENDS IN VISUAL ARTS	Exploration of emerging practices and current directions in contemporary art, analyzing new visual languages, media, and cultural dynamics.	6
SOCIOLOGY OF COMMUNICATION	Study of communication processes within society, focusing on how media, culture, and social structures influence meaning and audience engagement.	4
HISTORY OF FASHION	History of fashion.	6
ORGANIZATION OF LARGE EVENTS	How to produce and curate large events, from public programs to fashion runways.	4
MUSEOLOGY OF THE CONTEMPORARY	History of exhibition making and the theory of practice of curatorial work.	8
ART DIRECTION	Exploring many different narratives strategies to direct projects and becoming confident art writers.	6
DIGITAL TECHNOLOGIES AND APPLICATIONS	Information Technology Fundamentals, Graphic Design, Adobe Suite to foster students work and presentations.	4
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6

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.