



**istitutomarangoni**



MASTER IN LUXURY BOUTIQUE HOTEL  
INTERIOR DESIGN

### Brief descriptive summary

Over the past 90 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate courses prepare students with the necessary knowledge and *know-how* in order to enter a professional career in the fields of Fashion Design, Accessories, Fashion Communication & Image, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture, Fragrances & Cosmetics, Hospitality.

With the Master Course in Luxury Boutique Hotel Interior Design, students develop strategic skills to redefine luxury hospitality through top-tier brand collaborations.

### General Information

#### 1. Certificate / Diploma awarded

##### First Level Academic Master Diploma

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma.

Recognised by the Italian Ministry of Education as an academic Diploma equivalent to a University postgraduate Master Degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

#### 2. Course description

This Master Course trains specialists in designing and managing interiors for luxury boutique hotels. Students master spatial design, lighting, and brand storytelling, creating exclusive environments. Through top-tier brand collaborations, they develop strategic skills to redefine luxury hospitality.

Throughout the year, students will explore specific content designed to equip them with both managerial and technical skills, like:

- Luxury Interior Design & Spatial Planning
- Guest Experience & Hospitality Concept Development
- Brand Identity & High-End Material Selection
- Project Management & Professional Presentation
- Innovative Technologies & Sustainable Design

Istituto Marangoni provides students with state-of-the-art design resources, equipping them with the essential tools for their academic journey and future professional careers in luxury hospitality design.

Students will gain expertise in advanced CAD software, including AutoCAD, alongside industry-standard rendering tools like 3ds Max + V-Ray and Enscape to create high-end, photorealistic interior visualizations. They will also be trained in graphic and branding software, such as Adobe Photoshop, InDesign, Illustrator, to develop compelling project presentations and luxury boutique hotel branding strategies.

To enhance spatial storytelling and guest experience design, students will explore lighting simulation tools, and digital moodboarding techniques. These technologies enable them to develop immersive interior concepts and implement innovative solutions tailored to the luxury hospitality industry.

### Course Information

#### 3. Educational Aims:

School Education Aims:

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

#### 4. Course Learning Outcomes

Educational Outcomes:

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- express ideas effectively and communicate information appropriately and accurately;
- manage their professional development reflecting on progress and taking appropriate action.

#### Final Award Learning Outcomes

At the end of the Master course in Luxury Boutique Hotel Interior Design, the student will be able to:

- gain exposure to innovative ideas and practices, fostering a vibrant exchange of knowledge and perspectives that enhances the educational experience.
- approach challenges with a disruptive and innovative mindset
- develop the soft skills necessary to tackle complex challenges and drive innovation in the hospitality sector.
- develop spatial concepts, brand-driven interior solutions, and immersive guest experiences through practical assignments, case studies, and design challenges.
- refine the ability to communicate ideas effectively to clients, stakeholders, and luxury hospitality brands.
- develop advanced design strategies, incorporating innovative technologies, sustainable solutions, and high-end material selection to meet the evolving demands of the luxury hospitality industry.

#### 5. Plan of Study

Subject	Lesson Hours	ECTS (if applicable)
History and Criticism of Contemporary Design	22,5	3
Trend Forecasting	25	2
Visual Research	25	2
Design Management	25	2
Production Processes	25	2
Innovative Technologies and Materials	25	2
Techniques of Project Communication	50	4
Interior Design 1	50	4
Communication Tools and Techniques	25	2
Computer Aided Design (CAD)	50	4
Rendering	50	4
Brand Communication	25	2
Interior Design 2	50	4
Graphic Design	25	2
Light Design	25	2
Innovative Technologies and Materials	25	2
Sociology and Anthropology of Design	22,5	3
Environment Design	25	2
Internship		10
Dissertation		6
Total	570	64



## 6. Learning and Assessment Strategy

### Programme methods:

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

### Assessment methods to support learning

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

Formative Assessment:

Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping helps students better understand their own learning curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment:

these assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows:

- Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;
- Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;
- Written Reports are required in some study areas, where a clear and structured brief is provided;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

### Attendance:

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses.

To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

### Grades:

The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude".

Full details on attendance and assessment are explained in the Student handbook and in the Academic Regulation.

## 7. Career service

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences.

When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor.

The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

## 8. Course Specific Admission Requirements

To apply, the following documents are required:

- Copy of high school diploma or equivalent;
- Signed personal statement (motivational letter)
- Successful completion of entry test\*

\*Entry Test (Undergraduate courses) – check with admission

\*Entry test (Postgraduate courses) – check with admission

## 9. Student Support Strategy

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.

For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- dealing with stress;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

## 10. Student Evaluation

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- informal contact with Programme Leader and subject Tutor, and through appointments with academic staff;
- end of Course Evaluation;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.