



# Product & Furniture Design

PRODUCT DESIGN

## OVERVIEW

This Master's degree course in Product & Furniture Design combines **research, innovation** and **creativity** in product and furniture design. It trains students to **read socio-cultural changes** and turn them into innovative, functional products by merging aesthetics, technology and advanced materials.

Participants work on cutting edge **projects for major Italian brands** under top art directors, developing a solid method that balances experimentation and technical definition. They learn the **full design process**, gain strong 3D modelling skills and study aesthetic languages to build effective product strategies.

Studying in Milan gives access to leading companies, major events like **Salone del Mobile** and **Milan Design Week**, and direct contact with showrooms and studios. By the end, students develop a clear design vision and are then ready to innovate and contribute to the future of product and furniture design.

## Careers opportunities:

✓ FURNITURE DESIGNER

✓ PRODUCT DESIGNER

## COURSE TYPE

# Master's Degree

AFAM / 60 CFA equivalent  
to 60 ECTS credits

**Recognized by the Italian Ministry  
of University and Research.**

✓ PRODUCT DEVELOPMENT MANAGER

✓ DESIGN DIRECTOR

✓ ART DIRECTOR  
FOR DESIGN-INTENSIVE COMPANIES

## INTERNATIONAL CONTEST RESULTS

### RED DOT DESIGN AWARD

(alumnus Terence Cotton – Winner)

### WALLPAPER DESIGN AWARDS

(alumnus Gustavo Martini – Winner)

## WHY MILANO?

As a **global capital of design, luxury and innovation**, the City of Milan offers privileged access to leading brands, design studios, exhibitions, trade fairs and industry events. The city becomes an extended classroom where students can observe and interact with **excellence in craftsmanship, hospitality** and **contemporary living**.



### KEY OUTCOMES

- Students will be able to develop a full product or furniture design project, from research and concept to advanced visual and 3D execution, aligned with a professional briefing.
- Students will understand how cultural, social and technological factors influence design and will use this awareness to create informed and relevant products.
- Students will master key tools and methods, including 3D modelling, material selection, rendering and visual communication, to present projects professionally.
- Students will improve their communication skills and will be able to explain ideas clearly, tell a coherent project story and build a strong personal design identity.

### 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 high-value collaborations include:**

**CAPPELLINI**

**CASSINA**

**BALERI ITALIA**

**ALESSI**

### 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.



SUBJECT	DESCRIPTION	ECTS
<b>HISTORY AND CRITICISM OF CONTEMPORARY DESIGN</b>	This class studies contemporary design by tracing its European and Italian roots. Students examine key movements, designers and aesthetic principles to understand how design reflects cultural values and social change, building critical awareness for context driven work.	<b>3</b>
<b>DESIGN METHODS</b>	Working with a briefing, students refine concepts through research and structured development. Illustrations and 3D compositions help define the project's direction in line with company goals.	<b>8</b>
<b>COMMUNICATION TOOLS AND TECHNIQUES</b>	Coaching and practical exercises improve public speaking, storytelling, time management and audience awareness. Emotional intelligence and active listening support professional communication and networking.	<b>1</b>
<b>PRODUCTION TECHNOLOGIES</b>	The course builds solid knowledge of materials and manufacturing. Students study material families, new processes and case studies, supported by individual guidance during project work.	<b>2</b>
<b>TECHNIQUES OF DESIGN COMMUNICATION</b>	Students learn image editing, composition, layout and storytelling to create clear and professional presentations.	<b>4</b>
<b>COMPUTER AIDED DESIGN (CAD)</b>	Training covers advanced 3D tools for modelling, prototyping and spatial exploration, building both technical control and design awareness.	<b>6</b>
<b>GRAPHIC DESIGN</b>	Students build a personal visual identity and portfolio and learn to use social networks to strengthen a personal brand.	<b>2</b>
<b>PRODUCT COMMUNICATION</b>	Students learn to align functionality and storytelling with brand identity for coherent communication.	<b>2</b>
<b>SOCIOLOGY AND ANTHROPOLOGY OF DESIGN</b>	The course introduces theories like liquid society and the paradox of choice, examining how digital life shapes behavior and how design can support users facing overload and constant interaction.	<b>2</b>
<b>RENDERING</b>	Technical courses teach advanced 3D modelling. Students learn solid, parametric and form modelling, together with photorealistic rendering, animations and communication through digital assets. These skills support the visualisation and validation of complex product ideas.	<b>4</b>
<b>INNOVATIVE TECHNOLOGIES AND MATERIALS</b>	Students explore experimental materials and advanced finishes. Case studies and hands on tests show how new materials can expand creative possibilities.	<b>2</b>
<b>PRODUCT DESIGN</b>	Students learn to develop complete projects from research to final prototypes. They start with sketching, concept generation and quick models, then progress to advanced 3D modelling, material definition and detailed presentations.	<b>8</b>
<b>INTERNSHIP</b>	Internship.	<b>10</b>
<b>DISSERTATION</b>	Final written thesis.	<b>6</b>