



Milano Design School

# AI-Enhanced Luxury Interior Design

## OVERVIEW

The course AI-Enhanced Luxury Interior Design explores **how AI is transforming luxury interior design**, from concept creation to client communication. Through an intensive blend of **creative exploration and strategic insight**, participants will master AI-driven tools for concept generation, visualization, material curation, and client communication. They will also discover how to streamline operations, enhance marketing, and craft a distinctive luxury brand identity using the latest generative and analytical AI platforms. The course is delivered in collaboration with **Cappellini**, which supports the final project and reinforces the development of strategic, industry ready skills for luxury interior design. The program also partners with **Versy**, an Italian AI technology startup, introducing participants to immersive and data driven design tools that enhance operational efficiency, marketing impact, and brand identity. A central highlight is the experiential week in Milan during **Design Week**, offering direct exposure to leading brands and creative figures, and valuable opportunities for networking and professional visibility. By the end of the program, participants will have produced a **Luxury Design Concept Dossier**, a **digital asset portfolio** (including renderings, videos, and AR/VR experiences), a **project management report**, a **marketing and**

## PRICING

**1000 €**

ENROLLMENT FEE

**8500 €**

TUITION FEE

For course dates and further detailed description of the study modules, kindly refer to [www.istitutomarangoni.com](http://www.istitutomarangoni.com)

Upon completion of the course, participants will receive an **Istituto Marangoni Certificate**.

**branding strategy**, a **final professional presentation**, and a post event trend report analyzing emerging directions in luxury design.

## VIRTUAL LEARNING EXPERIENCE

From Virtual Labs to interactive classes, every **learning moment** is designed to be **dynamic and engaging**: concise, targeted content alternates with virtual experiences that faithfully replicate real creative environments, ensuring **total immersive experience**.



## COURSE STRUCTURE

### DURATION

**16 Weeks**

### HOURS

**130**

14 weeks online  
2 Experiential Weeks

### EXPERIENTIAL LOCATIONS

**Milano Design**

### FORMAT

**Hybrid**

Online  
+ Onsite Production

### CORE FOCUS

**Exploring how AI is transforming luxury interior design, from concept creation to client communication.**

### LEVEL

**Professional  
Postgraduate  
Executive**

### SOFTWARE INSIGHTS

**AI tools for high-end interior photography and luxury lifestyle video creation, AI-driven tools for luxury design marketing: content creation, SEO, and social media strategy, AI project management tools for client handling, scheduling, task delegation, and resource allocation.**

### DESIGNED FOR

- Interior Designers (residential, hospitality, commercial)
- Architects specializing in interior design and luxury projects
- Creative Directors and Design Studio Owners
- Project Managers in design and architecture
- Marketing Managers and Brand Strategists in luxury and interior design
- Postgraduate Graduates and Professionals specializing in interior design, design management, or innovation
- Freelancers

### PROFESSIONAL OUTCOMES

By completing this course, participants will have developed:

- **Luxury Design Concept Dossier:** Visual concept, floor plans, brand narrative, and AI integration in design
- **Digital Asset Portfolio:** Renderings, photographs, videos, and AR/VR experiences
- **Project Management Report:** Planning, timeline, resource management, and task delegation using AI tools
- **Marketing & Branding Strategy:** Digital marketing strategy, branding, and promotional content
- **Final Presentation:** Professional project presentation, creative process, and AI usage
- **Trend Report (Post-Event):** Analysis of emerging trends in luxury design post-Milano Design Week



## MILAN

### EXPERIENTIAL PRE-MILAN DESIGN WEEK

#### THEME

The Future of Luxury Design and Spatial Identity Creation

*This module explores how artificial intelligence transforms creative processes in transferring a luxury brand's identity into interior design, particularly for hospitality, high-end retail, and exclusive environments.*

*Participants will learn to develop visual concepts and narratives that reflect the essence of a brand, using generative tools for creative ideation and visualization.*

#### KEY TOPICS

- AI culture and governance in creative ideation and visualization
- Translating a brand's DNA into interior design and spatial identity
- Luxury design values: heritage, innovation, and sensory refinement
- AI-assisted storytelling and design authorship

#### LEARNING OUTPUT

**A visual concept dossier defining a brand-aligned interior design identity, enhanced by AI-driven visualization.**

### EXPERIENTIAL MILAN DESIGN WEEK

#### THEME

Preparing for the World Capital of Design

*In this week, participants will prepare for the immersive experience of Milan Design Week. The focus will be on trend research and preparation for the many visits and activities that characterize the event.*

*Lectures by Art Directors, designers, and architects will provide the tools needed to analyze emerging trends and interpret new directions in luxury design.*

#### ACTIVITIES INCLUDE

- Lectures and presentations by Art Directors, designers, and architects on trend research and emerging directions in luxury design.
- Practical workshops on using AI tools to develop design concepts and generate content for project communication.
- Insights into emerging technologies in design and how AI supports exclusive space design and innovative visual content creation.

#### LEARNING OUTPUT

**Each participant will develop a concept synthesizing the trends identified through research, using AI tools to create an innovative design ready to be explored during Milan Design Week.**



## FACULTY

### PROGRAMME LEADER / MILANO DESIGN

#### **Paola Mantello**

Paola Mantello is the Programme Leader for the Interior Design Department at *Istituto Marangoni Milano*, where she brings over two decades of international design expertise to the next generation of interior designers.

Her career spans the global hospitality and luxury design sectors, with leadership roles at some of the world's most prestigious brands. Most recently, she served as Director of Design for Central and Eastern Europe at *Hilton* (2022-2025), overseeing interior design strategy for new builds, conversions, and renovations across the entire *Hilton* portfolio, including *Waldorf Astoria*, *Conrad*, *LXR*, and *Canopy by Hilton*.

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