



**istitutomarangoni**



**EXECUTIVE SHORT COURSES  
BOUTIQUE HOTEL DESIGN**

### Brief descriptive summary

Over the past 80 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 short executive courses provide an opportunity to broaden horizons and update expertise in all areas of the business.

### 1. Certification attained

Istituto Marangoni Certificate

### 2. Course Learning Outcomes

On successful completion of the course, participants will be able to:

- identify the different typologies of hotels;
- translate an inspiration theme into the development of a specific project;
- organize all the areas of development for the project;
- develop lighting and furniture according to the latest trends for all project areas.

### 3. Course Description & Assessment Methodology

#### Course description:

The course gives participants the opportunity to acquire with the necessary notions to determine the style of a given project and develop the knowledge for new style trends in the Interior Design world. The course covers all the technical and emotional aspects of the design and planning of a Luxury Hotel environment.

**Weekend 1:** introduction to the design and planning of a Hospitality Interior Design project. Development of an inspiration theme through the correct choice of materials, colours and decor suitable for the project characteristics.

Participants analyse place, landscape, architecture and the specific location where the Boutique Hotel will be built and through a visual understanding and re-consideration of architectural traditions and cultural references, the concept of the hotellerie project is defined.

**Weekend 2:** the needs which emerge from the target customer analysis and contemporary trends contemplated in the concept of hospitality, from reception to health and the spa, are interpreted according to the space of the assigned project,

The methodology of research and the showroom visits allow the selection of fabrics for furniture and materials, for coverings suitable for an international luxury suite;

For a realistic planning of the project, the functional and creative aspects of the assigned space are considered in relation to the project management and the contractual agreements and obligations.

Translation of the Project Concept into the Design and layout of a Hotel environment.

**Weekend 3:** coordination of all the elements that contribute to the outlining of the style of all the project areas. Use of Lighting Design to define the atmosphere lighting levels.

The elaborated style elements are translated and coordinated in the choice of the furniture of Contract Design and the Home Collection, selected during the showroom visits, in the surface and accessory decoration as well as in the technological aspects which become an offer of exclusive services, for an intelligent home management system to the interpretation of the spa-bathroom.

The perspective sketch is the support to creativity and to the representation of the construction details.

The designed areas are also represented through an emotional interplay of images technical drawings of the furniture and in the definition of the architectonic structure.

**Weekend 4:** the approach to the new light sources presented during seminars and showroom visits is used to create sensual atmospheres and an understanding of the contemporary vision of lighting design. Photo-realistic visualizations of the proposed spaces are created through the use of specific software and participants acquire the skills to present a project professionally.

#### Assessment:

Depending on the nature of the executive course, the following assessment methodology may be referred to:

#### Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

#### Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

**Portfolio Assessment** is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

**Practical and class-based projects** allow participants to apply their theoretical understanding of a specific subject area.

**Written Reports** are required in some study areas and these will in some cases be a response to industry briefs, allowing participants to reflect real industry requirements and to present work to industry standards through report writing.

**Presentations** are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

#### 4. Educational Aims

The educational aims are:

- to develop flexible approaches to programme delivery and participant support, which reflect the needs and expectations of learners at the appropriate level;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the, creativity, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- 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, reflective practice and engagement within the fashion, design, and creative industries.

#### 5. Study Areas / subjects covered

##### Main study areas

Interior Design

Research Methods

Project Development

Drawing Techniques

Lighting Design

3D Visualization

#### 6. Tutor/lecturer Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Participant Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

#### 7. Participant Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in an pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to participants;
- b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;

#### Participant Support Officers

Istituto Marangoni provides Faculty Participant Support Officers, who act as the first point of contact for participants for pedagogical counselling. For any other matters the Participant Support Officers help in:

- managing time;
- dealing with stress;
- exam tips;
- getting the best from the course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

## 8. Participant Feedback

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

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

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where participants will be invited to reflect on their overall experience at the School.

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