

MILAN DESIGN LAB

Discover and Create

Explore. Design. Create. Milan Awaits

Step into the heart of creativity with **Milan Design Lab**. Over two full weeks, you'll dive deep into **design thinking**, hands on **prototyping**, and **idea development** – all set in **Milan**, a global hub of innovation, craftsmanship, and style. **Explore** iconic design museums, walk through inspiring design districts, and work side by side with **Domus Academy's** expert faculty and mentors. By the end, you'll have your own **concept design project** ready to showcase – discover what it means to **design for people, places, and possibilities**.

An introduction to the world of **design thinking** and **creative problem-solving**, guiding students through **observation, ideation, and prototyping**. Students will work on a **mini design project** that reflects their **personal vision** and the **cultural inspiration** of Milan.

Dive into the world of design through **observation, ideation, and prototyping**. Students will develop a **mini design project** inspired by **Milan's culture** and their **personal vision**.

Highlights

- **Design methodology & visual research**
- **Sustainable design & empathy mapping**
- **Field trips to Brera, Triennale Milano and Fondazione Castiglioni**
- **Rapid prototyping & storytelling for designers**
- **Final presentation & certificate ceremony**

WEEK 1

Monday

Tuesday

Wednesday

Thursday

Friday

Day 1

Welcome & Foundations

Morning: Welcome session, intro to Domus Academy & design Methodology

Afternoon: Observation and visual research methods

Day 2

Sustainable Design

Morning: User research, empathy mapping

Afternoon: Ideation exercises, sketching for design

Day 3

Field Trip 1

Morning: Visit to Brera Design District & key concept stores

Afternoon: Debrief and moodboarding workshop

Day 4

Concept Development

Morning: From insight to concept – how to shape your idea

Afternoon: Material exploration and rapid prototyping

Day 5

Studio Time

Morning: First round of concept refinement with tutors

WEEK 2

Monday

Tuesday

Wednesday

Thursday

Day 6

Field Trip 2

Morning: Visit to Triennale Milano (Design Museum)

Afternoon: Project Development and peer feedback

Day 7

Design the Experience

Morning: Brand and user experience principles

Afternoon: Storytelling for designers (how to pitch your idea)

Day 8

Field Trip 3

Morning: Visit to Fondazione Achille Castiglioni

Afternoon: Final prototyping and documentation

Day 9

Final Presentations

Morning: Project rehearsals and set up

Afternoon: Student presentations and feedback session

Closing: Certificate ceremony