

SCHEMA WORKSHOP – BIRTH OF A PRODUCT

Anno Accademico 2018/2019

Titolo Workshop/Title and subtitle:**BIRTH OF A PRODUCT**

Tools for a design entrepreneur

A cura di/by:

Ely Rozenberg propose a Workshop with Designer/ entrepreneur Oded Friedland

Indirizzato a/ Intended audience:Student design terzo anno/ 3rd year Design students - Visual Design students**Partecipanti /Minimum/Maximum number of participants**

MIN 12-MAX20

Requisiti richiesti/Requirements

Basic production/ modeling facilities and knowledge. (able to produce simple, actual products in limited edition, with available facilities)

Pencil case, 30cm metal ruler, Japanese knife, Point pliers, papers/sketchbook for sketchesEnglish Language**Durata e Crediti/Duration and credits**

30 ore – 2CFA

Periodo di svolgimento/Period

4-8 Marzo 2019

Giorni, orari ed aule di svolgimento/Timetables, type of classes necessary, instruments and equipment

AULA A9 – Sede RUFA Via degli Ausoni 7

Da lunedì 4 a venerdì 8 marzo 9.30-16.30 (1 ora pausa pranzo)

Breve descrizione/Short description. Motivation and aims

The workshop will cover the different aspects of initiating a product, from the initial stages of concept development & design process through the stages of pricing, production in a limited series and ultimately to marketing and selling procedures.

The workshop aims to provide basic, practical tools for design entrepreneurs through a series of lectures and short exercises. Conclusion of the workshop requires the students to design and produce a product in a limited edition and to sell it at an end of course event.

Oded Friedland

Oded is the founder and chief creative director of Monkey Business.

A graduate of the Bezalel Art & Design Academy in Jerusalem where he now teaches part-time, he has been a guest lecturer on design entrepreneurship at institutions and design events around the world.

Monkey Business was founded in 1994.

The company specializes in developing manufacturing and marketing design-oriented gift items, through an international distribution network.

www.monkeybusiness.co.il