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## **BIRTH OF A PRODUCT**

Anno Accademico 2019/2020

### **Titolo Workshop / Title and subtitle:**

#### **BIRTH OF A PRODUCT**

Tools for a design entrepreneur.

### **A cura di / By:**

Proposer: Ely Rozenberg

Designer / entrepreneur: Oded Friedland

### **Indirizzato a / Intended audience:**

Design and Graphic design students better if 3rd year / Visual & Innovation Design students

### **Partecipanti / Participants:**

min 12 / max 24

### **Requisiti richiesti / Requirements Required:**

English Language

### **Durata e Crediti / Duration and Credits:**

30 hours - 2 FC

### **Periodo di svolgimento / Possible dates:**

Monday 2 March to Friday 6 March 2020

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

SEDE RUFA VIA DEGLI AUSONI 7 – AULA A13 + lab

Monday / Lunedì 2 marzo: 10.00 - 13.00 / 14.00 - 17.00 (1 our break / 1 ora pausa pranzo)

Tuesday / Martedì 3 marzo: 10.00 - 13.00 / 14.00 - 17.00 (1 our break / 1 ora pausa pranzo)

Wednesday / Mercoledì 4 marzo: 10.00 - 13.00 / 14.00 - 17.00 (1 our break / 1 ora pausa pranzo)

Thursday / Giovedì 5 marzo: 10.00 - 13.00 / 14.00 - 17.00 (1 our break / 1 ora pausa pranzo)

Friday / Venerdì 6 marzo: 10.00 - 13.00 / 14.00 - 17.00 (1 our break / 1 ora pausa pranzo)

**Breve descrizione / Short description:**

The workshop aims to provide basic, practical tools for entrepreneur designers through a series of lectures and exercises. Conclusion of the workshop requires each student to design and produce a product in limited edition and to sell it at an end of workshop function.

**Oded Friedland.**

Oded is the founder and chief creative director of Monkey Business. The company specializes in developing manufacturing and marketing design oriented gift items, through an international distribution network.

A graduate of the Bezalel Art & Design Academy in Jerusalem where he now teaches part-time, he has been a guest lecturer about design entrepreneurship at several institutions and design events around the world. [www.monkeybusiness.co.il](http://www.monkeybusiness.co.il)

