

**WORKSHOP PROJECT SHEET**

Anno Accademico / Academic Year 2025/2026

**Title and subtitle:**

From Bean to Tradition: Brewing History and the culture of Turkish coffee

**Curated by:**

Proposal: Emanuele Cappelli

Entrepreneur: Jonathan Wajskol

**Indirizzato a / Intended audience:**

- Bachelor's in Graphic Design, Master's in Visual and Innovation Design students.

**Number of participants:**

Minimum 12 / Maximum 16

**Requisiti richiesti / Requirements:**

- English Language
- Basic requirements to attend the workshop: InDesign, Illustrator, Photoshop
- Materials to bring to class: personal laptop

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

30 hours – 2 FC

Mod. 05-11-B - Rev. 0 del 10-01-2018

**Periodo di svolgimento / Course period:**

15/19 June 2026

**Giorni, orari ed aule di svolgimento / Days, times and classrooms:**

Monday 15 June from 9.00 am to 4.00 pm (1-hour lunch break)

Tuesday 16 June from 9.00 am to 4. 00 pm (1-hour lunch break)

Wednesday 17 June from 9.00 am to 4.00 pm (1-hour lunch break)

Thursday 18 June from 9.00 am to 4.00 pm (1-hour lunch break)

Friday 19 June from 9.00 am to 4.00 pm (1-hour lunch break)

**RUFA CAMPUS LIBETTA – AULA G19**

**Breve descrizione / Short description:**

Over the past forty years, I have dedicated myself to teaching design, constantly finding inspiration in sharing my knowledge with students and learning from their research and projects. I am particularly enthusiastic about this opportunity to teach Visual Design at RUFA, especially thanks to the motivated and mature students in the master's degree programs. It is very rewarding to be part of the faculty and to know that these students are eager to grow creatively, driven by the opportunity to translate design skills into impactful visual communication.

My passion lies in fostering creativity and providing participants with practical design skills. My goal is to create an engaging learning environment where students can explore the fundamental principles of visual design, develop strong communication strategies, and gain hands-on experience. Motivated by the transformative power of design, I aim to inspire participants to think critically, express ideas effectively, and apply visual storytelling techniques across various multimedia platforms.

**Biografia/Biography:**

Jonathan Wajskol is an Italian-born visual communication designer and educator based in New York City. Trained in the European modernist tradition, he moved from Milan to New York in 1979, where he studied under and worked closely with Massimo Vignelli. This early mentorship profoundly shaped his approach to design, emphasizing clarity, structure, and a deep respect for form and function.

In 1987, Wajskol founded designwajskol, a multidisciplinary design studio whose work spans branding, information design, product design, and environmental graphics. The studio has developed projects for a wide range of institutions and corporations, including the Guggenheim Museum, the Whitney Museum of American Art, the Smithsonian Institution, El Museo del Barrio, Con Edison, the Rockefeller Foundation, Schuberth, Swatch, Time Equities and Pirelli. His work is characterized by its synthesis of simplicity and complexity, always grounded in conceptual rigor and visual restraint.

In parallel with his professional practice, Wajskol has maintained a strong commitment to education. He is a part-time assistant professor at Parsons School of Design, where he teaches in the Communication Design program. His academic focus includes systems thinking, branding, and the intersection of design and cultural identity. He has also been a guest lecturer at institutions such as the Vignelli Center for Design Studies at Rochester Institute of Technology.

Wajskol's contributions to the field are further documented in *Designwajskol*, a monograph dedicated to the studio's body of work, which reflects his enduring belief in design as both an intellectual pursuit and a tool for meaningful communication.

This workshop will unfold as a sequence of presentations, discussions, and design development phases. We will begin with an introductory presentation on Turkish coffee, paired with guided tastings that allow students to experience its flavors and the ceremonial aspects of its preparation and consumption. This shared experience will serve as both a cultural entry point and a foundation for the work that follows.

From there, students will engage in focused research, exploring different aspects of Turkish coffee culture. Each student will then develop and design an individual 16-page booklet based on their assigned topic, translating their research into a coherent editorial and visual narrative.

The course will alternate between interactive group sessions—where students present their progress, exchange ideas, and participate in discussions—and individual critiques, consisting of one-on-one meetings with faculty to review and refine each project in depth.