

IID/AIGA Summer Academy 2005
(Im)Material Exchange

11–23 July 2005 Free University of Bozen/Bolzano, Sernesistr. 1

Programme – 22 June 2005 (subject to change)

Monday 11 July

9:30–10:45h	Welcome speech (not yet confirmed) Oswin Maurer, Vice-Rector Free University of Bozen/Bolzano Director's Opening Talk Prof. Jay Rutherford, Vice-Dean Faculty of Design and Art Introduction to the topic Peter Simlinger, Director International Institute for Information Design	<i>Lecture Hall D 001</i>
10:45–11:00h	Coffee	<i>UniBar, ground floor</i>
11:00–11:30h	Introduction and brief tour of the library, Dr Elizabeth Frasnelli, head librarian	<i>Library, 1st floor</i>
11:30–12:30h	Individual introductions, general administrative housekeeping	<i>Project room 2.4</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–15:30h	Introduction to course content, first group brainstorming session, team divisions	<i>Project room 2.4</i>
15:30–17:00h	General work sessions with supervision Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
17:00–18:00h	Reception	<i>Foyer 1st floor, library</i>
18:00–20:00h	Exchange partners Consortium meeting	<i>location to be decided</i>
20:00h–	Group dinner	<i>Roter Adler (Vögele)</i>

Tuesday 12 July

9:00–10:30h	Report from the field – The Cape Verde Islands yesterday, today & tomorrow Gerhard Ganster, Associação de Amizade Calheta – Deutsch-Wagram (A): Cabo Verde project development	<i>Lecture Room 2.6</i>
10:30–12:30h	Question and answer period on Cape Verde Islands – Ganster	<i>Project room 2.4</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–18:00h	General work sessions with supervision Ganster	<i>Project rooms 2.3, 2.4, 2.5</i>
18:00–19:30h	Reports from the exchange students	<i>Lecture Hall 2.6</i>
20:00–	“Kamingespräch” (fire-side chat) Gerhard Ganster	<i>location to be announced</i>

Wednesday 13 July

9:00–10:00h	Defining educational requirements Prof. Kay Hartmann, Columbia College, Chicago, IL (USA)	<i>Lecture Hall 2.6</i>
10:00–12:30h	General work sessions with supervision Hartmann, Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–14:45h	Cabo Verde information system development Peter Simlinger, Simlinger Informations-Design GmbH, Wien/Vienna (A)	<i>Lecture Hall 2.6</i>
14:45–18:00h	General work sessions with supervision Hartmann, Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
20:00h–	Group dinner	<i>Roter Adler (Vögele)</i>

Thursday 14 July

9:00–10:00h	Tourism Management: Theory, Practice and Education Silvia Stuppaeck, respect/Institute for Integrative Tourism and Development, Wien/Vienna (A)	<i>Lecture hall 2.6</i>
10:00–12:30h	General work sessions with supervision Stuppaeck, Hartmann, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–18:00h	General work sessions with supervision Stuppaeck, Hartmann, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
20:00–	“Kamingespräch” (fire-side chat) Silvia Stuppaeck	<i>location to be announced</i>

Friday 15 July

9:00–10:00h	Organization of visual material Prof. Judith A. Moldenhauer, Wayne State University, Detroit, MI (USA):	<i>Lecture Hall 2.6</i>
10:00–12:30h	General work sessions with supervision Stuppaeck, Moldenauer, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–18:00h	General work sessions with supervision Stuppaeck, Moldenauer, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
Evening	Free for discussion and relaxation, dinner as you wish	

Saturday 16 July

8:00–11:00h	Early work session. The university is open on Saturdays from 7:00h until 17:00h.	<i>Project rooms</i>
	Afterwards (as reward for your hard work): Market, shopping, cafés, etc.	<i>All around the city</i>
13:00–14:30h	Guided tour of Bozen/Bolzano	<i>University main entrance, Sernesistr. 1</i>
14:30h–	“Touriseum”, Trauttmansdorff Castle, Meran with Walter Heimerl (Optional) <i>Alternative: swimming at the Lido Pool</i>	
Rest of the day /evening	As you wish	

Sunday 17 July

10:00–18:00h	Hiking as tourism: Infrastructure, Practice and Experience Walter Heimerl, Hiking expert, Boenheimkirchen (A)	<i>meet at base station – Ritten cablecar</i>
Evening	Free for discussion and relaxation, dinner as you wish	

Monday 18 July

9:00–11:00h	Interim presentations from the students Critique Hartmann, Rutherford, Simlinger	<i>Lecture hall 2.6</i>
11:00–12:30h	General work sessions with supervision Hartmann, Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–15:00h	Lecture: Web communication Kris Krois, Munich	<i>Lecture hall 2.6</i>
15:00–18:00h	Web work sessions Supervision Krois, Rutherford	<i>Project rooms 2.3, 2.4, 2.5</i>
20:00–	“Kamingespräch” (fire-side chat) Gerhard Ganster	<i>location to be announced</i>

Tuesday 19 July

9:00–11:30h	Web work sessions with supervision, Krois, Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
11:30–12:30h	Interim student presentations – web communication Critique Krois, Rutherford	<i>Project room 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–16:30h	Web work sessions with supervision Krois, Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
16:30–18:00h	Final student presentations – web communication Krois, Rutherford, Simlinger	<i>Lecture hall 2.6</i>
Evening	Free for discussion and relaxation, dinner as you wish	

Wednesday 20 July

9:00–9:45h	Lecture: Visual Rhetoric – Idea-generation techniques <i>à la grec</i> Jay Rutherford	<i>Lecture Room 2.6</i>
10:00–12:30h	Visual rhetoric work sessions with supervision Moldenauer, Rutherford	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–18:00h	Interim student presentations – visual rhetoric Critique Moldenauer, Rutherford	<i>Project rooms 2.3, 2.4, 2.5</i>
Evening	Free for discussion and relaxation, dinner as you wish	

Thursday 21 July

9:00–12:30h	General work sessions with supervision	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–16:00h	General work sessions with supervision	<i>Project rooms 2.3, 2.4, 2.5</i>
16:00–18:00h	Final student presentations – branding	<i>Lecture Hall 2.6</i>
Evening	Free for discussion and relaxation, dinner as you wish	

Friday 22 July

9:00–12:30h	General work sessions with supervision Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
12:30–14:00h	Lunch Break	<i>Mensa (University Cafeteria)</i>
14:00–18:00h	General work sessions, prep for final presentation Rutherford, Simlinger	<i>Project rooms 2.3, 2.4, 2.5</i>
Evening	Free for discussion and relaxation, dinner as you wish	

Saturday 23 July

11:00–12:00h	Public presentation	<i>location to be announced</i>
12:00–14:00h	Lunch	
14:00–15:30h	Final critique Rutherford, Simlinger, guests	<i>Lecture Hall 2.6</i>
15:30–19:00h	Clean up project rooms, Back up server data, burn CDs/DVDs	<i>Project rooms 2.3, 2.4, 2.5</i>
21:00– open end	Party	<i>location to be announced</i>

Sunday 24 July

Breakfast, farewells, departures

Diese Bildungsmaßnahme gehört zu den von der Abteilung 20 – Deutsche und ladinische Berufsbildung – geförderten Maßnahmen und hat im Sinne des Landesgesetzes Nr. 29/77 einen Finanzierungsbeitrag erhalten.

This little paragraph states that we received funding from the Department of Education of the Province of Bozen/Bolzano for German- and Ladin-speaking vocational training.