

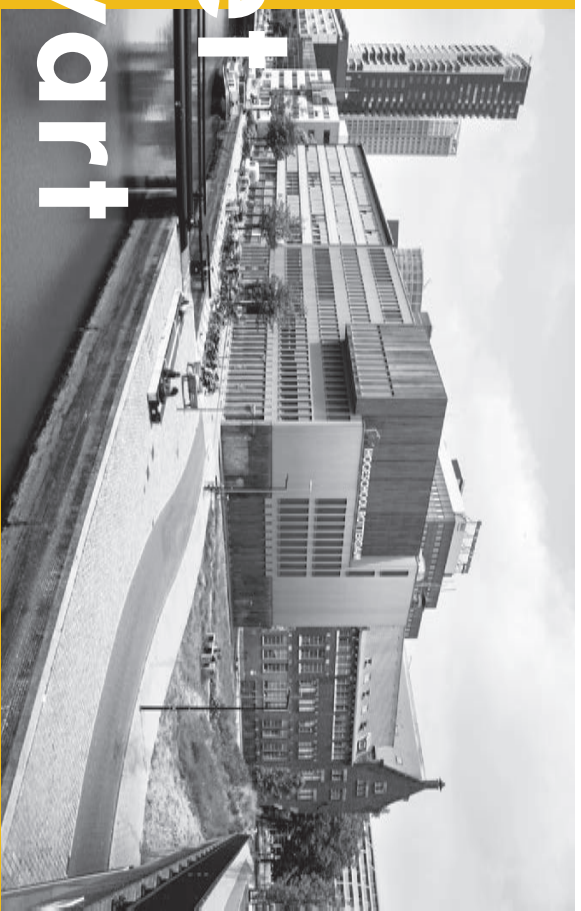


Masterclass

Interior Design

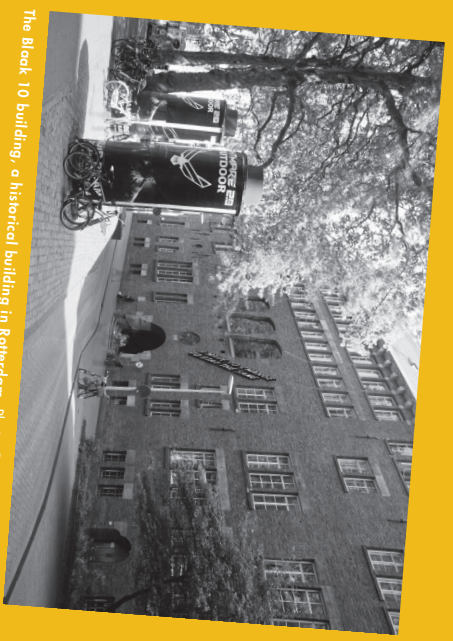
Guide to the
World's Leading
Graduate Schools

FRAME



Piet Zwart Institute

All students have access to their own studio.
Photo Ojodepez Photography



The Black 10 building, a historical building in Rotterdam. Photo Ojodepez Photography



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Introduction

'Our focus is on the advancement and recasting of the interior by exploring its parameters, technologies, histories and theories'

Alex Suarez, course director

Photo Joshua Emery Blau



When did you start offering this course?

Officially, the new programme MIARD started in 2011. We are young, progressive and experimental. When shaping the programme, we questioned the future of design, the changing role of the designer, and the knowledge, skills and networks necessary for a student exploring and researching the interior.

What is studying at this school all about?

Our focus is on the advancement and recasting of the interior by exploring its parameters, technologies, histories and theories in the built environment at various scales. Our curriculum is structured with a diversity of thematic design projects that are crafted to explore contemporary themes in interior architecture and related fields. Critical studies in analogue and digital processes of design, making, materiality and applications are employed as a means to experiment and shape projects.

What kind of teaching method is applied here?

A bottom-up, hands-on, research experimentation and making design methodology. We are studio based and the programme maintains small class sizes to ensure in-depth interaction with teachers. Our teaching and learning environment unfolds through an array of contemporary methods and contexts.

Why should students choose this school?

We are motivated by a collective interest to expand the definition and practice of interior architecture and the calibre of the work our

students achieve is outstanding. The teachers, researchers, scholars, and professionals that

form our community are first-rate professionals from a diversity of disciplines. Every year, we exhibit student work at various local and international design events. Our students get to exhibit their projects during the Salone in Milan – which is an amazing opportunity to reach a global audience. This is representative of the quality of work that is expected. Our annual graduation show is also organised as an important public event, held at cultural venues in Rotterdam. We recently implemented a teaching assistant sub-programme for students interested in a career in teaching. Our facilities are state of the art, with valuable resources and technical assistance available for realisation of projects. All students are provided studio spaces for the length of the academic year. Finally we are located in the centre of Rotterdam – a dynamic international design, art and architecture city, with a large student population, and some of the world's most notable ateliers.

What kind of jobs do your students mostly go on to do?

We prepare students for a diversity of careers: our alumni are very active in their professions. A number of our designers open up their own practices, independently or with partners. Some work in the cultural sector or academia. Many find jobs working for studios such as Marcel Wanders, Inside Outside, Mecanoo Architects, Arne Quinze and others.

Programme

The course is firmly based in applied research, critical reflection and the professional field of interior architecture. It operates from the point of view that an educational master's programme must be adaptable to a variety of external forces and should resist institutional idleness.

The course aim is to educate students in the field of interiors and whose practice can modify to cultural, technological and industry changes and set precedents for new and innovative methods of working. Intrinsic to this masters is a specialisation in retail design. In reality, the profession of the interior architect is a young practice, historically framed between the disciplines of architecture and product/furniture design and the course reflects this. As the discipline matures, the programme plan is to contribute to its emerging identity as a relevant and necessary profession with its own theoretical, historical and research policies.



The plastics and ceramics workshop are just some of the many facilities available for students. Photo Ojodepez Photography

The programme contributes to the professional field by working with noted and award-winning international staff and guest tutors. Students participate in national and international design events, conferences, competitions, and there is an active public lecture series throughout the academic year. Student and alumni work has been presented at international design and architecture platforms, such as Milan Design Week, Dutch Design Week, Sunlab, TENTLondon, and received extensive international press recognition with publications in *Domus*, *Frame*, *Dezeen*, *Architect* and *Designboom*, among others.



Materials and making are explored in the metal workshop. Photo Ojodepez Photography

Programme
Interior Architecture & Retail Design

Leads to
Master in Interior Architecture

Structure
The curriculum employs a modular and flexible structure, where each class is designed to support the others. It's a full-time, 2-year course, divided into 6 trimesters of 12 weeks. The total course consists of 120 ECTS earned credits and is taught in English. Underlying the master's programme is a structure that combines critical analysis, experimentation and making. The programme employs a core design research/making methodology of actively studying and making explicit

the design process and creating a dialectic between different forms of thinking. Three core educational threads (Design, Research and Industry) provide the basic structure for trimesters one through four. During the last 2 trimesters, students work independently on their graduation project and written report. The final graduation projects are presented at a public graduation exhibition.

Mentors and lecturers
Max Bruinism, Sander Boer, Brendan Cormier, Gabriella Fiorentini, Laura Lynn Jansen, Maria Males-Alamany, Mario Minade, Lutz Mürzu, Yukiko Nezu, Mauro Parravicini, Brian Peters, Catherine Somze, Fusun Tureken, Thomas Vailly, Aynav Ziv, among others.

School Facts



Duration of study
2 years

Full time
Yes

Part time
No



Female students
7.5%

Male students
2.5%

Local students
5%

Students from abroad
9.5%

Yearly enrolment
1.5



Tuition fee

- EUR 1906 for EU students
- EUR 9600 for non-EU students

Funding /scholarships
No



Minimum requirements for entry
Bachelor's degree in the field of architecture, interior architecture, interior design, spatial design or other artistic and creative disciplines.



Graduation rate
100%

Job placement rate
High



Memberships/affiliations
BNI, Dutch Association of Interior Architects

Collaborations with
Post-Office, Ventura Lambrate

Facilities for students
Working studios, digital technology lab, wood workshop, metal workshop, plastics and ceramics workshop, textiles workshop, media studios, edit studios, sound studios, AV recording studios, computer studios, photo studios (analogue and digital) and libraries.

Language
English

Application procedure
All applications should include:

- a portfolio
- a motivation statement
- your curriculum vitae
- a certified copy of bachelor's degree
- a certified copy of transcripts
- a copy of your passport
- two passport photographs
- the results of the TOEFL/IELTS test (only for international students)
- the completed application form.

Application details
pzwart.nl/courses/miard/Apply

Application date
Before 31 January or 3 March (EU and NON EU)
Before 1 April or 1 May (EU)
Based on merit, places will be filled from the first deadline onwards, therefore early submissions are encouraged. When all course places are filled, applications will be closed.

Student Work

Chromathick (2013)

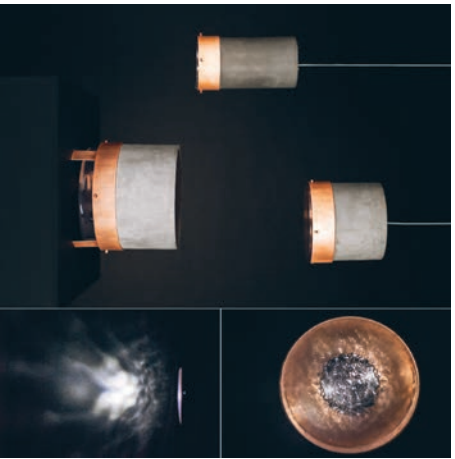
By Maddalena Gioglio



Chromathick presents a new approach on the colouring of space. The project offers the possibility to manipulate generic liquid paint to obtain a solid thick matter, which becomes autonomous from any surface and support. The manipulation of a spray paint tool enables this application: creating gradients, from microscopic pigments to solid erratic matter.

Sonicflux (2013)

By Marco Busani and Natalie Konopelski



Sonicflux is a set of lights that reinterprets the idea of listening by extending the aural domain to the visual realm. It creates a new audio-visual experience by projecting continuous fluctuations of sound into space.

Rollware (2013)

By Joanne Choueiri and Giulia Cosenza



Rollware is a set of laser-cut rolling pins designed as a tool for the production of bread-based edible dishware, adorned with customised patterns. The sustainable products merge traditional crafts, tableware production and cooking with digital technology.

My City is my Home (2013)

By Natalie Konopelski



With this project Konopelski is rethinking strategies for residential design, from the macro to the micro scale. By interpreting the urban, public and private spaces in a new way, she wishes to create a higher density and physical interconnectivity throughout the city, and thus to build an (interior) urban landscape of coexistence.

City Pulse (2013)

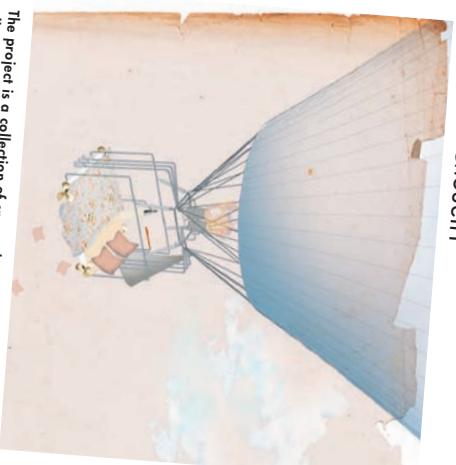
By Egle Jacinaviciute



City Pulse is a long-term indoor installation, which reflects the daily flow of Rotterdam in motion by using real-time data to investigate and visualise constant changes in the city environment.

Interiors of Memories (2013)

By Joanne Choueiri



The project is a collection of spaces based in the domestic that allows for the exploration of memories as a source material for the creation of new forms of interiors, attempting to redefine the existing programmatic and experiential elements of the home.

Domesticbordophone (2013)

By Egle Jacinaviciute and Savvas Laz



Domesticbordophone is a playful cabinet with the features of a classical string music instrument. The furniture is accessible from two sides, giving two people the opportunity to access and use it simultaneously.

Timeless Refraction (2013)

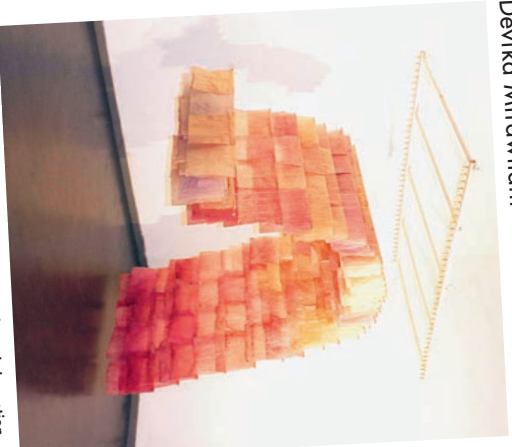
By Bianca Yousef



Experimentation with optical effects explores the potential for a new storefront that becomes a timepiece. Light is used to connect with the consumer as the retail storefront extends beyond the store and onto the street.

The Paperscape (2013)

By Albina Aleksunaitė and Devika Mirwanti



The Paperscape installation refers to sound as air in motion. Air works as a medium for sound to travel. The design itself is inspired by domestic clothes hangers and the easing sound created by the movement of air through paper. Paperscape provides a relaxing aural atmosphere within the domestic realm. It inhabits domesticity as a sonic droptery that is activated by the fluctuation of air.

Name Alexandra Georgescu
 Residence Iorino, Italy
 Year of birth 1986
 Year of graduation 2012
 Current job Interior designer
 of Spark Architects Beijing
 Website sparkarchitects.com

Why did you choose this school?

For the city of Rotterdam and the country of the Netherlands – a great location for innovative architecture, interior design and art. Also it had interesting classes and collaborations with big names in the field of interior architecture.

What was the most important thing you learned here?

To try and push the boundaries of interior design to another level.



What subject do you wish you paid more attention to?

Ha! All of them! Being in the working environment makes me aware of the great impact some teachers had on me and I wish I had listened more carefully to their precious advice.

Was there any class you found particularly difficult?

I had some difficulties with the classes that required model construction and working in the workshops. I didn't have much experience in those, but I ended up loving it. It was easier for me to follow those classes in which concept development was given more importance.

What was your graduation project?

PullOver – a convertible conversation room where users can customise their own personal space by pulling down parts of the ceiling. PullOver is rectangular in dimension and can be attached to any ceiling. It's made out of navy blue pure wool felt and is connected to the steel frame with velcro pieces. Separate pieces can be pulled down and shaped to create difference spaces.

Alexandra Georgescu's graduation project, PullOver, was a convertible conversation room where users customise their own personal space.



PullOver was created for interior spaces that are not defined by a specific function but where people assign them specific programmes by their actions. It responds to the needs of semi-public spaces where behaviours such as private phone conversations in a quiet corner or group conversations in transit areas take place.

Any words of advice for future students?

Do your thing and dive deep into it! And believe in it even if everyone else thinks it is silly.

What was your favourite place to hang out?

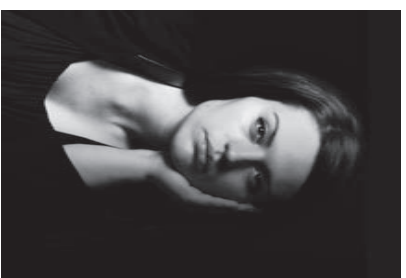
On the riverside behind the school on a sunny day, a beautiful spot.

Are you still in contact with the school?

Yes, I keep in contact with some of the teachers, director and with my diploma project tutor. We talk mainly via email about our work and future perspectives.

If you were to do the course again, what would you do differently?

I would do even more projects and crazier ones!



'The theory seminars taught by Füsün Türeken are not only a great inspiration on critically reflected design – they also help you find your personality and voice as a designer.'

Natalie Konopelski



'I think the multidisciplinary approach is relevant nowadays as it trains students to face the challenges of their future professional practice.'

Giulia Cosenza



'Future students can expect to be inspired and gain knowledge from many practiced, international tutors. MIARD and its tutors are dedicated in promoting the school and its students. They actively set up opportunities for us to exhibit at external events, publicise our designs and work on real-life projects.'

Bianca Yousef



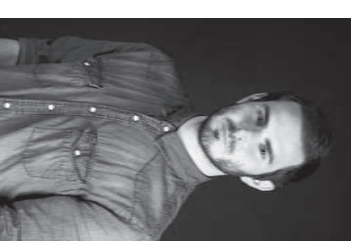
'The school offers many workshops and the staff is professional and friendly, willing to help and guide you. It is a great opportunity to experiment with new techniques and materials and discover, maybe, new interests.'

Savvas Laz



'Having worked previously in the field, I found the program at the Piet Zwart to be very enriching in various areas that are not experienced elsewhere. For instance, the research through making approach challenged my perception of design.'

Joanne Choueir



'The product design trimester, for Salone del Mobile, was extremely stimulating, challenging and intense. We spent a lot of time in the workshops trying out different materials, from metals to wood and from ceramics to plastic.'

Marco Busani

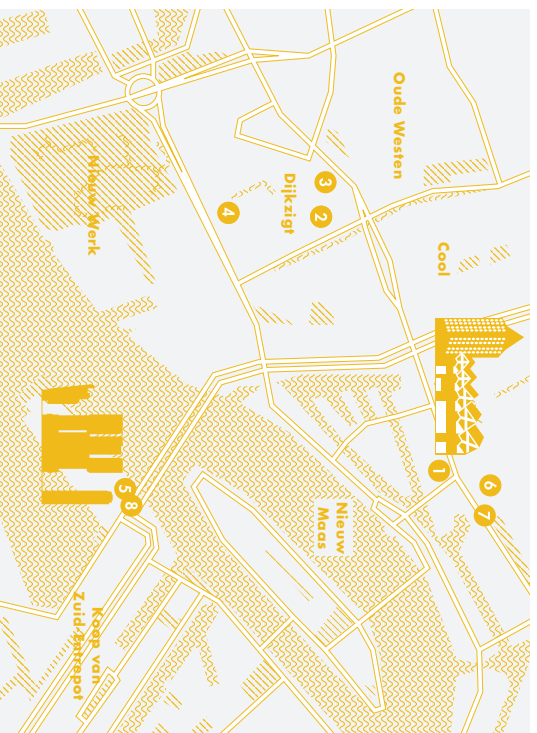
Rotterdam is the second-largest city in the Netherlands and one of the largest ports in the world. Although founded in the 12th century, heavy bombing during World War II meant that the city had to completely rebuild itself. The result is that today Rotterdam is a young and dynamic city, a vibrant metropolis whose magnificent skyline is easy to recognise from afar. It's a city of modern architecture, innovation, creativity, events, leisure and recreation. More than one million people from at least 160 countries live in the Rotterdam region. This creates a truly global vibe. Rotterdam attracts a great deal of international interest as a city of architecture and it also is

the home of some of the world's best architecture and design firms. A few square kilometres of the city centre offers a complete overview of what the 20th century has produced in terms of modern architecture. The innovative and adventurous period after the war is expressed in structures such as the Erasmus Bridge and the Luxor Theatre. In Rotterdam, historical and modern buildings stand side by side.



Rotterdam has a deserved reputation for exciting modern and contemporary architecture, including its new Central Station building. Photo: Olopedez. Photography

The Netherlands



- Rotterdam**
- 1 Piet Zwart Institute
 - 2 Museum Boijmans van Beuningen
 - 3 Het Nieuwe Instituut
 - 4 De Kunsthal
 - 5 De Rotterdam
 - 6 Markthal
 - 7 Cube Houses
 - 8 Art & Object Rotterdam



Museum Boijmans van Beuningen 2
This museum has a diverse collection ranging from medieval to contemporary art, with a focus on Dutch art. Artists represented include Hieronymus Bosch, Pieter Bruegel the Elder, Rembrandt, Claude Monet, Wassily Kandinsky, Vincent van Gogh, and many more. boijmans.nl

Het Nieuwe Instituut 3
Following a merger with other arts organisations, the former architecture institute now focuses on design and e-culture as well as architectural innovation, with an exciting programme of events and exhibitions. nieuwenstuur.nl

De Kunsthal 4
A wide range of art (in its broadest sense) exhibitions are held here (25 shows per year) in a Rem Koolhaas-designed building. kunsthal.nl

De Rotterdam 5
Supposedly Europe's biggest building, this dramatic Rem Koolhaas monolith is largely residential but also houses space for a hotel, restaurants and bars, offices and shops. derotterdam.nl

Markthal 6
Heaven for foodies, in the form of a massive horse-shoe shaped arched structure (comprising living units) sheltering 100 fresh produce stalls plus related shops and restaurants. markthalrotterdam.nl

Cube Houses 7
Piet Blom's innovative 1974 high-density houses look like a row of tumbling dice. One house (the 'show cube') is open to visitors. kubuswoning.nl

Art & Object Rotterdam 8
Contemporary design fair held in De Rotterdam with the focus on the latest limited editions and one-offs – and so the cutting edge between design, crafts, fashion and more. objectrotterdam.nl



How to get around
Public transport in Rotterdam is well organised and efficient: the trams, buses and metro are scheduled to link up perfectly. There are also water buses and taxis serving the waterfront area. Cycling, as everywhere in the Netherlands, is a good way to get around thanks to the universal presence of bike paths.



Via train and high-speed rail links, Rotterdam is connected to all the major Dutch cities and to Belgium, Germany and France. The Tyne is a frequent high-speed link to Amsterdam. With Rotterdam Airport within 7 km, and the global hub Amsterdam Schiphol Airport only 58 km away, the city is well connected globally, too.

Arranging housing
Average
Housing support by school
No
Cost of room in the city
EUR 400 per month
Cost of campus housing
n/a