



FREIE UNIVERSITÄT BOZEN  
LIBERA UNIVERSITÀ DI BOLZANO  
FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für  
Design und Künste

Facoltà di  
Design e Arti

Faculty of  
Design and Art

## Giocattoli d'epoca

Marco Merulla, a student of the **Faculty of Design and Art** at the **Free University of Bozen/Bolzano**, had the idea for and created *Giocattoli d'epoca*.

Thanks to his research, he has been able to recreate various toys from the post-war period from simple materials.

The project is made up of a set with instructions on how to build eight toys and a "starter kit" with the necessary pieces to make three of them. After having discovered the simplicity of these toys, there is a natural impulse to look for the materials to make the other ones.

A further aim of the project is to bring generations together through practical means.

*Giocattoli d'epoca* is being produced by the German firm Raumgestalt GmbH ([www.raumgestalt.net](http://www.raumgestalt.net)), who have demonstrated that they believe in this student's project by including it in their collection.

We would like to invite you to our stand at **spaziocorsocomo9** so that you too can be a child again and play with us.

Corso Como 9, Milano  
13 - 17 April 2005  
11:00 - 21:00

A typical Tyrolean snack from those "hard times" is available every day from 16:00.

*Giocattoli d'epoca* is like the designs of tomorrow: simple, effective and even a little bit subversive.

### Press contact:

raffaella.fusina@unibz.it  
T +39.0471.01 50 00  
[www.unibz.it](http://www.unibz.it)

FAKULTÄTSSSEKRETARIAT  
SEGRETERIA DI FACOLTÀ  
SECRETARIAT OF THE FACULTY

Sernesstraße 1 via Sarnesi  
Postfach 276 · C. p. 276  
I · 39100 Bozen · Bolzano  
Tel: +39 0471 015 000  
Fax: +39 0471 015 009  
E-Mail: [design-art@unibz.it](mailto:design-art@unibz.it)

Steuerkodex / Codice fiscale  
94060760215

Banca Nazionale del Lavoro  
Sparkasse · Cassa di Risparmio  
Volksbank · Banca Popolare

IBAN IT57 0010 0511 6000 0000 0044 000  
IBAN IT51 0600 4511 6010 0000 0000 100  
IBAN IT16 1058 5611 6100 2457 1047 858

Swift Code BNLITRR  
Swift Code CRBZ IT 2B  
Swift Code BPAA IT 2B



FREIE UNIVERSITÄT BOZEN  
LIBERA UNIVERSITÀ DI BOLZANO  
FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für  
Design und Künste

Facoltà di  
Design e Arti

Faculty of  
Design and Art

## Studying Design in Bozen - Bolzano

The study model adopted by the Faculty is innovative and exciting: its study schemes comprise projects based on an interdisciplinary approach including both theoretical and practical subjects. This innovative model is simple in its design – it is based on current work practices in which graduates will engage once they have finished their studies. Thus, project work will be the primary component of the degrees followed in the Faculty. Students will have to deal with complex practical problems in the projects, which will require students to research and investigate individually, creating solutions to the problems posed. Project work will be amply supported by seminars whose theoretical content will consolidate the work undertaken on the projects. Project work will be fully consolidated through courses that take place in our specially equipped workshops as well as through further specialized courses.

Workshop courses will encourage experimental work. The workshop is a place where students will be able to create and innovate, realising their ideas and learning through their mistakes.

The teaching staff is international, young, innovative and motivated. The staff include professionals hailing from the world of work who will be able to transmit the experience they have gained through work to our students. There will not be classes in the traditional sense, but workgroups consisting of a maximum of twenty students, coming from the first, second and third year of the course. It is an excellent way to work, guaranteeing students direct contact with their lecturers and thus ensuring that they will be treated as individuals. Nowadays, the profile of a designer can no longer be distinguished between product design and visual communication. This profile has changed greatly due to the opportunities offered by digital technology, thus becoming an interdisciplinary profile where 2D and 3D are fully integrated. Product designers now also work in the area of interface design creating web pages as well as in the area of interior design where product design and visual communication skills all come together to produce even better results than before. A designer is no longer a solitary individual – he or she is a mixture of various skills. A designer is no longer a specialist, but rather a “generalist”, who in the future will have an ever-increasing social responsibility. An example of this would be in the use of materials, where the designer also has to consider the ecological implications of his or her choice of materials and whether they are recyclable. So, who should study design? What characteristics does a design student have? Certainly he or she should be open to the world and demonstrate curiosity, an ability to analyse and understand possible problems. The design student should also observe and be creative, be able to work effectively in a team, have a transversal vision, be able to “cope”. All these qualities are a lot more important than knowing how to draw or paint. A design student should also be responsible for him or herself, display entrepreneurial skills, defining in a flexible study plan his or her own specific interests and desires. Remember that studying design is not limited to classroom hours – a designer is a designer 24 hours a day, 7 days a week.

Prof. Kuno Prey, Dean