

'HOW TO DESIGN AN INNOVATIVE UNIQUE APARTMENT FROM INTERIOR DESIGN TO GRAPHIC AN VISUAL COMMUNICATION, A 360° APPROACH'

The workshop 'HOW TO DESIGN AN INNOVATIVE UNIQUE APARTMENT FROM INTERIOR DESIGN TO GRAPHIC AN VISUAL COMMUNICATION, A 360° APPROACH' by Simone Micheli and Roberta took place in Ajman, UAE from February 20 till February 24.

"This collaboration between College of Architecture, Art and Design at Ajman University and Simone Micheli was not the first event, as the effective collaboration took place on different occasions earlier,"

Dina Ibrahim Abdel Bary, Lecturer at College of Architecture, Art and Design told TRAILBLAZING MAGAZINE.

Simone, Roberta and Dina agreed earlier about the workshop topic and methodology, in order to get the maximum benefit out of it within a limited timeframe. First, we selected a real client InterContinental Tirana Hotel, and a real project, designing an INNOVATIVE UNIQUE SERVICED APARTMENT to be the topic to study.



Winners of the First Prize



"Second, we reviewed the best learning technique and came up with the idea of blending different patches in each group, such as two seniors, two intermediates, and two juniors, with the purpose of working together to come up with unique ideas.

Last but not least, during the five-day program, the workshop included different valuable lectures by Tommasella <https://www.tomasella.it/en/>, iGuzzini <https://www.iguzzini.com/it/>, and Lutron <https://www.lutron.com/en-US/pages/default.aspx>. Besides, two online lectures were given during the workshop, one by Giorgia Pallotti on public speaking, and one by Nidhi Billoray, graphic designer, that showcased how to use the graphic software.

Simone Micheli and Roberta Colla were constantly checking in on the students and guiding them with their insightful reviews and feedback, which resulted in their high levels of involvement and passion. The actual goal for everyone was to provide the best design solution in five days while considering all criteria such as innovation, graphic and visual design, and sustainability.

The workshop outcomes were outstanding; each group provided a unique experience for the client and jury members, and the top students will be able to complete an internship at one of Simone Micheli Architectural Hero's offices in Milan and Florence, as well as Tommasella International group, iGuzzini, and Lutron.



WINNER

1st place - Group G
 Afreen Malumiar
 Joudi Asjeh
 Majd Albayed
 Raghad Al Nasser
 Yasmeen El-Gammal
 Zulaikha Abdul Majeed

2nd place - Group A
 Hebah Dwik
 Mai Elsaid
 Maya Khalife
 Mayar Ahmed
 Osman Ahmed
 Tamara Alakkad

3rd place - Group D
 Elkhansa Yagoub
 Hala Riad Nasab
 Norhan Elsafty
 Sara Omar Jama
 Maryam Almarzooqi
 Eiman Almarzooqi
 Mohamed Adel
 Rahil Mahmoud

But what are the opinions of the stakeholders about this Workshop?

Mr.Taher Salah Eldanaf
 Head of Interior Design
 College of Architecture, Art and Design

"The Workshop hosted at the College of Architecture, Art and Design at Ajman University, directed by the prominent international designer "Simone Micheli", played a crucial role in the practical experience of the interior design students at the department. It allowed them to experiment with materials and discover new design approaches. The workshop provided students with an exceptional opportunity to meet with professionals from the interior design industry who aided them with material selections and specifications for their proposed projects. I personally believe that this couldn't also happen without our active faculty member "Dina Ibrahim," who effectively coordinated and organized the workshop. Her contribution was wonderful, and she remains committed to enhancing our students' education experience. Overall, the workshop produced exceptional results and served as a vital forum for knowledge sharing and community engagement for all participants."

Dr. Riad Sarajji
 Dean, College of Architecture, Art and Design
 Head of Healthy Buildings Research Center

"The workshop on interior design led by the renowned Italian Designer Simone Micheli at Ajman University, College of Architecture Art and Design was highly effective in equipping the 60 participating students with skills that meet international standards. The workshop was in line with the college's goal of producing interior design graduates who are competent and equipped with global industry skills. The hands-on approach of the workshop, coupled with the expertise of Simone Micheli, provided an excellent learning opportunity for the students to hone their skills and gain valuable insights into the world of interior design. The workshop undoubtedly contributed significantly to the development of the students' capabilities and was a great success."

ROBERTA AND SIMONE MICHELI

at The Ajman University: The Workshop Blew up the Young Minds

ROBERTA COLLA

How did you and Simone come up with the innovative idea of giving to the youngsters the opportunity to participate in such great projects?

Roberta: As we have always done, we prefer to make our students work on the factual and experimental part of a real and professional project reality, rather than just the purely theoretical part of it, characterized by a client, a work in progress location and the involvement of journalists, in order to allow them to experience in real life the definition of a project at 360°. This approach to the design process allows the students to mimic our work in a tangible manner, i.e. to be curators of the formal and functional aspects in the most diverse areas of design work that distinguishes us: from the ideation of the name, to the care of the corporate identity, the architectural project, the interior design aspects, the furniture, the communication of the project to the client and much more.

Experiencing in real life what it means to be the curator of the formal aspects of a concrete and factual project certainly motivated the students that, taking advantage of the public speaking principles taught, had the opportunity to present the final projects to the commissioning party. In

addition to that, an amazing publication in a magazine, which is every young student's dream.

Furthermore, we involved the supplier companies, as we do in a usual design project, because the products designed also have to be made and produced, having the know-how to make a piece of furniture or manufacture.

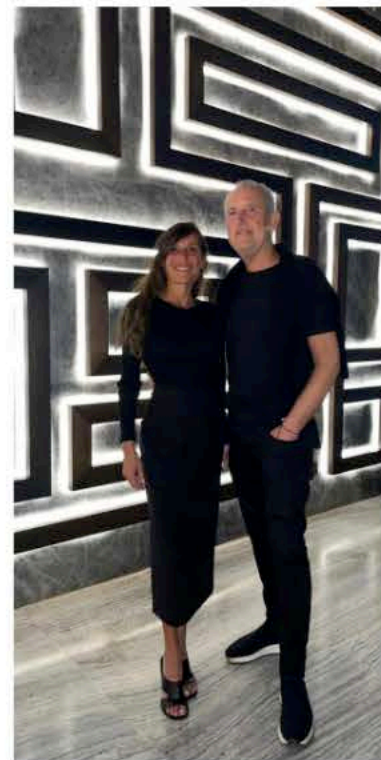
The students therefore approached these multiple realities: our studio, the companies involved, and the magazine. They could also be selected to do an educational internship in Italy or abroad, at our studio or at the participating companies.

What impressed you of the winning projects and will you give to the winners other opportunities in the future?

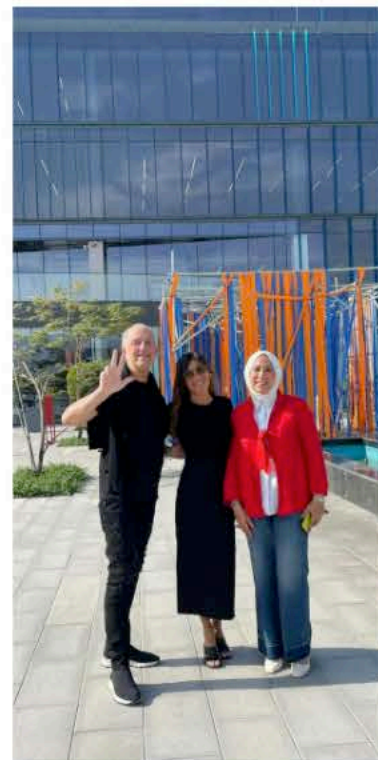
Roberta: We were impressed by the uniqueness and distinctiveness of the projects we saw, especially the fact that they were conceived and realized with such a detailed 360° approach, not only from a purely aesthetic point of view, but also from a functional one. Lastly, we will give the winning students the opportunity to take part in educational internships as previously mentioned.

Will the Ajman University continue to be the laboratory of the new ideas of these talented youngsters? What can you say about this cooperation between two of you?

Roberta: Certainly, Ajman will continue to be a laboratory for these talented young students, and we will certainly pursue collaborations to create new projects and workshops, which will



Roberta Colla & Simone Micheli



Simone Micheli, Roberta Colla and Dina Ibrahim at The Ajman University

investigate new exciting topics. We found an absolutely welcoming environment, engaging and full of passionate people. We hope that we were able to spread our passion for this reality as well. This experience was also proof that working in a creative project also means having fun, and our aim was to encourage their creative ideas.

SIMONE MICHELI

How important, in your opinion, was the workshop with young architects and interior designers at The Ajman University? What was your role in it?

Simone: In my opinion the workshop has been a meaningful, stimulating and extremely valuable experience for the young minds. We made them work on a real project, a service apartment inside the InterContinental Hotel in Tirana, owned by Ram Geci. We involved the hotel owner in order to have an in-depth breakdown of the client's request, and for some valuable details and insights as well. The selected companies, such as iGuzzini, Lutron and Gruppo Tomasella, brought important messages of concreteness and business know-how to the students.

We had the several students work on an interactive project, involving multiple areas of know-how such as interior, visual, graphic design, corporate identity and public speaking, in order to showcase the final result in front of a selected jury and the former client.

Alongside Roberta, I acted as organiser and as lecturer, as well as a motivator for new ideas and an example on how one should work with passion.

It seems that your expectations about this event have been exceeded....

Simone: Indeed our expectations have been exceeded, because all the young people worked with great passion from the themes and insights given on the first day of the workshop. They picked up the intellectual cues related to the desire to subvert the rules of the game, to look at things from different perspectives, to create an interior space with a strong identity and uniqueness, to try to break out of stereotypes to define completely

different and new visual and functional fields. The students put a lot of effort into these topics and the results were truly impressive. So, in the end, expectations were fully met and exceeded. Moreover, we managed to make the students work while having fun, something that is not insignificant.

What are your opinions on the winners' projects? In your opinion, to what extent do they meet customer expectations - InterContinental Hotel in Tirana?

Simone: For me, and the same goes for Roberta, all the students who participated in the workshop were winners, because they all expressed interesting contents, remarkable graphic proposition, so all are winners. Clearly the three prizes awarded were also difficult to give out because there was a great harmony and practical identity, among all, not visual, but of content. However, the three winners had slightly higher skills than the others. The client's desired expectations were more than exceeded even though it was really an experiment outside the lines to enhance every single thought of the guys, who were made to work with extreme freedom.

What are the prospects for Simone Micheli Architectural Hero Studio? Any upcoming project in Dubai?

Simone: In Dubai, we are developing various residential and hospitality-related projects, and important new commissions and requests for new projects have been coming in recent times, precisely in the United Arab Emirates. We are very pleased about this, as we have been communicating our work in this territory for a long time. So soon several new projects signed Simone Micheli will be able to be born and experienced by all human visitors.

THE VILA DA SANTA HOTEL BOUTIQUE & SPA

