



Masterclass in Italy

“Designing regeneration in inner
and marginal areas: service design
and collaborative strategies”

OVERVIEW

An intensive experience blending theory and practice, designed to develop innovative strategies for territorial regeneration.

Through service design methods, you will learn how to:

- read and analyze local contexts and their community dynamics
- co-design and manage sustainable solutions for the valorisation of places and communities

AN IMMERSIVE EXPERIENCE

The masterclass offers classes and interactive discussions with field experts, team-based works with participants from different backgrounds, collaborative workshops based on service design and place-based marketing tools and the possibility to deal with real case studies with a problem-solving approach.

BUT NOT ONLY LESSONS!

The program includes also field visits, sightseeing tour, cultural outings and local experiences in order to explore the authentic identity of the Marche Region — from historic villages to food tastings, landscapes, and the seaside.

WHAT WILL YOU GAIN?

Certificate of attendance



WHAT'S INCLUDED

- Flight – from the capital airport of departure country to the closest airport to Montalto (fully covered for EU students; 4 scholarships available for Extra Eu students to partial cover travel cost to Italy - euro 400,00 each one)
- Transfer from arrival airport to Montalto / from Montalto to departure airport
- Accommodation in Montalto during the stay
- Half-board (breakfast and dinner) during the stay
- Organized trips

CALL TO ACTION

Only 15 spots available — **apply now before the deadline!**

HOW TO APPLY

Send your CV and your portfolio to: diego.giacchetti@poliarte.net and submit your application by 11 of July 2025

LOCATION

Montalto delle Marche – Italy

DURATION

from 07 to 13 of September 2025

DELIVERY MODE

face-to-face classes and interactive online lessons

LANGUAGE

English

ELIGIBILITY

The course is open to university and post-university students, from both EU and non-EU countries.

Do you have an educational background in service design, tourism, urban planning, architecture, territorial marketing, sociology or welfare and community development? We are looking for you!

WHY MARCHE REGION?

Because the Marche Region offers a complete experience: culture, nature, authenticity, and slow living. Here every landscape tells a story — from the wild beaches of the Conero Riviera to the peaks of the Sibillini Mountains, through artistic towns like Urbino and Ascoli Piceno, and preserved medieval villages. In the Marche Region you'll meet welcoming communities with deep-rooted traditions and taste local specialties like olive all'ascolana, and vincisgrassi, and explore natural wonders such as the Frasassi Caves and many others... Still wondering if it's worth it?



WHY CHOOSE US?

MARCHINGEGNO

A team of experts working for the development and well-being of territories through an interdisciplinary approach. It supports public and private subjects in design and implementation of strategic initiatives, promoting sustainable development on social, economic, and environmental levels, and fostering collaborative governance.

“A masterclass is also a *journey*. Here you learn from the landscape and from the communities.”

POLIARTE

Among the first establishments to deal with education in the design sector, Poliarte has immediately become a source of inspiration and a benchmark, thanks to its teaching methodology combining research, technical expertise, and innovation.

For Poliarte learning means exploring, investigating, and developing ideas and crossdisciplinary projects.

From 2016 Bachelor's degree courses have been granted formal academic status

- 1st level Academic Diplomas | 180 ECTS
- thanks to accreditation from the Italian Ministry of Education, University and Research - MUR.

Since 2022, Poliarte has been part of the Rainbow Group, European point of reference in the audiovisual supply chain. Creator of the famous Winx, Rainbow includes the film production company Colorado Film and the training institute in Computer Animation, Rainbow Academy. This synergy adds value to the educational path, projecting students into a network of excellence in the field of creativity and innovation.

The Educational Syllabus is divided across

6 Bachelor Courses:

- Product design
- Graphic and Web design
- Interior design
- Cinema & New Media
- Fashion design
- Digital Set design

The founding element of Poliarte's philosophy is to create connections and continuous exchange with the world of industry, commerce, and business. Poliarte established an extensive network of connections with many of the most prestigious companies and studios. A relationship of mutual interest that guarantees continuous updates and high-level training, offering places for talented individuals in companies through real-world assignments, internships, and job placements.

From this advantaged position, Poliarte can monitor employment opportunities and prepare students to take advantage of them.

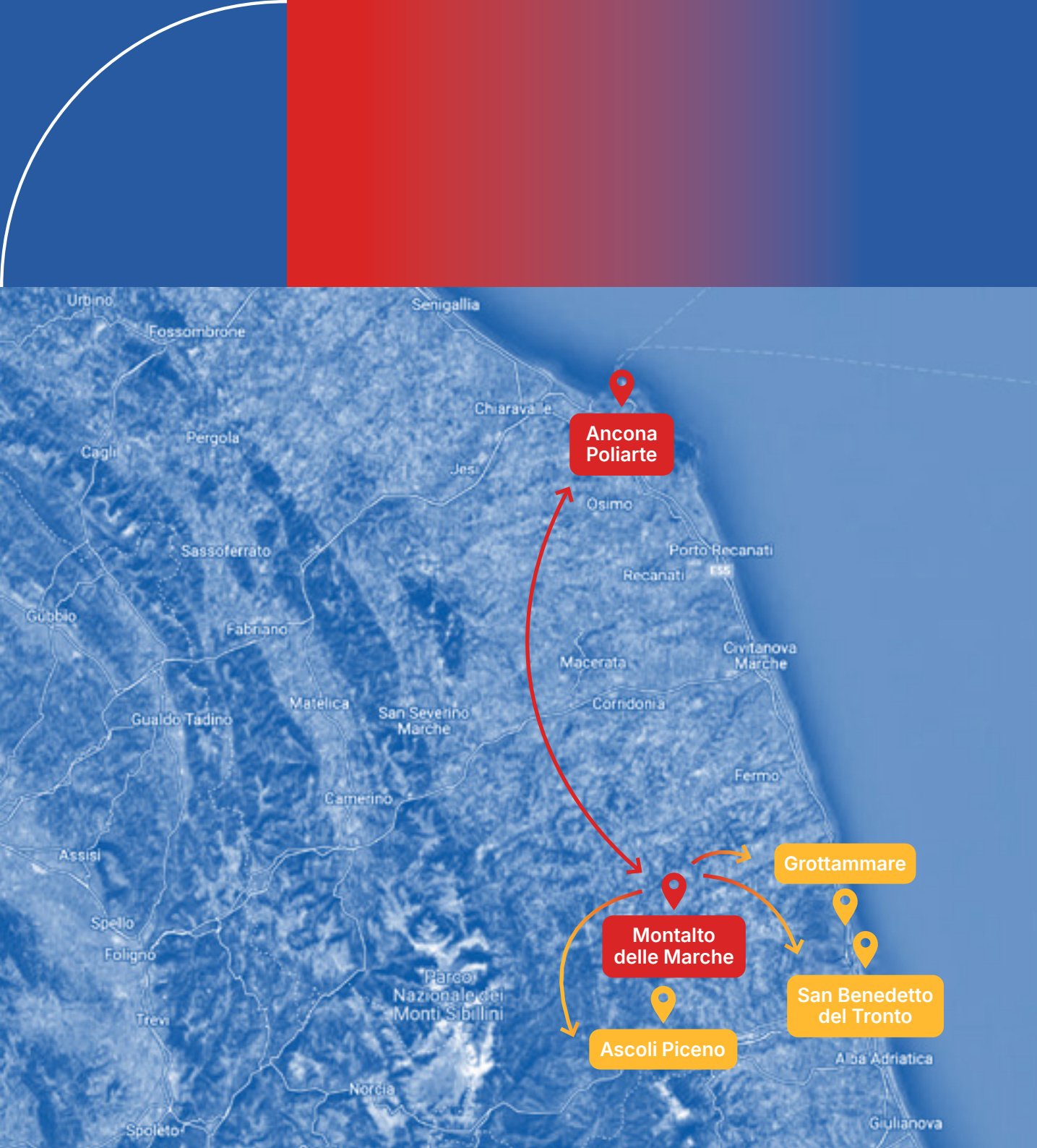
Thanks to our privileged contacts with the commercial and professional world (more than 2.000 companies/studios), Poliarte has an employment rate of 98% within 6 months of completing Bachelor studies.



MONTALTO DELLE MARCHE

A living laboratory of urban regeneration in the heart of Italy nestled among the rolling hills of the Valdaso Valley, Montalto delle Marche is an historic village founded in medieval times and closely linked to the figure of Pope Sixtus V who, during the Renaissance, chose it as the capital of the Presidato Sistino. Its historic center preserves a rich architectural, artistic, and spiritual heritage, interwoven with traditional craftsmanship and authentic local flavors, all set in a unique landscape that blends sea, hills, and mountains.





Since 2022, following the severe damage caused by the 2016 earthquake, Montalto has launched an ambitious process of urban and community regeneration, with nine projects that are transforming the village into an innovative model of territorial revitalization. Today, Montalto is a true "Metroborgo" – a small center with a global outlook – an ideal place for those who study and design the city of the future by starting from local territories.



GROTTAMMARE

A small village known as the “Pearl of the Adriatic”, for its stunning landscapes and its rich historical heritage. Its old town, the “Paese Alto,” features medieval walls, charming alleyways, and the Teatro dell’Arancio, offering breathtaking views of the sea. Grottammare is also renowned for its Blue Flag beaches and its elegant seafront promenade lined with palm trees and Liberty-style villas.



SAN BENEDETTO DEL TRONTO

A coastal city known for its sandy beaches, a seafront adorned with thousands of palm trees, and a strong maritime tradition. The historic center, with the Gualtieri Tower, reflects its medieval origins, while the port is home to the Sea Museum and the MAM – Museum of Art on the Sea, an open-air sculpture trail. The local cuisine is famous for brodetto alla sambenedettese, a fish stew enriched with vinegar and peppers. The city also comes alive with events such as the Sambenedettese Carnival and the Festival of the Madonna of the Sea, both celebrating its seafaring roots and coastal identity.



ASCOLI PICENO

An historical town nestled among the Apennines, Ascoli Piceno is also known as “the town of a hundred towers” because of the many medieval towers that dot its center. Its old town, built from local travertine, features one of Italy’s most beautiful squares, Piazza del Popolo, with the Palazzo dei Capitani and the Church of San Francesco. The city is renowned for the Quintana, a medieval reenactment that brings its streets to life and for its signature dish: olive all’ascolana.

FOR MORE INFORMATION

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