

PUBLIC ART

Accademia Unidee

**SUSTAINABLE
FASHION**

To give a part
of myself to
those who wish
to give a part
of themselves is
the work that
interests me

Accademia Unidee

Vision

Humanity is experiencing a phase of radical imbalance, which is why there is a need for a new way of thinking and acting together, combining individual and collective responsibility, following ESG logic and parameters. At Accademia Unidee, we study how to achieve sustainability, how to interpret the contemporary world, and how to transform society through art, design, and fashion.

Fondazione Pistoletto

We are the Academy of the Fondazione Pistoletto, one of the most renowned cultural and artistic institutions both nationally and internationally, which for 25 years has been studying and experimenting with how art and design can activate a responsible transformation of society.

Who are we looking for?

Accademia Unidee was founded to build a sustainable future, envisioning a possible balance between artifice and nature. We are looking for motivated individuals who want to transform reality and, through the study and discovery of new practices and technologies, want to take part in the change.

Mission

Third Paradise

The third phase of humanity, to be realised in the balanced connection between nature - the first paradise - and artifice - the second paradise.

Sustainability

For twenty-five years, we have been experimenting with ways to achieve sustainability worldwide through art and fashion.

Local and International Network

We design and work with hundreds of organisations and key figures that you will meet personally.

Art and Fashion at the Center of Change

This is what you will learn to do in the Academy and in your professional life.

Pragmatism and Vision

Here, you will learn to have extraordinary dreams and turn them into reality, while confronting society's challenges.

Autonomy and Responsibility

At the Academy, you will learn to be free by being accountable for your choices.

Tailored Future

We start with you and support you from day one to find your path.

PUBLIC ART

Creation Track

Creating Art for Social Change

The only Visual Art course in Italy where artistic creation aims at transforming society. Public art and socially engaged art are powerful tools to address the major contemporary challenges: from climate change to social inequalities, from geopolitical crises to urban regeneration. In this course, the artist is trained as a cultural process activator, capable of working with business, institutions, foundations, and communities to develop artistic projects that create real impact. Creating public art means imagining the future and building it through the power of art.

Career Prospects

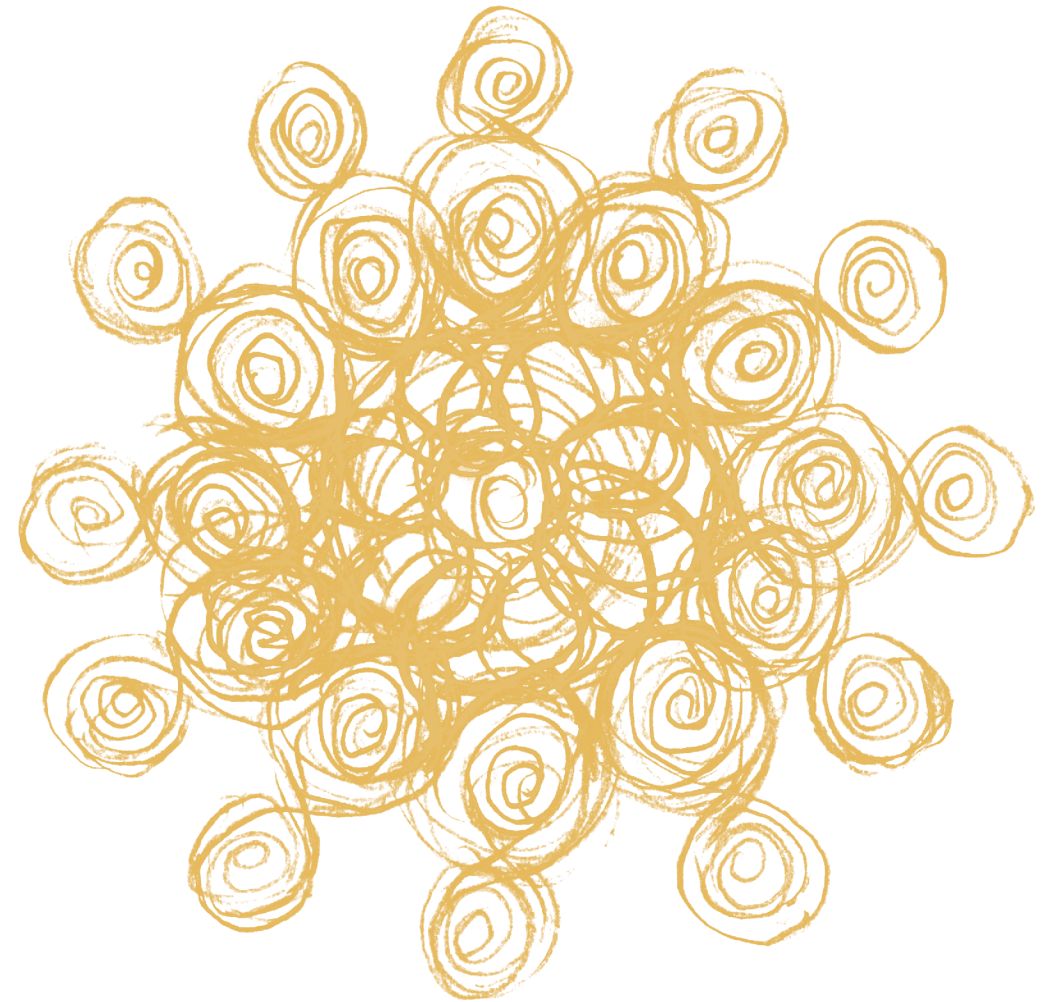
The three-year course prepares artists capable of working both within the art system and in interdisciplinary fields. Upon completing the course, graduates can work as independent artists, participate in festivals, residences, and international projects, or collaborate with museums, exhibition spaces, cultural institutions, and public authorities. The knowledge gained also enables the development of public art projects in urban and community contexts, initiating co-creation processes with public entities, business, and third-sector organisations.

Objectives

For twenty-five years, we have been training artists who know how to navigate both within and outside the art system, as they engage their practice with the challenges that business and organisations face every day. The aim of the course is to place art at the center of global issues, as it is uniquely equipped to address them, precisely because of its freedom. To learn how to create “art that serves”, students will learn to produce installations, performances, participatory works and artistic strategies that engage with the territory and communities, contributing to the development of new visions for the future.

Future Career Profiles

Public Artist
Socially Engaged Artist
Artist for Urban Regeneration
Artist and Facilitator of Community Projects
Performing Artist in Public Contexts
Multimedia and Digital Artist for Public Space
Artist-Activist
Independent Artist for Festivals and Residencies
Illustrator and Visual Storyteller for Public Projects
Art Consultant for Institutions and Cultural Projects



PUBLIC ART

Management Track

Producing Art for Social Change

The only three-year course in Italy that trains professionals capable of managing and promoting public art and socially engaged art projects. The art producer is a key figure in social transformation through culture: they coordinate complex artistic projects, facilitate collaboration between artists, institutions and communities, and turn creative ideas into concrete actions. In a world where art and social impact are increasingly intertwined, this role becomes essential for the design and management of cultural initiatives that address urgent issues such as sustainability, inequalities and social cohesion.

Career Prospects

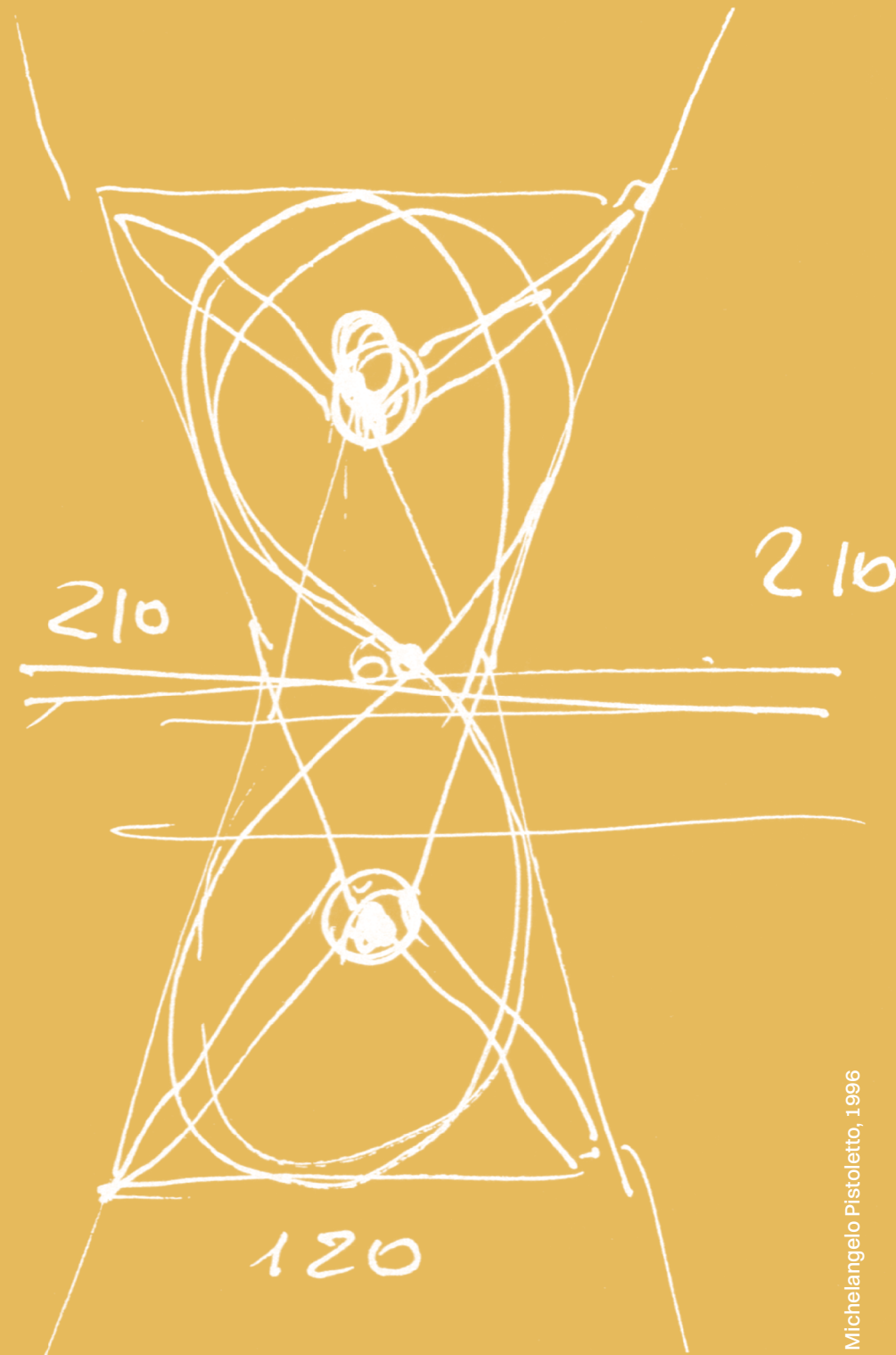
The three-year course prepares graduates to work in strategic areas of cultural and artistic production. Alumni of this course will be able to work as art producers in foundations, museums, cultural institutions, festivals, non-profit organisations and creative enterprises. They will be capable of curating, designing and managing high impact social art programmes, developing collaborations with artists, public authorities and private partners to bring innovative public art and social transformation projects to life.

Objectives

We train professionals capable of connecting art and social society, coordinating complex and multidisciplinary projects. The course provides practical tools in project management, fundraising, communication and cultural production, enabling the art producer to transform artistic ideas into real and sustainable experiences. From organising festivals and cultural programmes to managing community projects, from urban regeneration to promoting emerging artists. Students will learn to shape the future of public art through innovative and sustainable strategies.

Future Career Profiles

Art Producer
Public Art Project Organiser
Cultural Project Manager
Cultural Producer
Fundraiser for Art and Culture
Consultant for Art and Social Impact Strategies
Manager of Educational and Participatory Programmes
Coordinator of Artistic Residencies
Expert in Cultural Communication and Public Art Storytelling
Producer for Urban Regeneration and Cultural Placemaking



Faculty

The course is taught by artists with extensive international experience, such as *Alterazioni Video*, *Caretto-Spagna*, *Vest&Page*; innovators and designers focused on social impact like *SocialFare*; renowned scholars and critics such as *Francesco Monico*; prominent curators like *Silvia Franceschini* and *Gabi Scardi* - Director of the Public Art course.

What Will You Study?

Languages - focusing on techniques in drawing, photography, filming, ceramics, screen printing, as well as digital skills such as Photoshop and InDesign.

Theoretical Courses - providing knowledge in philosophy and contemporary thought, economics and management, cultural management and promotion, fundraising and sustainability.

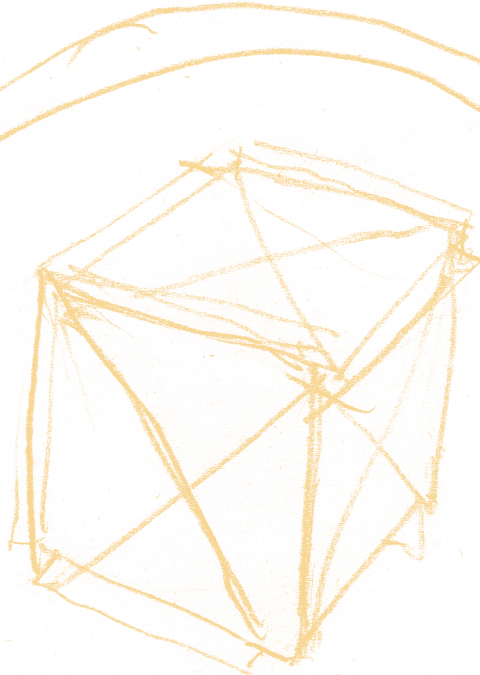
Project-based Courses - involving the development of concrete projects in collaboration with partner organisations or institutions of the Academy.

Practical Courses - exploring forms of engaged creativity such as public art, social art, eco-art, street art, landscape art, activism, documentary art, publishing and performing arts.

Laboratories

In addition to the photography, 2D videos, 3D media, ceramics, screen printing and woodworking laboratories, Accademia Unidee also offers spaces for performance and theatre, a recording studio and personal studios where each student has their own individual atelier. There are also areas designed for self-building, where prototypes can be created or practices like natural dyeing or permaculture can be experimented with. Sources of inspiration include the library, the Michelangelo Pistoletto archive and the exhibition spaces with both permanent works and temporary exhibitions.

LIEU DE RECUEILLEMENT
MARSEILLE



International Network

We collaborate with innovative local and global cultural institutions, major universities and academies, business, associations, local authorities and political organisations from all around the world.

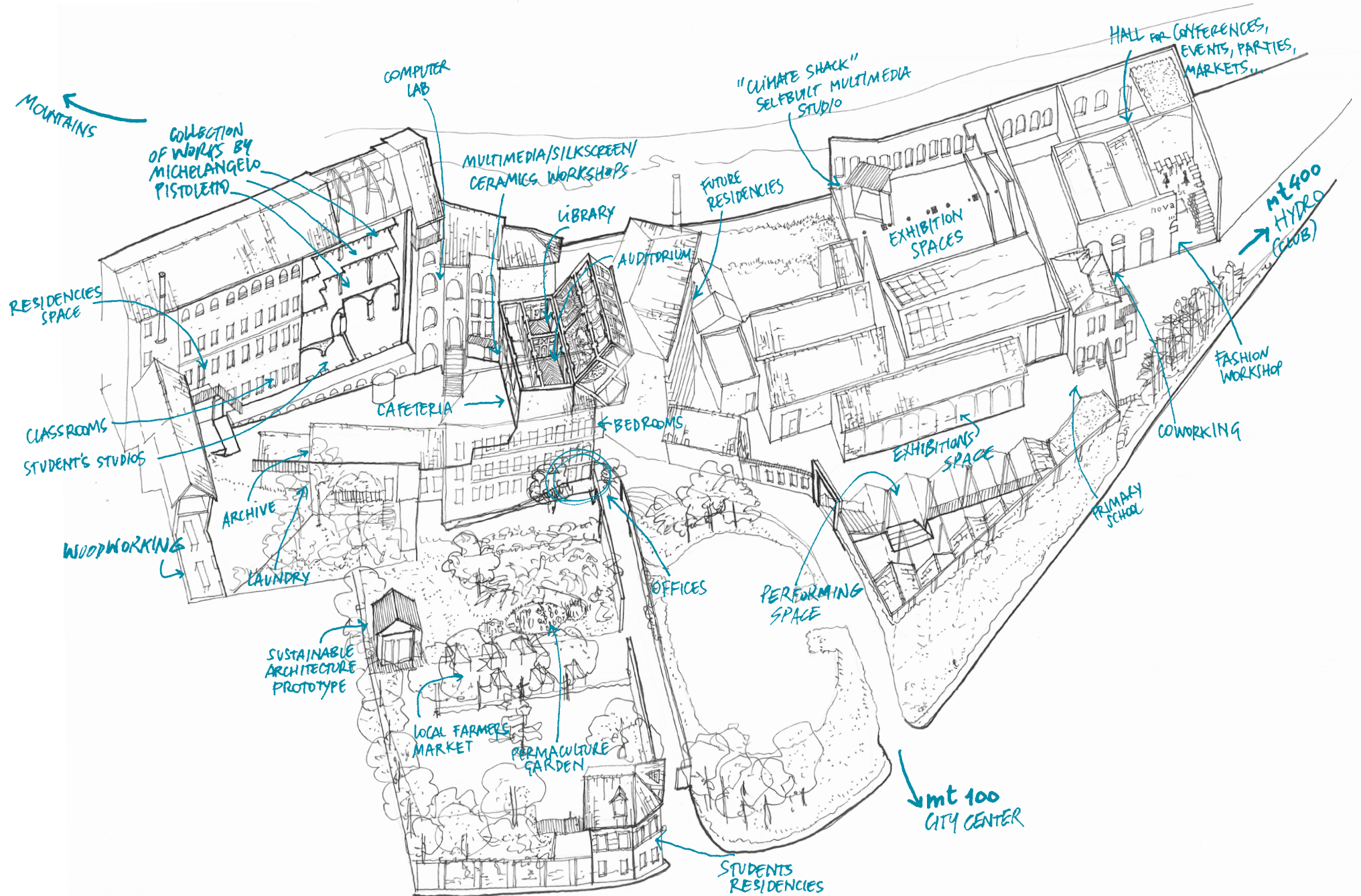
Some of our partners include:

Comitato Fondazioni Arte Contemporanea
BOZAR Bruxelles
Castello di Rivoli Museo di arte Contemporanea
Espronceda Barcelona
Galleries such as *Continua*, *Lia Rumma*,
Giorgio Persano
MUSEM Marseille
OGR Torino
Onassis Foundation
PAV
Pirelli HangarBicocca
Queens Museum NY
TBA21
Triennale Milano
V-A-C Foundation
ZKM Karlsruhe

Banca Patrimoni Sella
Fondazione Cassa di Risparmio di Biella
Fondazione Cassa di Risparmio di Torino
Fondazione Compagnia di San Paolo
Fondazione Santagata
Hangar Piemonte
UniCredit

A2A
ASviS Alleanza Italiana per lo Sviluppo Sostenibile
Camera di Commercio Monte Rosa Laghi Alto Piemonte
Camera Nazionale della Moda Italiana
Croce Rossa Italia
Ermenegildo Zegna
ESA European Space Agency
Il Sole 24 Ore
Illycaffè
Istituti Italiani di Cultura
Labsus Laboratorio per la sussidiarietà
ONU United Nations
Slow Food
UNECE United Nations Economic Commission for Europe

CAMPUS



SUSTAINABLE FASHION

Design Track

Creating Sustainable Fashion

This course is the only three-year fashion programme in Europe that places sustainability at the core of every discipline. For us, the interaction between fashion and art is fundamental to learning how to create fashion with the same radical approach of a creative discipline that promotes change. Our vision contributes to making this programme distinctive, training professionals who bring entirely new expertise to this industry. Rediscovering the inseparable bond between art and fashion is essential for creating new expression in a fashion system that must evolve through innovation, circularity, diversity, inclusion, biodiversity, respect for the environment, the creation of shared value and community relationships.

Career Prospects

Students who complete this programme will be ready to work as designers in the field of sustainable fashion, either independently or for established brands or startups. Career opportunities include designing sustainable collections, researching and developing eco-friendly materials, designing low environmental impact accessories and providing sustainability consultancy for existing brands. The programme also prepares students to work on innovative projects that explore new ways of creating fashion, using advanced technologies and responsible creative approaches.

Objectives

The course prepares future designers to create collections that respect the four Rs (rethink, reduce, reuse, recycle) and to adopt design practices that promote inclusivity and diversity. Students will learn how to integrate upcycling techniques, work with natural and recycled fabrics, and design for an extended product life cycle, from the initial design phases through to production and distribution. Our courses focus on a new concept of fashion based on the revalorisation of the productive traditions of different cultures worldwide, raising awareness of the arts and resources each country can offer its population, in contrast to the global adoption of standardised aesthetics and garments.

Future Career Profiles

Sustainable Fashion Designer
Eco-Friendly Textile Designer
Fashion Researcher
Material Innovation Specialist
Fashion Trend Analyst
Designer for Upcycling and Circular Fashion
Fashion Consultant for the Sustainable Sector



SUSTAINABLE FASHION

Management Track

Managing Sustainable Fashion

This course trains professionals capable of overseeing the entire production process and promoting fashion through a sustainable approach. Students will learn how to coordinate creative projects and manage the product lifecycle - from concept to distribution, including logistics and communication.

The aim is to train experts who can drive change through fashion, manage sustainable brands and tackle the global challenges of an evolving industry. Particular focus is placed on resource management, the analysis of social and environmental impact, and the creation of meaningful relationships with consumers and communities.

Career Prospects

Graduates of the course will be ready to take on strategic roles within sustainable brands, fashion companies and cultural institutions. opportunities include positions such as Sustainability Manager, Project Manager for Circular Fashion, Communication Lead for eco-friendly brands and Consultant for sustainable strategies.

They will also be equipped to work with public and private organisations, NGOs and service providers that promote sustainable practices within the fashion industry.

Objectives

The programme provides essential skills for managing complex projects in the fashion world, with a strong focus on sustainability. Students will gain expertise in project management, sustainable communication and marketing, resource management, impact analysis, and the creation of shared value. They will learn to work in multidisciplinary teams, curate sustainable events, and promote fashion as a tool for social and environmental change. The course trains future professionals to become conscious leaders in a fashion system that responds to today's global challenges.

Future Career Profiles

Fashion Sustainability Manager
Sustainable Fashion Project Manager
Fashion Communication Specialist
Sustainable Fashion Events Manager
EcoFashion Consultant
Social Impact Designer for Fashion
Fashion Marketing Specialist
Sustainability Reporting Specialist
Circular Fashion Coordinator



Faculty

This course is taught by some of the leading figures in sustainable fashion, including designers such as *Flavia La Rocca*, *Tiziano Guardini* and *Matteo Ward*; sustainability law expert *Milena Prisco*; and communication specialist *Vicky Roditis*, known for her work with major brands. The distinguished faculty is led by course director *Rossella Ravagli*, one of the foremost experts in the field for over twenty years and currently Head of Sustainability at Armani.

What Will You Study?

Languages - where students learn techniques in drawing, pattern making, tailoring, photography, and video, along with digital skills such as Photoshop and InDesign.

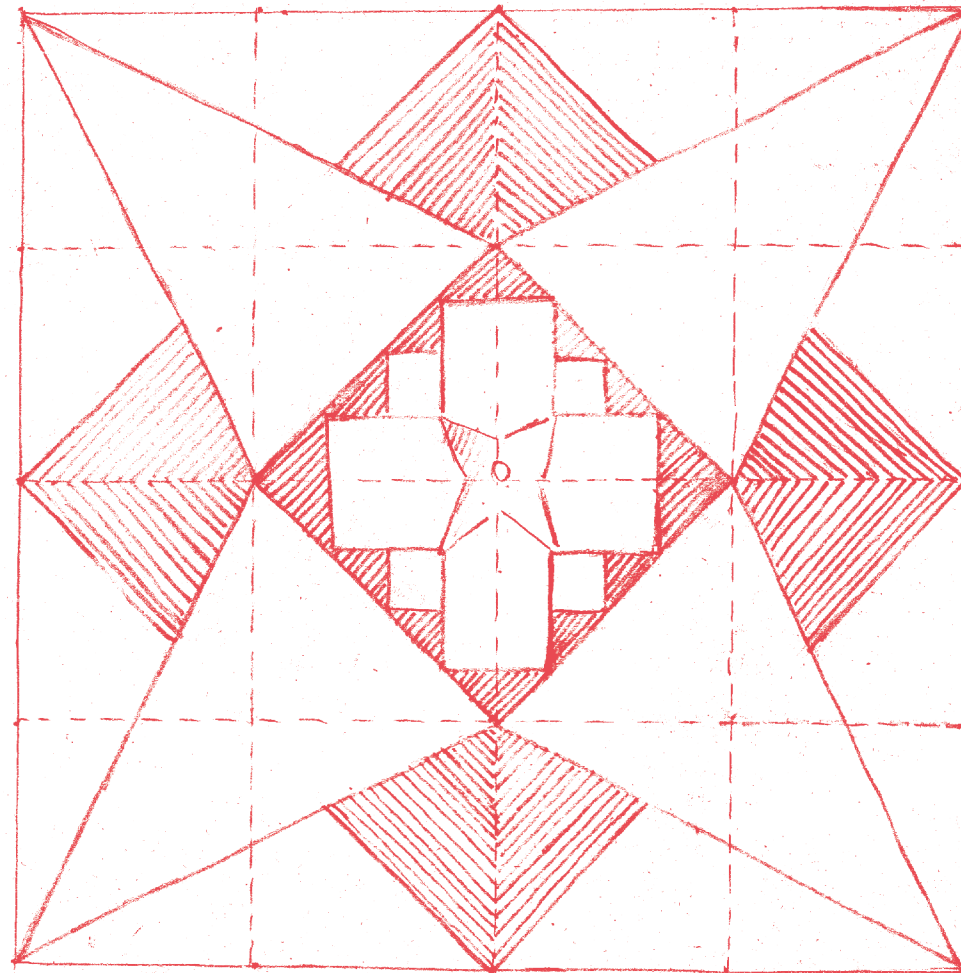
Theoretical Courses - covering topics such as economics and management, business strategy, impact design and monitoring, fundraising and sustainability

Project-Based Courses - where students work on concrete projects developed in collaboration with companies, studios and institutional partners of the Academy.

Practical Courses - where students explore socially engaged creative methods and learn to design and produce sustainable fashion across the entire process, from concept to runway.

Laboratories

At the heart of the programme is the tailoring and knitwear workshop, where students work alongside tutors and fashion designers. There are also dedicated labs for photography and shooting, 2D videos, 3D media, and spaces to experiment with techniques such as natural dyeing, ceramics and accessory design. Students also have access to personal studios where they can create their own individual atelier. The main hall, overlooking the Cervo stream, serves as a space for student gatherings, meetings and recreational activities.



Oliviero P. Michelangelo
1947

International Network

The course interacts with the entire industrial landscape of the Biella district, which, over three centuries of craftsmanship, has earned global recognition for its production of wool yarns and fabrics. This has also led to Biella being designated as a UNESCO Creative City in the "Craft & Folk Art" sector. A key element is the collaboration between course and Fashion B.E.S.T. (Better Ethical Sustainable Think-Tank) which is the sustainable fashion department created in 2009 at Cittadellarte.

Some of our global partners include:

Armani
Camera Nazionale della Moda Italiana
Candiani
Cotonificio Albini
Ermenegildo Zegna
Fashion Revolution
Fashion Technology Accelerator
FILO International Exhibition of Yarns and Fibres
Gruppo Kering
Humana People
Lanificio Fratelli Cerruti
Lenzing
Marchi & Fildi
Milano Unica Salone Italiano del Tessile
Officina +39
Orange Fiber
Phillacolor
Reda
Tessuti di Sondrio
UNECE Commissione Economica Europea dell'ONU
Unione Industriale Biellese
Vivienne Westwood
Vogue
Yoox
Zegna Baruffa Lane Borgosesia

INFO

Income-Based Tuition Fees

Studying at Accademia Unidee costs between €3,000 and €15,000 per year, depending on your and/or your family's income bracket.

We have established four contribution bands, determined using the ISEE (Equivalent Economic Situation Indicator), to make education more accessible.

Contribution Band		Annual Enrolment Fee*	Tuition Fee FIRST INSTALMENT	Tuition Fee SECOND INSTALMENT	Total
		upon enrollment	15 december	15 february	
I	<€23,000	1,500	750	750	€3,000
II	€23,001 - 50,000	1,500	2,500	2,500	€6,500
III	€50,001 - 95,000	1,500	4,000	4,000	€9,500
IV	>€95,001	1,500	6,750	6,750	€15,000
Student without ISEE certification		1,500	6,750	6,750	€15,000

*Annual Enrolment Fee for Extended Duration Students: €2,000

Scholarships, Housing and Financial Support

To support students facing financial difficulties and to nurture emerging talent, Accademia Unidee offers annual calls for applications for partial or full scholarships, as well as free or subsidised housing options. Students can also collaborate with the Academy's offices through paid activities and take part in talent awards held each year to help support their academic journey.

At Accademia Unidee, no one is left behind.

Get in Touch

We'll be happy to help.

Email us at:

orientamento@accademiaunidee.it

Admission Process

Step 1

Book an info session by sending an email to: orientamento@accademiaunidee.it

Step 2

Practical test and motivation letter (to be done at home)

Step 3

Informal interview (online or in person)

Step 4

Confirm your enrolment in the chosen course by the **31st of October 2025**

Step 5

Sign the student contract and complete your registration

Step 6

You're officially part of the Unidee family!

Early bird

A 50% discount will be applied to all registrations received by the **31st of July 2025**.

You can find all the details on our website:

www.accademiaunidee.it

F.A.Q.

What if I have no experience?

Creative individuals often have unconventional paths. Here, students come from all kinds of institutions and backgrounds, enriching the Academy with their diverse range of experiences.

Can I partake in the interview even if I haven't finished highschool yet?

Yes, we validate applications for the following academic years.

Until when can I enroll?

You can enrol until one month before the start of lessons. We recommend enrolling as early as possible, given the limited number of 20 places per class.

When does the academic year start?

Course starts in November.

In which language are the courses taught?

Courses are taught in Italian and English, depending on the composition of the class.

What's it like to live in Biella?

Since 2019, Biella has been a UNESCO Creative City. Surrounded by nature, life here is peaceful and the environment is safe. Well connected to Turin and Milan, Biella is charming, laid-back, affordable and student-friendly.

Are classes always held in Biella?

Not always. Throughout the year, there are trips to Milan, Turin, Venice, Florence, Rome and Naples to attend fairs, exhibitions, festivals, conferences, fashion and design weeks, as well as Biennials and Triennials.

Will I be able to partake in experiences abroad?

Yes, we have an extensive international network around the world and we support you throughout your entire student path.

How will I find a job?

The Academy's exceptional network provides excellent job opportunities, thanks to our Career Service, which tailors each student's profile in close collaboration with the teachers and professionals who teach in the two courses.



Accademia Unidee

Cittadellarte - Fondazione Pistoletto ONLUS
Via Serralunga 27
13900, Biella (Italia)

Accademia Unidee is directed by:

Paolo Naldini, Maria Canella
Michele Cerruti But, Clara Pogliani
Marina Buratti (administration)
Andrea Calciati (communication)
Cecilia Laabidi (student engagement)

Contacts

orientamento@accademiaunidee.it
www.accademiaunidee.it
Social: @accademiaunidee

Info

info@accademiaunidee.it

