



COMUNE DI BOLOGNA



United Nations
Educational, Scientific and
Cultural Organization



Bologna

City of Music
Member of the UNESCO
Creative Cities Network since 2006

STUDY VISIT DESIGN

The aim of this study visit is to put in contact Italian creativity with the experience of the other countries; to do this, we selected two different contexts to show how it is possible to work individually or in a big team.

Firstly, participants will visit Architect Mario Cucinella's studio.

The studio is based in Bologna and employs a team of architects and engineers from various countries, has solid experience in architectural design with special attention on energy and environmental issues, industrial design and technological research, also thanks to a close cooperation with university centres and research programs of the European Commission.

Participants will be then move forward to the Ducati Museum and factory.

The Ducati Factory is an old Italian company founded in the Twenties by the three Ducati brothers and originally based in the center of Bologna. After starting by producing radio components, during the years the Ducati business grew exponentially, also expanding abroad, and its production developed into different sectors. Nowadays, Ducati is ranking among the best motorcycle manufacturers in the world.

After a guided visit of Ducati Museum and Factory, a lunch break at the Company Cafeteria will be offered to the guests.

09.30 - 10.30	<i>Mario Cucinella Architects (via Iacopo Barozzi, 3/ABC) visit to the studio</i>
10.30 - 11.00	<i>Bus transfer to Ducati Motor Holding SpA (via Cavalieri Ducati, 3)</i>
11.00 - 12.30	<i>Ducati Museum and factory - guided visit</i>
12.30 - 13.30	<i>Ducati Design Center - meeting with the management</i>
13.30 - 14.00	<i>Lunch break at the company cafeteria</i>
	<i>Bus transfer back to the city center</i>