



CREATIVE ACADEMY CELEBRATES ITS 20TH ANNIVERSARY

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VIA MORIMONDO 17, MILANO

Creative Academy, Richemont's Corporate Design School, has reached a significant milestone, with 2023 marking the 20th Anniversary of the Creative Academy. During the last two decades, the School has been paving the way for successful careers within Richemont's Maisons.

During the last 20 years, Creative Academy has trained some of the world's most promising design talents through a highly professional and distinctive learning experience: the Master of Arts in Design and Applied Arts, specialising in Jewellery, Watches and Fashion Accessories design.

In 2003, the Creative Academy was born from the vision of Franco Cologni, who has been the School's Chairman for over these 20 years and today is its Honorary Chairman. Cologni proposed to the Richemont Board to give life to a place where the creativity of young designers could be enhanced, to welcome the best talents in the design studios of the Group Maisons, and the first edition of the Master began in 2004.

"To be a designer, you must own your technical skills, nurture a deep interest in luxury culture and craftsmanship, train your creativity... but the most important thing is to have il Cuore."

(in Italian, "the Heart"). Without passion, you cannot create Art".

Franco Cologni - Honorary Chairman of Creative Academy

The Master of Arts in Design and Applied Arts is a unique training program unmatched amongst the educational courses related to the design of luxury products. With a professional approach and a faculty composed mainly of experts from the Group, the Master is structured in seven months of theoretical courses and projects in Milan, followed by a three-month internship granted to the most deserving students in one of the Richemont Maisons design studios. Hands-on experience is at the heart of the programme, with students benefitting from working on real-life design projects coached by Richemont Maisons' Creative Directors.

Each year, Creative Academy selects only 20 students from the best design and applied arts schools worldwide. The class' internationality has become a hallmark of the Master: during the last two decades, students have been welcomed from around the planet, counting at least 44 nationalities. A heterogeneity that has enriched the students' learning activities through the constant interaction between different cultural backgrounds.

Edition after edition, though remaining faithful to the original idea, the course has renewed its didactic program following the needs of the Richemont Maisons. The commitment of the Group and the synergy with the Creative Studios has become increasingly intense, allowing the School to evolve according to the demands of the luxury industry.

“Creative Academy has become key in training the new generation of designers: here, young talents can learn how to integrate their ideas of beauty into the identity of the Richemont Maisons. After their internships, many Alumni have joined the Maisons’ creative studios, including Van Cleef & Arpels”.

Nicolas Bos - Chairman of Creative Academy

During the Master, the students live real-life experiences as if they were working in a Creative Studio: day after day, the young designers upgrade their technical skills and combine their creativity with the Maisons' requests.

"Creative Academy is a magical place where young designers can challenge themselves and test their skills. It's not about fictional exercises: during the Master, the students will work on real projects led by the Creative Directors of the Richemont Maisons”.

Giampiero Bodino - Creative Director of Creative Academy

On the occasion of the 20th Anniversary of the School’s foundation, Creative Academy is happy to share that 358 Alumni have obtained their certificates, which attest to the successful completion of the Master and internship experience. The Creative Academy team is particularly proud that over 160 students have worked or are currently working in one of the Richemont Maisons, successfully demonstrating that Franco Cologni’s vision has been achieved.

“After 20 years of Master editions, it is still exciting to see the growth path that the students experience during the seminars and the projects in Creative Academy.

We wish our Alumni to treasure the notions learned with us and to become ambassadors of the Creative Academy’s values, teachings, and professionalism within the Group”.

Grazia Valtorta - Executive Director of Creative Academy