

Practical information

The program is organised in three types of modules:

- 1 A studio/laboratory devoted to specific areas of teaching and the development of a Fashion Design or Accessory Design project (30 ECTS)
- 2 Optional theoretical and technical classes (30 ECTS)
- 3 A theoretical and practical Master thesis (30 ECTS)

Teaching languages: French with additional contributions in English

Duration: Four semesters
October 2012 – June 2014

Credits: 90 ECTS

Qualification awarded: Master of Arts HES-SO in Design, major Fashion and Accessory Design

Cost of studies: 500 Swiss francs per semester

Admissions

Required qualifications: Higher education Bachelors degree (HES, Higher education college or university) or equivalent training

Admission requirements, procedures and application forms are available at www.hesge.ch/head

Deadline for application:
1 June 2012
Interviews: 2–3 July 2012
Start of the academic year:
Week of 17–21 September 2012

Application files must be sent to the following address:
Haute école d'art et de design – Genève
Bureau de la scolarité du domaine Design
Boulevard James-Fazy 15
CH – 1201 Genève
T +41 22 388 51 03
F +41 22 388 51 59
lise-marine.benhassel@hesge.ch
www.hesge.ch/head

Master of Arts HES-SO in Design Fashion and Accessory Design

Admissions 2012
New MA program
offered by
Head – Genève

— HEAD
HAUTE ÉCOLE D'ART ET
DE DESIGN GENÈVE
GENEVA UNIVERSITY
OF ART AND DESIGN

WWW.HESGE.CH/HEAD

Master of Arts HES-SO en Design Design Mode et Accessoires

La Head – Genève proposera à l’automne 2012 une nouvelle formation master en Design Mode et Accessoires, inédite en Suisse*. Ce programme master s’adresse à des étudiant-e-s et des jeunes professionnel-le-s, suisses ou étranger-ère-s, acteur-trice-s du domaine de la mode et de l’accessoire (vêtement et accessoires au sens large: bijou, montre, lunette, «personal equipment», etc.), ou des disciplines connexes. Il s’articule autour de projets de design destinés au corps humain, liés aux enjeux d’identité et de position sociale de la personne, de ses activités et besoins, ainsi que plus généralement à ceux du *lifestyle* et du *Zeitgeist*. Le renforcement des compétences créatives du-de la designer dans l’appropriation de son langage propre, de son vocabulaire stylistique et de son univers est placé au cœur du cursus. Le-la designer doit être capable de traduire ces éléments en collections et productions répondant à des enjeux sociaux contemporains ou futurs et de les mettre en œuvre dans des contextes divers.

La connaissance du produit et des compétences techniques amène le-la créateur-trice à développer une maîtrise globale des processus de conception, production et diffusion. Sur les marchés mondialisés, la créativité est devenue un moteur de différenciation compétitive et de succès. Ce cursus master s’inscrit dans ce contexte en intégrant de manière croisée les compétences en création et en direction artistique. Il forme des créateur-trice-s en mesure d’accéder à des postes de

cadre dans le secteur de la mode et de l’accessoire (création – production – diffusion, marketing, communication, positionnement de produit). Leur point fort est d’adapter la créativité aux mutations du marché, soit une créativité coopérative et systémique, intégrant création, design, production, distribution et communication.

L’objectif est de former des créateur-trice-s innovant-e-s, à même de donner de nouvelles impulsions esthétiques, en tant que designers indépendant-e-s à la tête de leur label, responsables de création ou directeur-trice-s artistiques au sein d’une marque établie.

Cette orientation master est constitutive du Master of Arts HES-SO en Design mené par la Head – Genève et l’Ecal – Lausanne. Plusieurs modules transversaux sont proposés conjointement par les deux écoles.

* En cours d’autorisation à la confédération.

Master of Arts HES-SO in Design Fashion and Accessory Design

Head – Genève will launch a new masters program in Fashion and Accessory Design in fall 2012, the first of its kind in Switzerland*. The program is aimed at students and young professionals from Switzerland and abroad who are active in the field of fashion and accessories (i.e. clothing and accessories in the broadest sense: jewelry, watches, eyewear, “personal equipment”, etc.) or related disciplines. The course will center on design projects which are intended for the human body and focused on issues about individual identity and social position, activities and needs, as well as, more generally, lifestyle and *zeitgeist*. The reinforcement and development of the designer’s creative skills through the appropriation of his or her own stylistic language, idiom and universe are at the heart of this program. On completing the course, the designer should be able to translate these elements into collections and productions that respond to current or future social issues, and apply them in a variety of contexts.

In-depth product knowledge and technical skills enable designers to develop a general mastery of the design, production and sales processes. Creativity has become a driving force of competitive advantage and success on globalised markets. By incorporating training in the interrelated skills in the fields of design and artistic direction, this master’s program responds to the demands of this context. It trains creatives to assume management positions in the fashion and accessories sector (design – production – sales, marketing, communication, product

positioning). Their strength lies in their capacity to adapt their creativity to market trends, that is a cooperative and systematic creativity which spans the process of conception, design, production, distribution, and communication.

The aim of the program is to train innovative creatives who are able to provide new aesthetic impulses as independent designers at the head of their own labels or of creative studios, as well as artistic directors within established brands and labels.

This master’s major is part of the Master of Arts HES-SO in Design offered by Head – Genève and Ecal – Lausanne. The program includes several interdisciplinary modules which are provided jointly by the two universities.

* Authorization by the Federal Swiss authorities pending.