

**H-FARM INTERNATIONAL PROGRAM:  
AN INNOVATIVE ITALIAN CULTURAL & LEARNING EXPERIENCE**  
*Travel, Learn, Create. In Italy.*

This 10-day program is designed for under and post graduate students aiming to live a one-of-a-kind experience in Italy. A selected team of professors and mentors will guide students in a learning path in order to discover the Italian culture, art and crafts in a context of a high technologic and innovative scenario. Teaching will be organized in 3 modules. Module 1 is titled "Cultural Discovery" and it will provide a historic overview of Italian cultural heritage. Module 2 "The Digital Humanist" makes students aware of the new creative professions: thanks to H-FARM's case studies they will get some precious insights on the most-wanted skills that meet market needs in terms of Digital Transformation. With Module 3, called "Innovation Tour", students will explore the "startup way of thinking", living side-by-side with our startups and entrepreneurs.

**OUR APPROACH**

We take pride in offering courses that have a multidisciplinary approach, a spirit of collaboration, and new experiential, hands-on methodologies in the unique environment of our campus – a carefully thought-out mix of technology and nature that, we think, already defies traditional expectations towards our country. In everything we do, we draw upon **Italy's core areas of strength** – design, travel, food and creativity, just to name a few – and build on that through digital technologies, seeking a constant dialogue with the **international community** (in the U.S., this has meant establishing coast-to-coast connections, from our startup Zooppa's Seattle headquarters to our new fashion/retail acceleration platform TheCurrent, based in New York City).

**LEARNING GOALS**

We would like this study abroad program to fulfill **three learning goals**:

- Present a view of Italy's cultural and economic heritage that is fresh, internationally relevant, and future-facing
- Explore the intersection between art and technology, giving students a chance to look at the opportunities offered by the digital creative economy
- Expose students to a network of startup companies and an innovative entrepreneurial culture, giving them the chance to have practice with interactions in a fast-growing professional environment

## THE PROGRAM

In order to achieve these goals, we will draw from a range of activities organized around three clusters. All the activities will have a strong **experiential and non-conventional component**, in line with our educational philosophy.

### 1) Cultural Discovery

*#Italy #Future #CreativePlay*

Experience Italy from a different point of view, learning about the history and future of our cultural heritage in a playful way.

- Mnemosyne: a site-sensitive, collaborative project: working with art collective EffettoLarsen, students will survey, collect, and map emotional memories connected to people and places they will visit, co-creating an artistic installation that reinterprets all the locations (and emotions) they have explored throughout their experience. Mnemosyne is therefore not only about cultural discovery, but also about the creative elaboration and exchange of perspectives.
- "Made in Italy" Company Visit: students visit a pioneering company in the field of "Made in Italy" products (such as Illy, Luxottica, Ferrero), investigating the cultural meanings behind these products and the organizational and managerial aspects of running an internationally successful business.
- WhaiWhai Venice: WhaiWhai is a new way to discover a city through story through a real-life gaming experience. The game, triggered by a text message, leads students around Venice to discover up to 60 fascinating stories, in search of the long-lost Ruyi – Kublai Khan's legendary scepter, brought to Venice by Marco Polo in the 13th century.
- The Fab Verona: technologies are breathing a new life into Italy's longstanding maker culture. Fab-labs, 3D printers and "artisans of the future" are making huge contributions to the world of quality Italian design and manufacturing. We will visit one of these new hubs, and students will engage in a printing workshop.

## 2) The “Digital Humanist”

*#Creativity #DigitalHumanities #CareerOrientation*

Learn about creative careers in H-FARM, and how humanities translate into relevant jobs in the current digital economy.

- BigRock Learning Experience: students explore our innovative school for computer graphics, concept art & VR, whose graduates end up working for renowned film studios such as Dreamworks and Pixar.
- Digital Humanities in Venice: students will immerse in the innovative scenario of digital humanities in Venice (with projects such as the Venice Time Machine), exploring the many ways technology can help archaeologists, historians, art curators, and other professionals in expanding and divulging humanistic knowledge.
- ARG Exploration: Alternate Reality Games are a new creative medium blending digital and real life into an immersive narrative universe. Students will discover how H-FARM uses this medium to reshape corporate culture and motivate employees of its client companies.
- Creative Careers in H-FARM: students will have a chance to know, mingle and interact in a structured way with H-FARM's creative professionals (designers, art directors, content & project managers) to learn about opportunities for creative majors in the digital economy.

## 3) Innovation Tour

*#Innovation #Tech #Intrapreneurship*

Explore the H-FARM ecosystem, the “startup way of thinking” that permeates it, and how an entrepreneurial approach can help you succeed in any type of career.

- H-FARM Learning Experience: students explore the H-FARM ecosystem, getting to know startups and interacting with our community.

- VR Projects in H-FARM: students learn about fringe innovation projects happening in H-FARM in the field of Virtual Reality technologies, and also get to experience some of them directly.
- Personal Branding Workshop: students apply a typical startup framework to their personal lives, evaluating their potential and mapping opportunities for their own professional development.
- Showcase Day: a "matinée" in which exchange students can share their cultural discovery projects with the H-FARM community, enjoy some time together, and reflect on their journey.

#### **DATES AND FEES:**

- From May 28 to June 8, 2018
- From June 18 to 29, 2018
- From July 9 to 20, 2018

The fee of our innovative cultural and learning experience is set at:

- € 3,200.00 per student
- A 10% discount is offered for a group of at least 15 students

These fees include full-board accommodation, local transportation costs, and learning materials.

Classes will be delivered at H-Campus, H-FARM's education facility near Venice, a place where students, teachers, managers, entrepreneurs live side-by-side, creating connections, opportunities and generating ideas. Making the future a beautiful vision.

#### **ABOUT H-FARM**

H-FARM was born in 2005 as a startup incubator, within a historical farm estate right on the edge of the Venetian lagoon. Since then, we have grown to an **international team of more than 500 people**, contributing to the birth and development of almost 100 companies in the digital field.

Today, in addition to our continued efforts in the startup landscape, we help Italian companies in the process of digital transformation and (most importantly) offer a comprehensive range of **innovative educational programs, from kindergarten to postgraduate studies**, in our signature fields of **art, design, and technology**.