



## THE ASSOCIATION: AIM AND OBJECTIVES

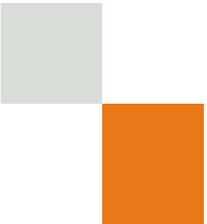
The Interaction Design Institute Ivrea Association is a non-profit entity founded in June 2000. Its mission is to carry out activities directly or indirectly aimed at developing technological and cultural knowledge, managerial training and business initiatives.

The Interaction Design Institute Ivrea Association originated from the desire to merge creativity with the new cultural impulses coming from all over the world. It is an international network where professional skills and entrepreneurship merge to create new communication services.

The Association pursues these aims by the creation and the support of Interaction Design Institute Ivrea, which operates in the sector of interaction design (linked to the area of communication services) and consists of a Masters programme and a design innovation research laboratory. The Institute is an advanced learning institute and an international centre of excellence, characterised by a strong orientation towards experimentation and multi-disciplinary approaches. It is open to students and researchers from anywhere in the world.

The cultural mission of the Institute is clearly stated in its ethical principles:

*The Institute aims to achieve international standards of excellence in the fields of interaction design and the specialised post-graduate and professional education of researchers, professionals from various backgrounds, intellectuals, artists, designers and people in related fields. The Institute pursues these goals through the quality of its academic activities, which include research, teaching and practice, and through its relationships with educational institutions, business entities and design related technologies.*





The Institute intends to achieve its objectives by:

- Promoting a high level of understanding and development of the principles, values and practices of interaction design.
- Encouraging individual creativity and innovative teamwork throughout the teaching body, which includes professors (with fixed term tenure), associates, visiting professors, tutors, lecturers, professional researchers and other teachers, and all the other human resources involved.
- Choosing teachers of proven excellence within their field of study.
- Choosing people of proven ability as students and promoting their further professional growth.
- Exploring innovative applications of particular technologies and processes within the context of interaction design.
- Stimulating the understanding of more general cultural, social and environmental developments related to or connected with the study of interaction design.
- Encouraging the knowledge of cultural, social and environmental developments of a global nature, where such developments relate to, or are connected with, the study of interaction design.