



**SACI** MX

DESIGN  
THE  
MUSEUM  
EXPERIENCE

**SACI MX**  
**A COLLABORATIVE**  
**PROJECT WITH**  
**SACI & FLORENTINE**  
**MUSEUMS**

**FLORENCE, ITALY**



saci-florence.edu

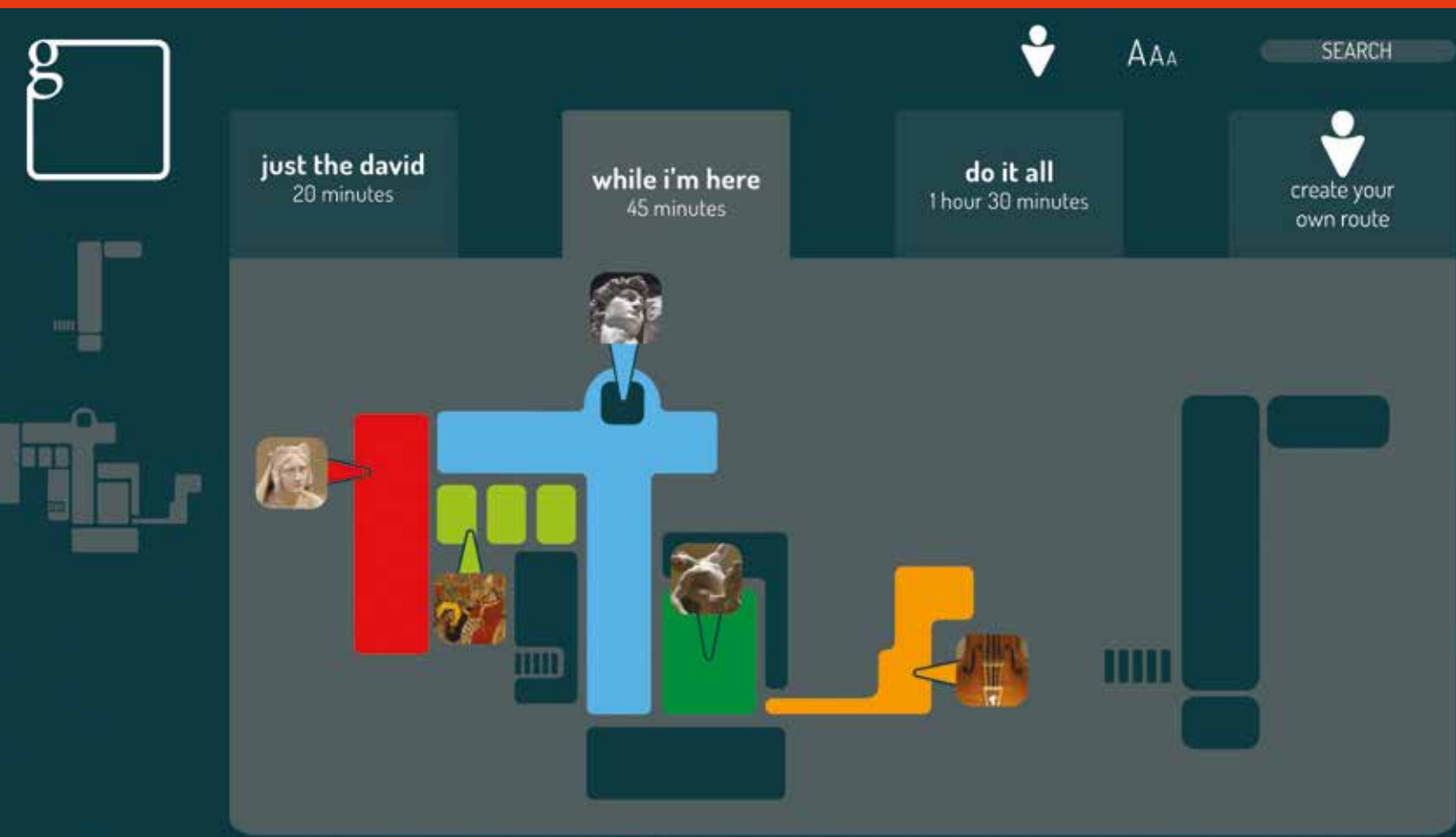
# SACIMX - MUSEUM AS EXPERIENCE

STUDENTS CHANGE HOW WE INTERACT WITH MAJOR FLORENTINE MUSEUMS

Museums have become participative spaces. Technology abounds, displays call for interactive learning, and cultural comprehension is achieved through participation and action. At SACI, we encourage our students to reflect upon the new role of the museum. For this reason, we have developed SACIMX - Designing the Museum Experience, an interdisciplinary program that immerses students in the development of both concrete and intangible aspects of the museum visit experience. Through SACIMX, students approach these topics while working with renowned museums in Florence, Italy, in a collaborative and professionally-minded environment.

Participants include SACI MA in Art History and MFA in Communication Design students, along with SACI undergraduates in Museology, Graphic Design, Illustration, Typography, and more.

FRONT COVER: SACI STUDENT AT JOHN CURRIN EXHIBITION IN FLORENCE.  
BELOW: TOUCHSCREEN DESIGN FOR PARTIALLY SIGHTED VISITORS BY SACI GRAPHIC DESIGN STUDENT.



## INTRODUCTION

With today's constant flow of complex information, the future belongs to those who are trained to see meaningful patterns.

SACIMX is an interdisciplinary program in which students bring together research and design and act as professionals who daily give sense to complex information. Strong new trends revolutionizing the museum visit include:

- “edutainment,” an engaging experience that makes the visitor learn by doing
- interaction
- accessibility
- new narrative

The program begins with academic research in theory and history, followed by supervised, hands-on workshops. These workshops culminate in a professional presentation of ideas and designs with directors of the participating museums involved in the project, such as the Galleria dell'Accademia, home of Michelangelo's David, and Bargello Musei, a new network encompassing 5 Florentine Renaissance museums: the Bargello, Medici Chapels, Palazzo Davanzati, Orsanmichele, and Casa Martelli.

**Listen to museum visitors**

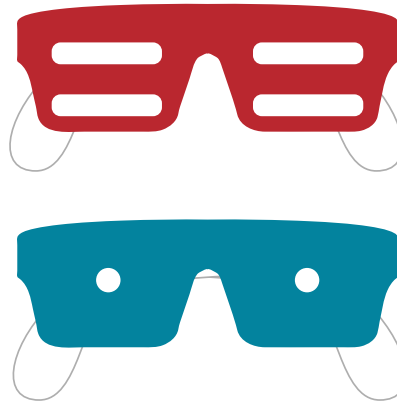
**Observe behavior in museums**

**Strengthen the museum's identity**

**Create 3-dimensional narratives**

**Engage visitors with museum collections**

**Reflect upon individual and collective memory**



## DELIVERABLES

Students in the program will be expected to:

- Monitor and interview museum visitors.
- Develop different solutions for the before, during, and after of a museum visit.
- Test ideas in a real-world scenarios in order to provide unique learning conditions and develop applicable creative skills.

## LEARNING OUTCOMES

Through successful completion of this program, students will be able to:

- Demonstrate understanding of the creative process by using methods of research, analysis and problem solving to generate designs relevant to the project.
- Demonstrate the ability to be professionally engaged with external partners, and demonstrate a critical awareness of the parameters of the management of those relationships.
- Show an ability to identify problems and to apply concepts, principles and techniques in order to generate solutions.
- Demonstrate an understanding of different curatorial ideas, practices and actors in art and museums.
- Show competence in interpreting and using curatorial tools and techniques.
- Display competence in producing original designs from research and concept development to prototyping and executing a product through appropriate processes.

## FACULTY

SACI MX Instructors:

**Maria Antonia Rinaldi**  
MA in Art History Program Director:  
*Contemporary Art Theory and Criticism,*  
*Museology (Museum Design)*

**Camilla Torna**  
MFA in Communication Design Program  
Director: *Graphic Design, Infographics,*  
*Visual Design (Museum Experience and Branding)*

## APPLICATION PROCESS

Completed applications should be received no later than **June 15** for the Fall term. Applications received after June 15 will be considered only if space is available. Applicants should complete and submit the online application form through the SACI web site, including a \$70 non-refundable processing fee. For further information, contact SACI's **New York Admissions Office** at [admissions@saci-florence.edu](mailto:admissions@saci-florence.edu).





DR. CECILIE HOLLBERG, DIRECTOR OF THE GALLERIA DELL'ACCADEMIA DI FIRENZE PRESENTING TO SACI MX STUDENTS.

### SACI IS

A United States non-profit 501(c)(3) educational entity incorporated in 1976

A directly accredited institutional member of the National Association of Schools of Art and Design (NASAD)

Affiliated with Bowling Green State University (BGSU) in Ohio, which is accredited by NASAD and by the North Central Association of Colleges and Secondary Schools

Recognized by the Italian Ministry of Foreign Affairs and the Italian Ministry of Universities as a foreign non-profit university-level program

*Students who would like to receive a copy of SACI's accreditation, licensure, and/or approval should send a signed request for such material to SACI's Dean.*

### ANTI-DISCRIMINATION POLICY

It is the policy of Studio Arts College International (SACI) and Bowling Green State University (BGSU) that no person shall be subject to discrimination in whatever relationship with SACI or BGSU because of disability, age, race, religion, creed, color, sex, sexual orientation, or national origin.

### FOR FURTHER INFORMATION CONTACT

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