

Scuola Politecnica e
delle Scienze di Base
Università degli Studi di Napoli Federico II



DIARC
Dipartimento di Architettura

SHENKAR

ENGINEERING. DESIGN. ART. תכנון. עיצוב. אמנות.

שנקר



DESIGN FOR THE BUILT
ENVIRONMENT
TECHNICAL UNIVERSITY
OF NAPLES

lecture

Shraga Kirshner

Head of Rozen Research Institute of Design and Environment Sustainable Technologies.
Shenkar College | Engineering Design Art - Ramat Gan - Israel

TECHNOLOGY the designer's research Tools

discussants

ALFONSO MORONE
GIANLUIGI FREDA

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aula 18 - PALAZZO GRAVINA - VIA MONTEOLIVETO 3 NAPOLI

“Shenkar - Engineering. Design. Art” has established itself as one of the leading colleges in Israel. Every year, Shenkar's graduates find themselves in the forefront of research and the industry, exhibit their works, participate in competitions and win prestigious awards. Combining faculties of engineering, design and art is the basis of this institution's unique multidisciplinary academics, allowing students and professors to combine cutting-edge technologies with contemporary design and artistic concepts. Each faculty has its own character, yet maintains fruitful collaborations with the other faculties, exposing students to a variety of disciplines and different fields of knowledge. Shenkar was founded in 1970 as the “College for Fashion and Textile Technology”, with the goal of qualifying skilled manpower for the Israeli industry, as well as providing it with advanced R&D services. Today, Shenkar offers academic degrees in design and engineering and even joint PhD programs with leading international education institutions. In the Azrieli Faculty of Design, 6 departments offer a Bachelor's Degree in Design (B.Des): The Department of Visual Communications, The Department of Textile Design, the Department of Interior - Building and Environment Design, the Department of Jewelry Design, the Department of Industrial Design and the Department of Fashion Design, considered one of the best of its kind worldwide.

In 2008, a new department was established, the Department of Multidisciplinary Art, which offers a Bachelor's Degree in Fine Arts (B.F.A), and later, the unique program for a Master's Degree in Design was introduced (M.Des), offering either a thesis or non-thesis routes for a degree in Fashion, Textile, Jewelry and Accessories Design. In the Pernick Faculty of Engineering, 5 departments offer a Bachelor's Degree in Science (B.Sc.): the Department of Industrial Engineering and Management, the Department of Plastics Engineering, the Department of Software Engineering and the Department of Electrical and Electronic Engineering. A Master's Degree program is offered in the Department of Plastics Engineering and the Department of Industrial Engineering and Management, which offers a unique program for those qualified.

Prof. Shraga Kirshner

Prof. Shraga Kirshner is the founder of the Interior, Building and Environment Design Department at Shenkar. Professor Kirshner graduated from the Technion, a master's degree in architecture and town planning. Kirshner began his teaching career in 1980 at the Technion, and taught since at Holon Institute of Technology and at the College of Management. In 1996, took an active part in establishing the Department of Interior Design at the College of Management with the aim of promoting innovative bottom up planning approach induction.

In 2003 he founded and developed the Department of Interior, Building and Environment Design, at Shenkar College, where he was appointed as a professor. The fund department worked in the field of architectural knowledge to promote the educational principles of creating basic design knowledge base ranked career designing the built environment; Recognition that design is a field of academic knowledge to promote the professional ethics; And under the academic perception that technology is a research tool for the study processes of the designer.

During his tenure, as a head of the department, he founded and set up the Sammy Sagol three-dimensional modeling center; Gazit Globe Research Lab of movement Cognition; And is the co-founder and Chair of the Rozen Research Institute of Design and Sustainable Technologies in which he established the Computer Simulation Laboratory and digital documentation of buildings and heritage sites. In the public domain Professor Kirshner is active green and former deputy mayor, has implemented a planning approach of Ramat Hasharon sustainable city. Professionally established early 80s the studio "Arcline", company engaged in architectural design initiation and development projects in Israel and the Czech Republic. In the early 90s he founded and directed the "Archimedean Ltd.", a high-tech company accompanied architectural design processes and also combined an academic career teaching at the Technion.

Professor Kirshner is currently the head of Rozen Research Institute of Design and Environment Sustainable Technologies.

Research Field:

Design Computation academic programs development

Sustainable Development Policies for Urban Ecology

Bioclimatic Parametric Surfaces

Textile Inflatable Structures

New Membrane Materials