4 DAYS
MODULES

AUTOMOTIVE DESIGN EXPERIENCE

WORKSHOP

22 - 25 APRIL, 2026
MILAN - TALENT HOUSE

From Concept to Real-Time Visualisation
An industry-level educational programme during Milan Design Week

Great design is not only about talent — it's about method, tools and workflow.

The Automotive Design Experience is an intensive workshop for students and young professionals interested in Mobility and Automotive Design, exploring how designers transform initial ideas into professional design proposals while introducing the real-world processes, tools, and workflows used in industry studios.

Hosted by HAUS OF AUTOMOTIVE

PROGRAMME STRUCTURE

The Automotive Design Experience is a learning programme structured as 4 INDEPENDENT MODULES, each exploring a key stage of the Automotive Design workflow.

PARTICIPANTS CAN ATTEND SINGLE DAYS OR ALL 4 DAYS.

FOUNDATIONS OF CONCEPT DESIGN

Sketching methods and early concept exploration.

3D DESIGN DEVELOPMENT

Translating concepts into digital form using Blender & ALIAS.

IMMERSIVE VISUALISATION & VIRTUAL DESIGN

Creating high-end automotive visualisations using VRED, with a focus on real-time rendering and immersive VR design review.

AI FOR FUTURE DESIGN

Accelerating ideation and concept development through AI with Vizcom, transforming sketches into refined, presentation-ready visuals.

DAILY FORMAT

1 Welcome & Introduction

2 Morning and Afternoon Sessions

3 Final Review & Discussion

4 OEM Guest Exchange Session & Networking

*Coffee & Lunch breaks included

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LEARNING METHOD

The programme simulates the structure of a real Automotive Design workflow, combining demonstrations, practical exercises and feedback sessions.

EACH MODULE FOLLOWS THE SAME LEARNING STRUCTURE:

1 INTRODUCTION TO METHOD & OBJECTIVES
Understanding the design challenge, context & goals.

2 TOOL DEMONSTRATION
Presentation of industry tools & workflows used in Automotive Design.

3 PRACTICAL EXERCISE
Hands-on development guided by instructors.

4 CONCRETE OUTPUT
Participants develop visual or design outputs.

5 REVIEW & GROUND FEEDBACK
Discussion, critique and insights from professionals.

Participants gain a clearer understanding of how different tools and skills connect within the Automotive Design pipeline.

WHAT´S INCLUDED

Participants will experience a complete Automotive Design workflow in an immersive and collaborative environment.

THE PROGRAMME INCLUDES:

LEARNING EXPERIENCE

Hands-on sessions with industry tools
Practical exercises and guided development
Creation of portfolio-ready outputs

Direct interaction with industry professionals
Industry Round Table & Networking session

INDUSTRY EXPOSURE & NETWORKING

PROGRAMME BENEFITS & LOGISTICS

Food & beverage included during the day
Certificate of participation

PARTICIPATION OPTIONS

1-Day Workshop
€449

2-Day Workshop
€849

4-Day Workshop
€1590

Student discounts available up to **30%**

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APPLY NOW!

SEATS ARE LIMITED TO ENSURE
A HIGH-QUALITY LEARNING EXPERIENCE.

If you are interested in Automotive Design, Mobility Design or Visualisation Workflows, this programme offers a unique opportunity to explore real industry methods and tools.

REQUEST MORE INFORMATION OR APPLY NOW!

CONTACT:

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