

Unfold your talent
VIA Design



VIA University College

WE DO FASHION

VIA University College would like
to cordially invite you to the:

VIA DESIGN GRADUATE SHOW 2016

Friday February 5th
at Copenhagen City Hall
Rådhuspladsen 1
5:00 PM, doors open 4:30 PM

RSVP is mandatory, please
do so before February 1st to
viadesign@agencyv.com

Ingrid Søe
*Director of Education & Research,
VIA Design*



VIA Design
VIA University College
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VIA Design is something very special. Our environment vibrates with art and creativity, with figures and theories and with vision and growth. In other words: With design and business.

For decades, we have created user-driven education in close cooperation with the fashion and lifestyle industry. We keep a close eye on the needs and requirements of this industry and aim for our course programmes to reflect the industry's needs in the best way possible. This is part of our DNA, and we consider praxis and theory to be intertwined.

Educating innovative professionals for the fashion and lifestyle industry, our course programmes focus on the creative intersection between design, business and material technology. Our graduates step into the world of fashion and lifestyle with a full understanding of the industry's needs, and it is crucial to us that they understand the dynamics occurring when companies

must act fast and hit the zeitgeist at the same time. The fashion and lifestyle industry operates at a high speed; the next trend does not wait for slow production facilities. You have to hit customer expectations spot-on.

This requires something special from the industry's employees. They must have professional skills and knowledge, be continuously aware of upcoming trends and have in-depth knowledge of materials and possibilities. And they must be able to work in an international context.

This is why I am so proud of VIA Design. We combine creativity, craftsmanship, theory, technology and research in a unique learning environment and ensure that our course programme continues to reflect the exact needs and requirements of fashion and lifestyle companies.

And don't forget to follow us at via.dk

Ingrid Søe
Director of Education
& Research