



# HISTORY

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Vakalo was the first school of “Applied Arts” in Greece to offer full programmes of study at tertiary level. Founded in 1958, with a history of six successful decades already behind it, the school has established a reputation as the foremost design education institution in Greece, and on many occasions has appeared among the top colleges internationally.



# MISSION

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The mission of the Vakalo College is to provide a thorough and in-depth art and design education aiming to develop the potential of students, both in terms of creativity and synthesis as well as critical research and analysis, enabling them to pursue fulfilling and distinguished professional careers.





## PARTNERSHIP

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In 1996 Vakalo entered into an agreement with the **University of Derby** to validate its programmes of studies at BA and MA levels.

The Vakalo did not seek to operate a franchise as it had developed its own programme through a 40-year period of successful operation.

A LONG-STANDING  
PARTNERSHIP  
NOW IN ITS  
**22<sup>nd</sup> YEAR**

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- 1996 initial validation agreement (BA)
- 1998 upgrade to full honours (BA Hons)
- 2000 postgraduate validation (MA)
- 2001 UoD audit
- 2003 revalidation (UG)
- 2005 revalidation (PG)
- 2006 QAA Audit
- 2008 partnership review
- 2009 revalidation (UG+PG)
- 2011 revalidation (PG)
- 2011 QAA Audit
- 2013 revalidation (UG+PG conversion to 20 credits)
- 2015 partnership review
- 2015 QAA Audit (TNE)
- 2016 revalidation (UG) - new UG pathway
- 2018 revalidation (PG) - new PG pathways

# PROGRAMMES OFFERED / UG

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The Vakalo College offers (under the validation of the University of Derby) 3-year undergraduate programmes of studies in design at BA (Hons) level in three specialist pathways:

- Graphic Design
- Interior Design
- Digital Design

All students pursue a common curriculum in the first year. Upon completion of year 1 they select a specialist pathway for years 2 and 3.



# PROGRAMMES OFFERED / PG

The Vakalo College also offers (under the validation of the University of Derby) full-time (12-month) or part-time (24-month) postgraduate programmes of study at MA level in

- Visual Communication, and
- Architectural Design

Each PG programme includes five specialisation pathways, namely:

## Visual Communication

- Graphic Design
- Typography
- Illustration and Book Design
- Digital Design (new)
- Visual Communication Studies



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Each PG programme includes five specialisation pathways, namely:

## Architectural Design

- Interior Design
- Landscape design
- Spatial Design
- Theatre Design
- Hotel Design (new)



# OTHER INTERNATIONAL PROJECTS

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Early 90s:

- a) collaboration protocol with the **University of California at Pomona**
- b) joint programme of exchange visits and shows with the **London College of Printing (LCP)**

Late 90s:

collaboration project with the **University of Aarhus**, Denmark was pursued on the illustration of the literary works of Argentinean Jorge Luis Borges.

2012-2014:

3-year Erasmus project with the University of Derby, the **University of Montpellier** and the **University of Venice** on Dance, Architecture and Spatiality (DAS project)

2016:

collaboration with the **University of Kassel**, Germany, working on a joint project in the context of the Documenta 14 exhibition

The personal archives of the College founders Eleni Vakalo, foremost Greek poetess and art-critic, and George Vakalo, prominent artist and stage designer, are kept at **Princeton University**, USA



## STAFF

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- Vakalo employs highly qualified and experienced staff who form a closely-knit team of dedicated teachers, selected on the basis of shared values, principles and aims
- A good retention policy and a friendly environment ensures they strongly identify with the school and its progress
- A wide range of education backgrounds (Greece, UK, France, Germany, Italy, USA, Holland) contributes to an open-minded and cosmopolitan outlook
- Most members of staff are practicing professionals, with distinguished and prize winning careers
- All are approved by the UoD

# FACILITIES/ RESOURCES

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Vakalo operates at three located sites consisting of (i) the main building (1600 sq.m), serving the Undergraduate and the Postgraduate programmes, including the library, (ii) a printing and engraving workshop (250 sq. m), and (iii) a digital resources centre (250 sq. m. Computer Lab).



# STUDENT EXPERIENCE

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- The student experience, as attested by student statements is a most positive one.
- Students are offered opportunities to creatively investigate a wide range of design areas and are supported by library and online resources (OSRC).
- Vakalo provides a well equipped and friendly environment that fosters a sense of belonging to a special kind of team.



# STUDENT EXPERIENCE

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- Visits to Galleries, Museums, Archaeological sites are regularly organised.
- Trips within Greece and abroad combining pleasure and learning also strengthen the 'Vakalo spirit'. Recent visits abroad include trips to New York and Berlin.
- Live projects with firms and NGOs, bring students into direct contact with the market and social issues.





## EMPLOYABILITY

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- The employment prospects for Vakalo graduates are as good as they can get in the current difficult climate in Greece.
- The good name of the College, as well as the good work provided by our graduates in employment, attract employers who seek job candidates directly from the Vakalo.
- Over 150 advertisements for job opportunities received, against a figure of 120 graduates in the last two years.
- Good prospects of employment abroad based on strong portfolios and college reputation, strengthened by the work of our alumni overseas.
- Vakalo alumni currently employed in the UK, Spain, USA, France, Holland, Emirates.

# WORLD CLASS DISTINCTIONS

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## 2004

Image and Identity Department Athens 2004 Olympic Games Director, Beijing 2008 Olympic Games Consultant, IOC Senior Consultant)

Theodora Mantzari (Vakalo 1986, RCA 1990)

## 2005

Mobius/UNESCO: first prize in multi-media creativity

Vangelis Georgakopoulos (MA 2005)

## 2011-2018

more than 20 best of show awards in historical miniature figures international and World Expo's competitions

Michael Kontraros (BA 2002, MA 2003)

## 2012-2013

TDC – Scholarship awarded to a Vakalo student by the Type Directors Club, NY, US

Giorgos Kalofolias (BA 2014)



# WORLD CLASS DISTINCTIONS

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**2014**

Ph.D. thesis voted “best of year” at National Technical University of Athens

Elsa Chrysochoides (Vakalo tutor)

**2013** 3<sup>rd</sup> prize at European Design Awards for Vakalo animation campaign

**2017** Best City Hotel P Suites Athens at Hotel Design Awards  
Manolis Iliakis (Vakalo tutor)

**2017** Best City Boutique Hotel and Best Pet Friendly Hotel at Greek Hospitality Awards

Harry Papaioannou (Vakalo tutor)

**2013, 2015** Best Graphic Design Studio of the Year in Greece and 9 European Design Awards in the last decade, G Design Studio (staffed by Vakalo pathway leader, tutors and graduates)



**Super Vakalo**

Vakalo College of Art & Design  
Graphic Design — Interior Design



# THE FUTURE / STRATEGY 2017-2020

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- Work closely with the University of Derby to develop an international centre for excellence in design.
- Strive hard to counter adverse economic conditions by developing programmes that offer good employment prospects and a solid learning background for a sustained edge in the market (such as Hotel Design and Digital Design).
- Increase recruitment through focused publicity campaigns and by promoting good practices and student/alumni achievement.
- Deliver the programmes offered not only in Greek but also in English to attract potential interest from overseas.
- Broaden portfolio to target potential international audiences exploring art and design in the context of Greek culture, ancient and modern, as well as the tourist industry, addressed to students of art and design schools abroad.
- Uphold good name built over six decades by continuing to provide high quality teaching, facilities, resources and support to our students.
- Closely follow developments in technology, market trends, education methods and techniques.
- Engage in joint student projects and exchange visits