

Teaching Creativity with Three Intelligences

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From

La nuova
intelligenza
DEL **MADE
IN ITALY**

to



Artificial Intelligence
for a New Design Education
Approach

WHO WE ARE

Accademia Italiana

Part of AD Education Group

AFAM-ACCREDITED

Design · Fashion · Visual Arts

CAMPUSES

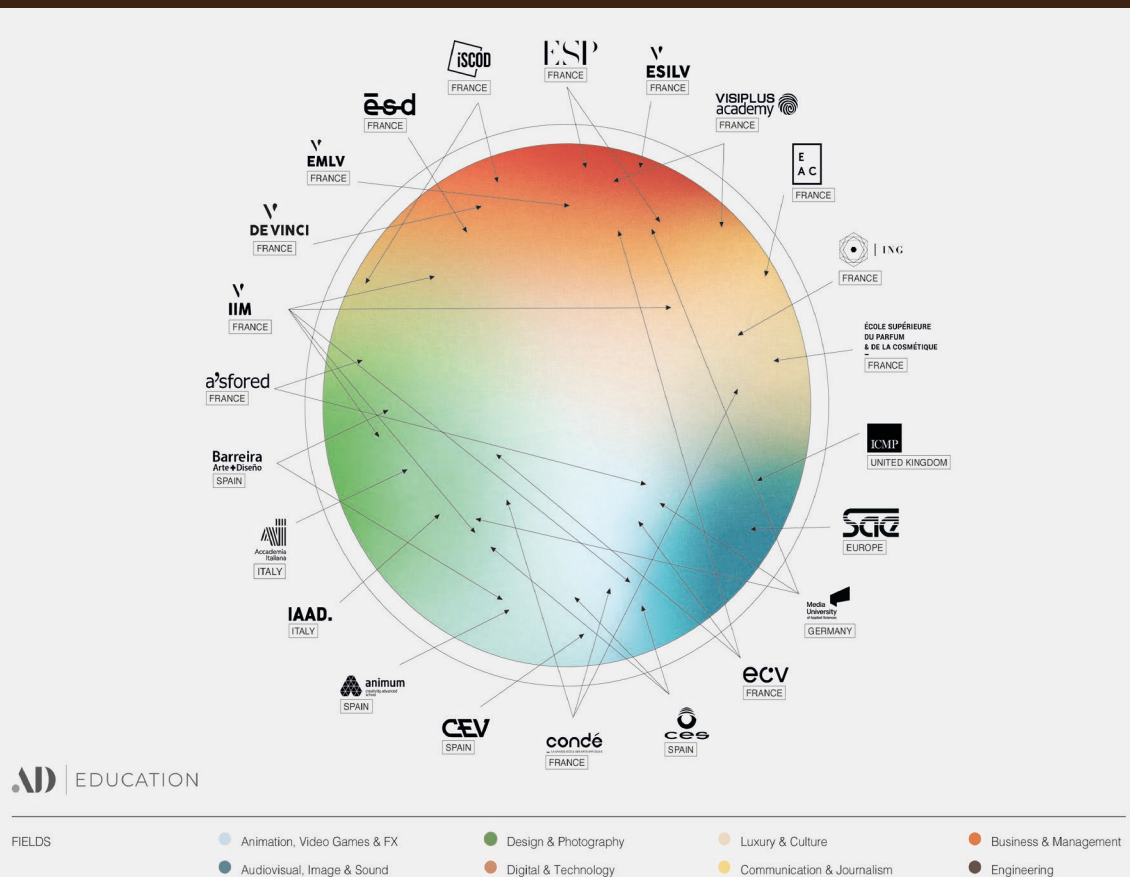
Rome & Florence

EU PROJECTS

NIMI · AIDEA · Grand Tour AFAM
Artera · Erasmus+ KA131 & KA220

AD EDUCATION

20+ schools across Europe:
France · Italy · Spain · UK · Germany



THE STARTING POINT

NIMI

The New Intelligence of Made in Italy

A Recovery Fund national research & education project uniting 5 Italian AFAM institutions and a University. Its mission: reinterpret the Made in Italy not as a label to protect, but as a living method, a framework for teaching creativity rooted in Italian design intelligence.

RESEARCH

Redefining the Three
Intelligences of good design as
a pedagogical framework

TRAVELLING EXHIBITION

6 European cities, students as
cultural curators

MANIFESTO

"From Made to Make" a living
open work, not a brand

The Three Intelligences of Good Design

Hands that discover. Machines that imagine. Communities that transform.

01

Intelligence of the Hand

Embodied knowledge, craft,
material thinking.
The capacity to think through
doing, Italy's founding creative
act.

02

Artificial Intelligence

The new grammar of design. Not
a tool of automation but a
creative partner — generating
unexpected forms, simulating
scenarios.

03

Social Intelligence

The capacity to connect, include,
build communities. Design as an
ethical lever and platform for
social transformation.

These three intelligences do not coexist in balance — they question and transform each other. Their force lies in friction.

Not subjects to be taught.

Modes of learning to be designed.

NIMI forced educators to rethink how studios, workshops, research and exhibition formats could deliberately activate all three intelligences, simultaneously.

NIMI in the Classroom

METHODOLOGICAL SHIFTS

Less software training → more design culture & critical thinking

Blurred borders between design disciplines + humanities (sociology, philosophy, art history)

AI as dialogue partner for ideation, not shortcut for output

5 KEY SKILLS · LINKEDIN 2026

COURAGE Taking creative risks in uncertain contexts

CREATIVITY Generating ideas across disciplines

COMPASSION Human-centered, ethical design

COMMUNICATION Articulating process, not just product

CONNECTION Building ecosystems, not objects

Where it was hardest.

Technology moves faster than methodology

We are not teaching tools — but while we change our methods, technology accelerates. AI anxiety is real: for pace, but also for the question: if we use it, are we cheating?

How do we preserve the Intelligence of the Hand?

The Made in Italy is built on embodied knowledge. How do we protect that specificity in a world where AI can simulate visual culture in seconds?

Ethical implications with no ready answers

We need a methodological reflection before we start but there is no time. This is precisely why we moved the conversation to the European level with AIDEA.

Every country has its own NIMI.

Each AIDEA partner institution holds its own creative capital, often implicit, undercodified, and underused in formal education.

WHAT WE DO NOT PROPOSE

Exporting the Italian model.
Standardising creativity education.
A single European curriculum.

WHAT WE DO PROPOSE

Three Intelligences as a shared observational framework, a common grammar for surfacing what is already present in each national creative tradition.

AIDEA as shared lab.

1

MAP

Each partner identifies AI is currently changing their institution and national creative tradition (the three intelligences could be a tool)

2

COMPARE

Cross-country Teachers' trainings & piloting sessions to surface differences and convergences in creative pedagogy across Europe.

3

BUILD

Co-design transferable curriculum modules grounded in each national context, structured around the shared framework.

JOIN THE DISCUSSION

Where do your three intelligences live?

FOR YOUR INSTITUTION:

Think of one teaching moment where a student learned to think through making, to see differently, or to situate a project culturally. That is your starting point.

FOR AIDEA:

How can we map these moments collectively and build a European curriculum that honours each tradition without flattening it?

AIDEA

aideaproject.com

NIMI

nimiproject.it

**Accademia
Italiana**

accademiaitaliana.com

MAKIN' ITALY.

A verb, not a noun.

A method, not a label.

An open work.