

ROME THROUGH DESIGN NYC

Rome is the subject.
New York City is the classroom.

ICONIC ROME ×

LIVING DESIGN ROME x NYC

Discover Rome in New York City—from ancient art and architecture to contemporary fashion, design, food and publishing.

A semester-long communication design program connecting Rome's history with its living visual culture through firsthand investigation, four design projects, and a personal Grand Tour Journal.

Created and developed by John De Santis

Two Romes x New York City x One communication design curriculum.

Iconic Rome x New York City

Imperial portraits and mosaics at the Met.

Triumphal arches at Washington Square and Grand Army Plaza.

Renaissance architecture at Villard Houses.

Public space and spectacle at Lincoln Center.

Rome's printed history in books, maps, and prints at the Morgan Library.

Students explore how Rome communicated power, belief, identity, and public life—and how later generations interpreted its visual ideas.

Living Design Rome x New York City

Roman food and packaging at Trapizzino.

Books and publishing at Rizzoli.

Furniture and products at Kartell.

Lighting at Artemide.

Paper and stationery at Pineider.

Jewelry and identity at Bulgari.

Typography and wayfinding in the New York City subway.

Rome is the starting point. Selected examples from Lazio and broader Italy extend the study into the design students encounter every day.

ROME THROUGH DESIGN NYC

Rome firsthand in New York City.

Ten professor-led field investigations connect Rome's history and living design culture with firsthand study in New York City.

Students photograph, sketch, compare, and research what they encounter—from museum collections and civic monuments to bookstores, storefronts, and subway signs.

A personal Grand Tour Journal records their discoveries and developing ideas.

Il Mio Giro gives each student an independent investigation based on their interests curated from an extensive compilation of course site locations in New York City, or their own research locations: some examples, lighting at FLOS, craft at Artemest, Roman coins at the American Numismatic Society, paper at Il Papiro, or Roman food culture at Roscioli.

Short Roma NYC Pop-Ups add focused cultural and design encounters along the field routes.

John@johnbattistadesantis.com • John Battista De Santis



ROME THROUGH DESIGN NYC

Rome, history, and contemporary design in one program.

Rome Through Design: NYC connects historical study with contemporary publishing, products, food, fashion, and public communication—all investigated here in New York City.

Students examine Roman objects at the Met, compare monuments and architecture, study printed images and books, and document contemporary design in storefronts and transit systems.

They turn that research into an illustrated case study, an original graphic interpretation, a Rome–NYC visual mashup, and a final multipage zine.

Distinctive enough to attract students.

Developed enough to evaluate seriously.

For institutions, the program provides:

- A focused Rome–New York City communication design approach
- A developed 15-week, three-credit teaching structure
- Ten professor-led field investigations and independent Il Mio Giro
- Four connected projects supported by a personal Grand Tour Journal
- Weekly lessons, research resources, assignment briefs, and assessment criteria



ROME THROUGH DESIGN NYC

The program is new. The experience behind it is not.

John De Santis

Design Educator · Design Historian · Creative Director

More than ten years teaching communication design, typography, design history, and design theory—and more than one hundred courses taught across Pratt Institute, Parsons, New York Institute of Technology, St. John's University, and City University of New York, City Tech College.

Approximately thirty years of New York City based creative work including Italy–U.S. projects, board leadership and marketing advisement with the Italy-America Chamber of Commerce, and collaborations with the Italian Trade Commission New York, Italian Cultural Institute of New York, and Milan and Naples Chambers of Commerce. His New York City work includes creative direction at Webb Communications, art direction and public-information design for the United Nations, and editorial design for Scientific American, Architectural Record, and Fortune

His experience also includes museum and historic-site publishing, and the international Type Talks lecture series.

Rome Through Design: NYC grows from this work.

Interested in bringing to your institution?

Let's begin the conversation.



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