



DA
Domus Academy

IN PARTNERSHIP WITH

NATUZZI

THE NEW NOMAD:

AN INNOVATIVE SPACE

Authentic quality and a strong commitment to research, social responsibility and environmental sustainability are Natuzzi's values that the Group has adhered to throughout its history.

At present, Natuzzi is moving fast from traditional products to very innovative and rather unique propositions for new generations. The current focus of Natuzzi is to understand the new generation, Millennials, in order to set up a culture for Italian design, for a fashion design retail.

Master in Interior & Living Design, JANUARY 2019 INTAKE

BRIEF

Domus Academy challenges new candidates to design an innovative outdoor or indoor 50sqm space that explores the redesign of Natuzzi's sofas such as Tempo, Fidelio or Long Beach into smart products for the future, for example integrating new technologies. At the same time, this innovative space should take into consideration the behaviours and fluxes of the new nomads: Millennials. The space could be located anywhere in the world.

The objective of this competition is to identify, analyse and design the synergies between the "new nomads" and this innovative space through the redesign of Natuzzi's products as smart new realities.

AUDIENCE

The competition is open to young graduates coming from architecture, interior design, and engineering faculties or professionals who wish to broaden or improve their skills and acquire cultural and technical tools, and are interested in following an advanced program focusing on interior design.

JURY

Projects will be selected and evaluated by the Faculty of the Master and the Domus Academy admissions jury.

REQUIRED MATERIAL

- Written description of the project: maximum 2000 characters spaces included
- Project boards: n. 2 x A3 format boards
- Portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate translated into English
- Academic Transcripts translated into English
- Domus Academy Application Form*

The candidates are asked to send their materials in one single file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* The application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master's Program
- One scholarship covering 50% of the total tuition fee of the Master's Program
- One scholarship covering 40% of the total tuition fee of the Master's Program
- Two special mentions covering 20% of the total tuition fee of the Master's Program

Prizes will be calculated on the standard tuition fee amounting to €8.600 (for non-EU passport holders - diploma fee is not included) and €6.990 (for EU passport holders - diploma fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 5th 2018**.

Candidates will be informed about the results of the competition by e-mail on **October 22nd 2018**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address: **www.competition.domusacademy.com**

or sent by e-mail to:

competitions@domusacademy.it

Subject: THE NEW NOMAD: AN INNOVATIVE SPACE COMPETITION

When you submit your project, you will receive a confirmation that your submission was received within 48 hours. If you do not receive a confirmation, let us know at: competitions@domusacademy.it

MASTER'S PROGRAM DESCRIPTION

The Master in Interior & Living Design encourages students to consider a wide range of design practices as they learn to shape the space of interiors. You will be inspired to overcome disciplinary boundaries, make choices that are both more sophisticated and more daring, and cultivate an attitude of continuous inquiry into the material and immaterial aspects of space. You will learn the theory, best practices, and methodologies you need not only to solve problems creatively—but to define problems as well. As you collaborate with your international peers on company projects that re-invent the interior domain, you will come to define your own work in the context of the field. Milan is an ideal place to study interior design, with its long tradition of experimenting with and solving the design challenges of everyday life. It offers a variety of exemplary historical and contemporary interiors for you to visit and take as inspiration.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- If an assigned scholarship is not confirmed, it can be transferred to the next candidate in the ranking list.
- Selected participants accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it