

DESIGN FOR CHILDREN



Founded in 1949 by Giulio Castelli and now run by Claudio Luti, Kartell is one of the symbols of Italian design around the world. A success story told through an incredible series of products that have become contemporary design icons.

Colour, irony, transparency, unique shapes and a play of the senses are the key ingredients for designing a Kartell product, together with High-Tech manufacturing resources.

The common aspect of all their products is the combination of high functionality with nice aesthetics,

research, innovative technologies and use of new materials in an ethical and poetic way.

Lately the company has been developing a special collection for kids.

The challenge given for this competition is to work in this area, focusing not necessarily on furniture but rather on something playful, yet elegant.

This could be any kind of object to play with.

The material must be plastic and the outcome should be an integration of technology and materials shaped in a remarkable design solution for kids.

AUDIENCE

The competition is open to graduates in design and architecture and to people with an appropriate background and professional experience in the design field.

JURY

Projects will be selected and evaluated by the Faculty of the Master and the Domus Academy Admission Jury.

REQUIRED MATERIALS

Participants can choose the presentation technique that better expresses their skills (among others, participants can use hand sketches, digital illustrations, 3D renderings, etc.).

- A maximum of 5 A3 boards in PDF or TIFF format files
- An abstract of the project: maximum 1 A4 page
- Portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated into English
- Academic Transcript / Marksheet of previous studies translated into English
- Copy of passport
- 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.

* **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 Euro 28.600 (for non-EU passport holders - diploma fee is not included) and Euro 16.990 (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

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

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MASTER'S PROGRAM DESCRIPTION

Design is creating new meanings on multiple dimensions and scales. It is pursuing a human-centered design based on evolution. Today design is an integration of organization, simplification and innovation to unknown necessities and emerging opportunities. Design is anticipating the future. It is envisioning a new meaning for humans and the interaction with nature and the artificial domains. Interactions among emerging professionals are building up unknown but innovative models for design. These negotiations demonstrate that integration is a state of thinking. Today Product Design is breaking boundaries for novel explorations and experimentations evolving into career opportunities yet to be discovered. Designing a product is creating opportunities that enhance and modify our daily performance. The Master in Product Design explores novel interactions among multiple disciplines giving a unique approach to the collaboration among research, industry and education fields. The Master in Product Design explores new territories for embedding design, technology, behavior and feedback interaction.

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

