



DOMUS ACADEMY MILANO

Think further, Design beyond



AY 2025-26

Dual Award Master's Programme / Academic Master's Programme in

BUSINESS DESIGN

About Domus Academy

“Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa)”.

Juan Carlos Viso, Venezuela

“Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life”.

Giulio Ceppi, Italy

“Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level.”

Sander Brouwer, The Netherlands

“Domus Academy was founded to create differences, heterogeneity, discontinuities, turbulence and leaps.”

Isao Hosoe, Japan



Awards and recognitions

SCHOOL AWARDS:

- Included in the QS World University Rankings by Subject
- Included in THE Impact Rankings
- Included in UI GreenMetric, the ranking of the world's most sustainable universities
- Selected by Azure Magazine as Top 8 Interior Design and Interaction Design Schools
- Listed by Domus Magazine as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by BusinessWeek
- Compasso d'Oro Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)



WORLD BRAND
DESIGN SOCIETY

STUDENT AWARDS:

- Elena Candelieri, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners Compasso d'Oro Targa Giovani certification 2024
- Özge Üçoluk (Master in Visual Brand Design): Winner Bronze Award World Brand Design Society 2023/2024
- Christophe Pillet (Master in Product Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in AD100/2022
- Irem Başer Oğan (Master in Product Design): Winner IF Design Award 2021
- Morgan Ræ (Master in Interior & Living Design): Winner Radical Innovation Award 2021
- Namit Khanna (Master in Product Design): Winner EDIDA India Young Talent 2021
- Carolin Woitke (Master in Fashion Design): Finalist Mittelmoda Contest 2021
- Daniele Ficarra (Master in Product Design): Winner Swarovski Foundation Institute contest 2021
- Defne Koz, Marco Susani (Master in Product Design): Winners Compasso D'Oro 2020

Why Domus Academy

A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

ICONIC POSTGRADUATE DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of Postgraduate courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.



Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture. Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems.

Milan is a creative environment like no other.

Programme Leader



Elisa Chiodo

*Dual Award Master's Programme / Academic Master's Programme
in Business Design*

**“Innovation for us is the capacity
to envision new future scenarios,
launching pioneering ideas and
business solutions.”**

Elisa is a transdisciplinary designer who works with tools from communication to service and business design. For her, the fun part of the job is creating bridges between disciplines and interpreting all these Design languages.

After graduating in Communication Design, she received her PhD cum Laude in 2013 from the School of Design at Politecnico di Milano.

During her PhD, she had the opportunity to work at the MobileLife Research Centre (Stockholm University) on service and interaction design devices and at the metaLAB at Harvard University in the field of digital humanities. For more than eight years she collaborated with the Master's Degree course in Communication Design at Politecnico di Milano.

She joined the faculty of Domus Academy in 2016; she is leading the Master's in Business Design since 2020.

Loki, project by
Loyal Hashwa,
Preejarumon
Kaewmanee

Master in Business Design

The Master in Business Design is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the programme leader, and project leaders will guide you via individual coaching and mentorship.

The combination of accredited coursework and real-life professional projects gives students the opportunity to build on their academic foundation, while gaining valuable work experience directly applicable to their future careers.

Students can apply to the Academic Master's Programme, accredited by the Italian Ministry of Education, or to the Master of Arts degree with an international UK validation.

Career Profiles

This programme will equip you with the skills to secure roles in consultancy firms, research and development firms and start-ups, as well as to embark on a career as a self-employed consultant or entrepreneur. You may also consider related roles, such as:

Strategist

Design and Innovation Manager

Business Developer

Researcher in R&D units

Branding Experts in communication agencies

Consultant in service companies

Academic Offering

Academic Master's Programme

DURATION: 11 months

ACCREDITATION: Italian Ministry for University and Research (MUR)

CREDITS: 60 ECTS

LANGUAGE: English

VALIDATION: NABA, Nuova Accademia di Bella Arti

2025/26 intakes:

SEPTEMBER 2025: from 09/09/2025 to 31/07/2026

NOVEMBER 2025: from 06/11/2025 to 13/11/2026

FEBRUARY 2026: from 09/02/2026 to 12/02/2027

Dual Award Master's Programme (Master of Arts)

DURATION: 14/15 months

ACCREDITATION: Privy Council UK and Italian Ministry for University and Research (MUR)

CREDITS: MUR – IT (Master Accademico di Primo Livello / Academic Master First Level) = 60 ECTS PRIVY COUNCIL – UK (Master of Arts) = 180 CAT, UK Credits (equivalent to 90 ECTS)

LANGUAGE: English

VALIDATION: NABA, Nuova Accademia di Bella Arti and Regent's University London

2025/26 intakes:

SEPTEMBER 2025: from 09/09/2025 to 20/11/2026

NOVEMBER 2025: from 06/11/2025 to 19/02/2027

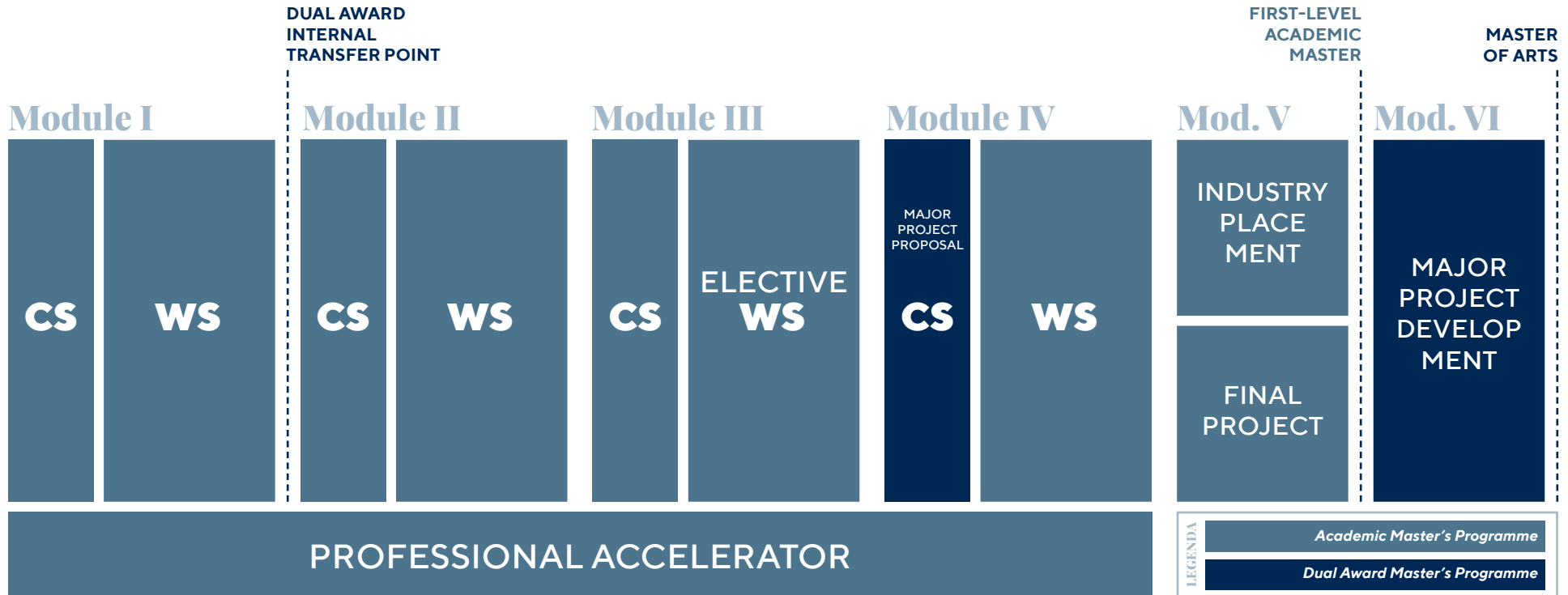
FEBRUARY 2026: from 09/02/2026 to 23/04/2027

 **REGENT'S**
UNIVERSITY LONDON



Programme Structure

The Dual Award Master's Programme proposal is undergoing revalidation for the 2025-2026 Academic Year



Programme Structure



THEORETICAL COURSES: coursework focuses on examining the theory that underpins the field through lectures and exercises, as well as tutorials that teach management and marketing strategies specific to the industry. Throughout, you will be exploring the most cutting-edge technology such as design software and 3D modelling tools, learning how to create a unique brand and developing your own professional identity.

WORKSHOPS: guided by industry professionals and faculty project leaders, you will work with leading companies on projects such as creating new products or services for different industrial sectors on a worldwide scale.

FINAL PROJECT: you will be able to develop personal, in depth body of work as a culmination of your academic path. You will develop design research, create projects and explore conceptual ideas that are transformed into tangible outputs.

PROFESSIONAL EXPERIENCE: to gain real experience working in your field, you will choose to either do an internship at a company site, work on a project on campus in collaboration with a company and complete an entrepreneurship module. In each case, you will benefit from mentorship, an inside perspective on their field and valuable career connections.

CRITICAL AND CREATIVE FRAMEWORK: in this module, you will undertake in-depth research on selected topics and themes. You will investigate new methodologies and integrated a critical perspective in the development of a research that represents reflections on the contemporary context and that will contribute to the body of knowledge in your disciplinary area. This research will inform and provide the theoretical framework and foundations for the Degree Project.

FINAL MAJOR PROJECT: you will develop an individual degree project that represents a professional body of work as final step of your Master's experience. During the development, there will be a high degree of individual self-guided study that is guided by mentors and advisors.

Business Design Courses and Workshops

THEORETICAL COURSES

Entrepreneurship:
Business Design Tools
Advanced Business for Design
Strategic Branding
Professional Accelerator Activities

CORE WORKSHOPS

Entrepreneurship through Design
New Product Strategies

ELECTIVE WORKSHOPS

One to be chosen among:
Digital Communication
Strategic Brand Management
Experience Design
Fashion Merchandising & Buying

THE RANGE OF SELECTION VARIES ACCORDING
TO THE STUDENT'S ENTRY INTAKE

Business Design Courses and Workshops

ENTREPRENEURSHIP: BUSINESS DESIGN TOOLS - THEORETICAL COURSE

The course focuses on the entrepreneurial process of opportunity identification and exploitation; the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. You will explore the definition of what entrepreneurship is to its specificities and challenges.

This is an immersive crash course on entrepreneurship that will offer you world-class up-to-date theories, data and examples on business model design.

Every class will also introduce you to tools to apply theories to the design of their own personal business ideas. The course is meant to offer you a complete set of business design tools that are must-haves for young business designers dealing with entrepreneurial processes.

ADVANCED BUSINESS FOR DESIGN - THEORETICAL COURSE

The course offers you the possibility to deeply understand and practice core aspects of real life business scenarios that determine the economic performance and viability of a company, studio or consultancy. You will explore fundamental accounting, financial and business planning tools; short- and long-term profitability aspects; various sustainable business model approaches; and how to build long-lasting competitive advantages. It will provide an overview of the various options to fund innovative projects or enterprises within a long-term horizon and a general framework around intellectual propriety and copyright aspects and regulations.

STRATEGIC BRANDING - THEORETICAL COURSE

The course has the goal to support you to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary. It guides you to develop strong and authentic branding strategies in order for new brands to be able to connect emotionally with their customers and cultivate lasting relationships with them.

You will explore analytical frameworks to assess the reasons behind the success of some major brands, both from a strategic and creative point of view; appraise new strategies to effectively define a brand's positioning,

consistent with the target audience and the market context; assess how to articulate and apply strong and relevant brand identities, with unique value proposition to differentiate themselves from potential competitors.

PROFESSIONAL ACCELERATOR ACTIVITIES - THEORETICAL COURSE

The Professional Accelerator module aims at consolidating and advancing the professional profile of students, together with the acquisition of a critical awareness of the future job trends and market opportunities. The module provides you with the skills and abilities to build your own professional profile, through an outstanding portfolio and CV and offers you opportunities for contact with the professional world.

ENTREPRENEURSHIP THROUGH DESIGN - CORE WORKSHOP

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an "ideal business", starting from the assumption that every successful business and company is the realization of something that originated as a dream.

NEW PRODUCT STRATEGIES - CORE WORKSHOP

The New Product Strategies workshop aims to develop project proposals that combine different approaches in new, innovative and surprising ways. This workshop explores industry cases involving leading design companies, whose ability to innovate focuses not only on products but all elements that contribute to shaping a truly global offer that includes positioning, image, distribution and communication.

The results of these case-study explorations, and the knowledge gained, can be applied to established brands (brand extension), companies wanting to exploit their potential, and existing companies that want to re-position their business, to new ventures (start-ups, crowdsourcing). A substantial part of the workshop activity is dedicated to envisioning new opportunities and scenarios and launching new ideas consistent with the company vision and business model. The student should also define the right go-to-market strategy and communication.

Business Design Courses and Workshops



DIGITAL COMMUNICATION - ELECTIVE WORKSHOP

The workshop supports you in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.

STRATEGIC BRAND MANAGEMENT - ELECTIVE WORKSHOP

The workshop gives you solid strategic brand management frameworks to appraise possible strategies and business development opportunities such as new product and services development, brand and line extension, innovative business models, and other growth strategies options.

EXPERIENCE DESIGN - ELECTIVE WORKSHOP

The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context.

FASHION MERCHANDISING & BUYING - ELECTIVE WORKSHOP

The purpose of the Fashion Merchandising and Buying workshop is to give you a detailed insight into the key role and responsibilities of a Retail Merchandiser and Fashion Buyer in the context of both retail and wholesale channels. You will examine the prerequisites of the role: from professional competencies to personal attributes. In the current omnichannel fashion retail context, buyers are accountable for ensuring that a store's merchandise mix has the appeal to convince and convert potential customers. They are accountable for maximizing turnover and profit margins while minimising inventory risk. You will engage in analysing fashion trends through a deep examination of fashion catwalks, shows and presentations. You will learn to identify market opportunities by analysing consumer demand, trends and behaviour from a socioeconomic and cultural point of view, and to translate them into a feasible buying concept and a balanced assortment range.

Skizzle!, project by Omisha Chugh, Tinnabhop Bandhunark, Regina Papa

Methodology

Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

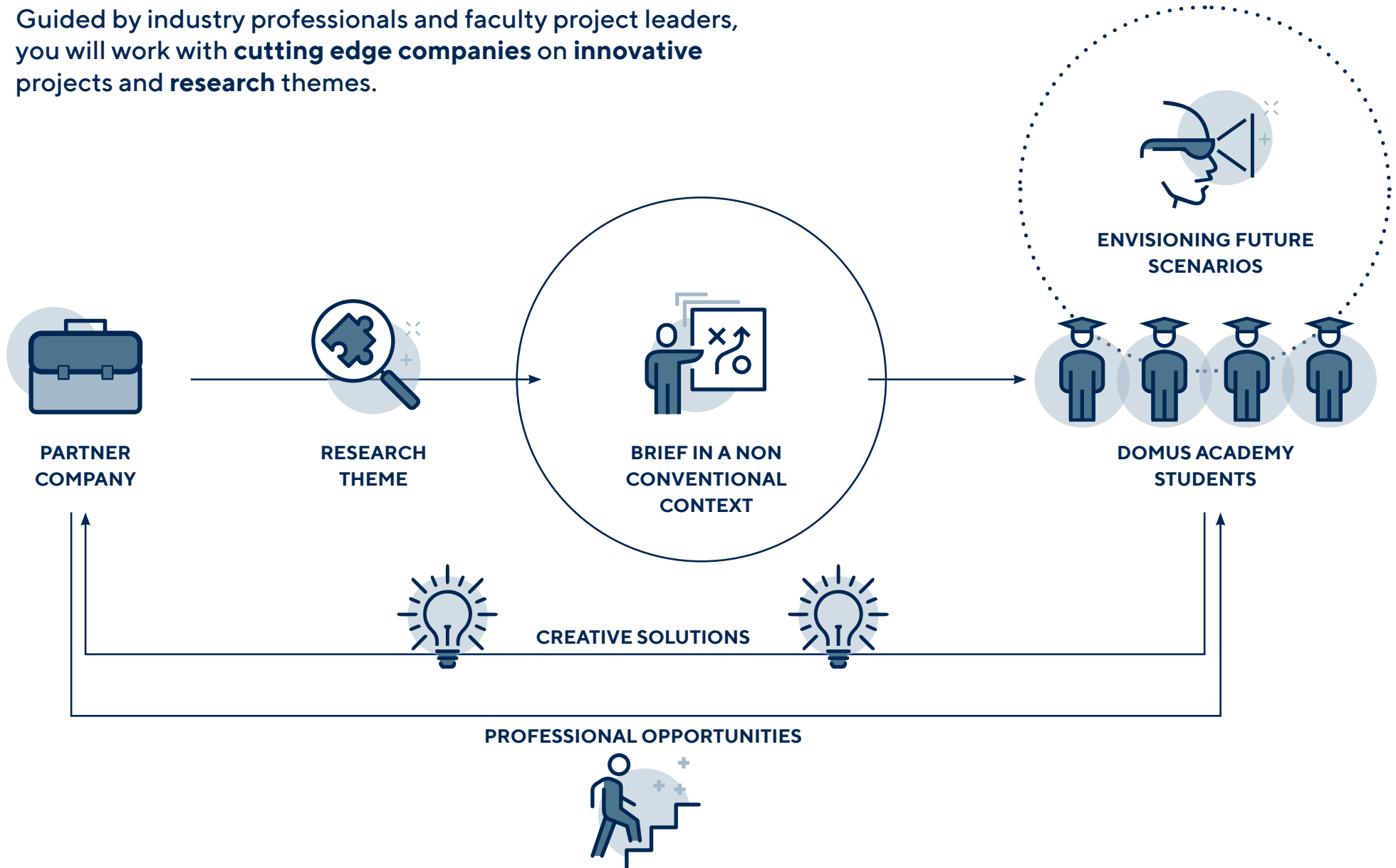
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

Based on a cross-disciplinary methodology, each workshop can involve students from different Master's Programmes working on diverse aspects of the same research issue.

The workshop culminates in a final presentation to the faculty and invited company representatives and professionals.

Workshops Cycle

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative projects** and **research themes**.



Faculty

Contemporary and heterogeneous faculty composed by teachers, visiting professors, famous and emerging designers, professionals, startupper, innovators, creators, influencers, journalists, special guests, such as:

Emil Abirascid, Fernando G. Alberti, Silvia Barbieri, Federica Belfanti, Sara Bellani, Edoardo Fano, Maria Matloub, Elena Sisti, Ilaria Scarpellini.

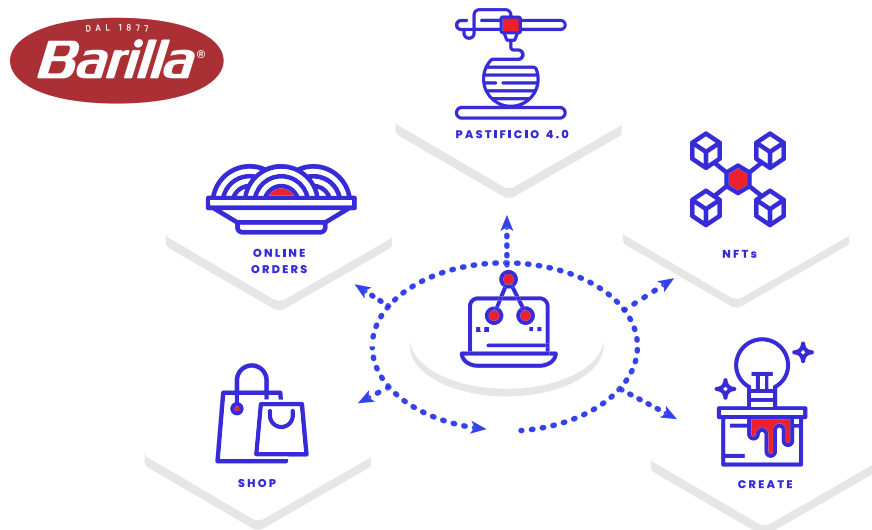
Fernando G. Alberti

Professor (chair) of Strategic Entrepreneurship

Director of the Institute for Entrepreneurship and Competitiveness

Companies and Projects

Several companies and design studios collaborate with the Master in Business Design, such as: AKQA, Barilla, Ducati, Ferrari, Forevermark, Lifegate, Starbucks Reserve Roastery, Technogym, and Kickstarter.



“House of Pasta” a project by Laura Loria, Melissa Gisherman, and Ghadir El Akli, in collaboration with Barilla.

Barilla is a brand that carries within the Italian heritage and has managed to have a global reach, becoming the #1 brand of pasta globally.

As part of the efforts the brand is making towards innovation and relevance, they created a brief to explore ways to use 3d printing technology to print pasta. Based on their understanding of the brand, the consumer, and the market, students built a strategy based on Barilla as an agile master brand.

They framed the target as “food curators” which are creative and curious people who see food as a way to express themselves. Students created “House of Pasta” which is both a physical and digital experience where consumers can interact, create and enjoy pasta in new and entertaining ways.

“Zoonz, Mold Your Own Story!” a project by Siyuan Wang, Mert Hasan Yardim, Siddhant V Rajpukar and Nicolás Pabom Ramirez, in collaboration with Kickstarter

Zoonz is an eco-friendly toy product that aims to raise children’s environmental awareness. During the workshop with Kickstarter, the students decided to work with the community of conscious parents and learned that 80% of toys end up in landfills and are not recyclable. Therefore, they believed that it was necessary to design an eco-friendly product for the current toy market. Zoonz is a set of modular animal moulds for 6-plus-year-old kids that encourage them to explore their imagination by creating their own stories. They decided to design three moulds that were inspired by Scandinavian animals since it is an example of being environmentally friendly. Kids wouldn’t be bored with this toy since the modularity gives kids a thousand possibilities to bring their fantasies to reality. These animals can be made in multiple materials besides paper-pulp. Parents will spend meaningful time with their children and enjoy themselves. The project was selected as a finalist at RO Plastic Prize 2023, Inspiring Learning Projects category, by Rossana Orlandi and showcased during Design Week.





Alumni

Domus Academy Alumni Community includes over 5,000 Alumni from all over the world spreading the value of a shared experience and culture.

Alumni are actively involved in many activities such as the annual Alumni Reunion organized during the Milano Design Week and the series of talks “Connecting the Dots” where notable former students are interviewed to discuss their career development, professional experience and inspirations.

Some of Domus Academy Alumni:

Chiara Diana - Italy: VP Chief design officer Frog

Patrick Kampff - Brazil: Senior Strategist Director EMEA at Siegel+Gale

Anja Hofmann - Germany: Brand Design & Corporate Identity Mercedes-Benz

Aysegul Donmez - Turkey: Global Senior Brand Manager Campari Group

Laura Ines Politi - Argentina: Program Manager at frog

Caroline Fraser - Canada: Global Communications Director Rémy Martin at Rémy Cointreau

Marianne Mazzanti - Italy: Head of Global Digital Operations La Prairie Group

Damla Ozguven - Turkey: Brand Strategist & Designer ArteficeGroup

Melissa Rose Gisherman - Mexico: Senior Category Brand and Strategy Manager at Pepsico

Nikhil Paul - India

Creative director at we make love & Paul Matter

“Domus Academy is a melting pot. You meet with people of different ages, culture and background. You share the experience and merge ideas into form. What I have seen, who I have met, what I have felt, what I have absorbed.

My life there was beyond studying Design in Italy.”

Facts and Figures

40+

STUDENTS' NATIONALITIES

12

MONTHS SUPPORT
for INTERNSHIP/JOB
after graduation for 2-Year Master of Arts



96%

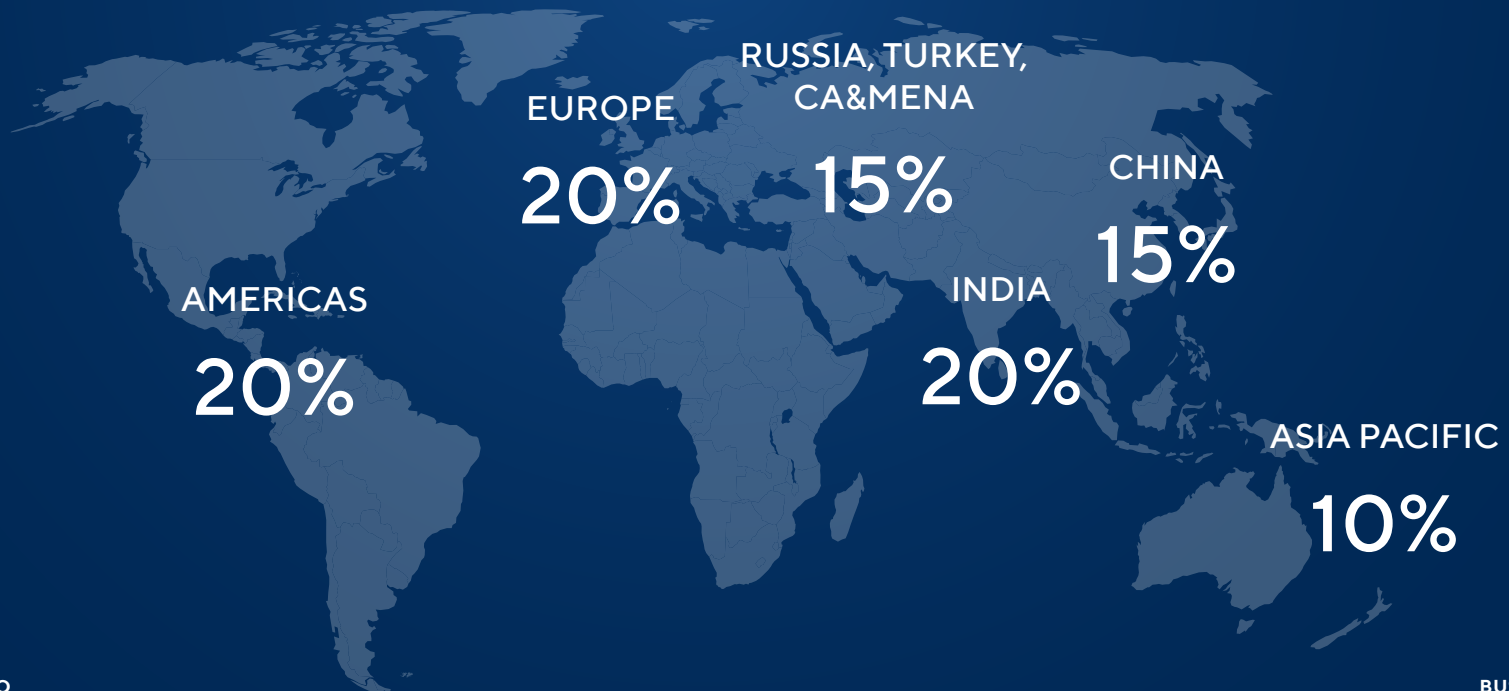
Placement rate certified
within 1 year from the diploma



100%

Internship / Project Learning Experience
(1-year programmes)

Source: BYA Doxa 2023



Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

For the 1-Year Academic Master's Programme:

holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme*.

For the Dual Award Master's Programme:

holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification) in a field related to the chosen study programme*. Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel, proving also one year of relevant work experience.

**Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.*

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

Curriculum vitae

Copy of Bachelor's Degree or Academic Diploma translated into English or official certificate of expected Graduation issued by the Institution

Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet translated into English (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet

Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Dual Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)

Motivational letter

Copy of passport

Portfolio of projects (not compulsory for Master in Business Design, Master in Fashion Management, Master in Luxury Brand Management)

Application fee of €100

Two reference letters for Dual Award Master's Programme only

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

admissions.domusacademy.com/dadea/

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter.

Admissions office will inform students about documents needed for enrolment and matriculation to the course.

Domus Academy will assist students for visa application. Non-European students will need to apply for study visa via University and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.



Domus Academy is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine.

Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

Through its network of 54 schools, the group is present in over 91 campuses in 13 countries around the world and has over 170,000 enrolled students. Galileo is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering.



Domus Academy is part of the following associations:



A L'UOMO Vogue Experience: 360°, project by Carolina Caldas, Daniel Wagemans, Parvathy C. Bhojan, Victor Rosas, Chloe Lee, in collaboration with L'UOMO Vogue



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