DOMUS ACADEMY MILANO

Think further, Design beyond

AY 2025-26

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

PRODUCT 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, turbolence and leaps."
Isao Hosoe, Japan

Awards and recognitions

- 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)

STUDENT AWARDS:

- Elena Candeliere, 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

PREMIO
COMPASSO D'ORO ADI

UI Green Metric
World University Rankings

QS WORLD UNIVERSITY RANKINGS

BoF

Times Higher Education
Impact Rankings 2024

WORLD BRAND DESIGN SOCIETY

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

Aoi Hasegawa

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

"Our students are exposed to different professional perspectives that teach you to think outside the box."

After earning bachelor's and master's degrees in Architecture and Building Science at Tokyo Metropolitan University, Aoi Hasegawa launched her career as a set designer at Fuji Television Network in Tokyo, where she designed sets for Japanese and international musical acts.

In 2005, Aoi moved to Milan and earned a second master's degree at Domus Academy.

Since 2006, she has been working with Domus Academy, first as a project assistant and tutor and now as programme leader of the Master in Product Design and Master in Interior & Living Design course. She also collaborates professionally with various companies and studios in the fields of product, interior, and strategy design.

Master in Product Design

The Master in Product Design programme 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

You will get the knowledge, confidence and insight to pursue creative roles in Product Design, Industrial Design, Design Strategy, Research and Management. The programme will equip you with the skills you need to succeed in the international Product Design arena.

Start your own businesses of product or multi-disciplinary design or explore a wide range of design-related roles.

PRODUCT/INDUSTRIAL DESIGNER

DESIGN RESEARCHER

UX/UI DESIGNER

PACKAGING/CI DESIGNER

ENTREPRENEUR

Vice Versa, project by Cansu Damla Ural, Diego Catalano, in collaboration with Fucina

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
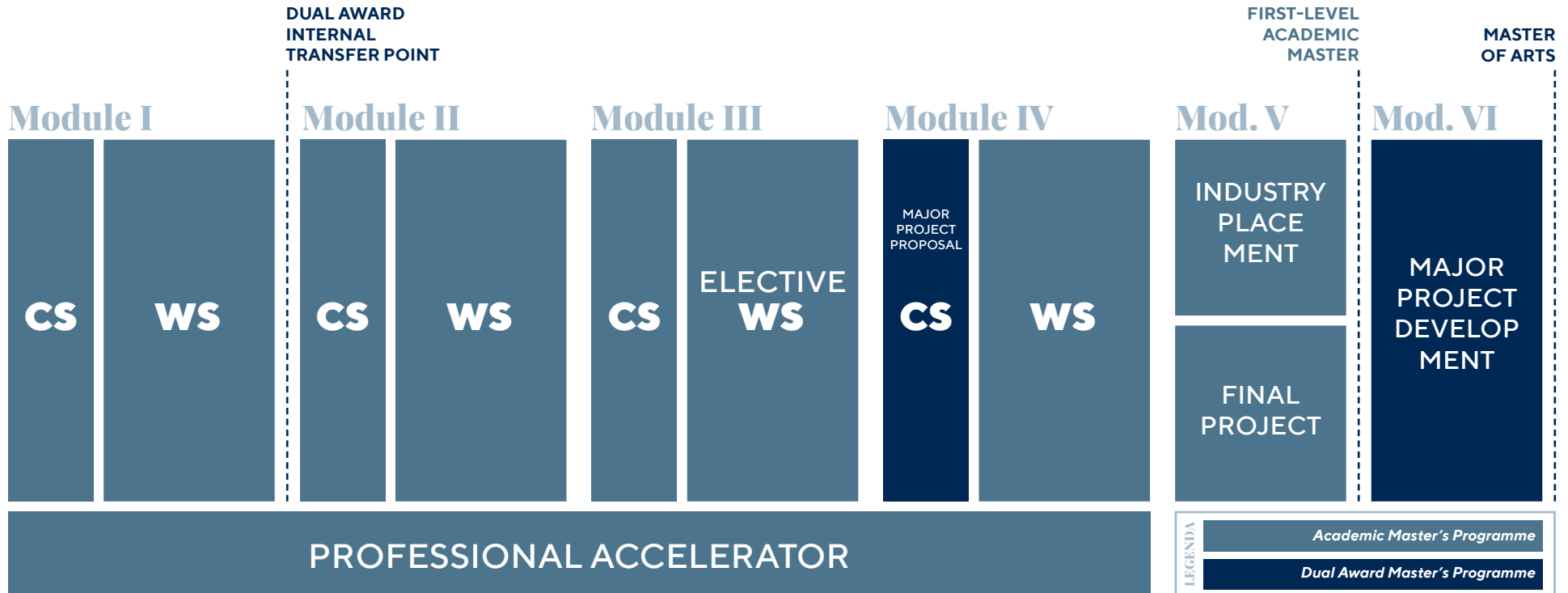NOVEMBER 2025: from 06/11/2025 to 19/02/2027
FEBRUARY 2026: from 09/02/2026 to 23/04/2027

REGENT'S
UNIVERSITY LONDON

DOMUS ACADEMY MILANO

PRODUCT DESIGN

Programme Structure

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

DUAL AWARD INTERNAL TRANSFER POINT

FIRST-LEVEL ACADEMIC MASTER

MASTER OF ARTS

Module I — CS | WS

Module II — CS | WS

Module III — CS | ELECTIVE WS

Module IV — MAJOR PROJECT PROPOSAL CS | WS

Mod. V — INDUSTRY PLACEMENT | FINAL PROJECT

Mod. VI — MAJOR PROJECT DEVELOPMENT

PROFESSIONAL ACCELERATOR

LEGENDA
- *Academic Master's Programme*
- *Dual Award Master's Programme*

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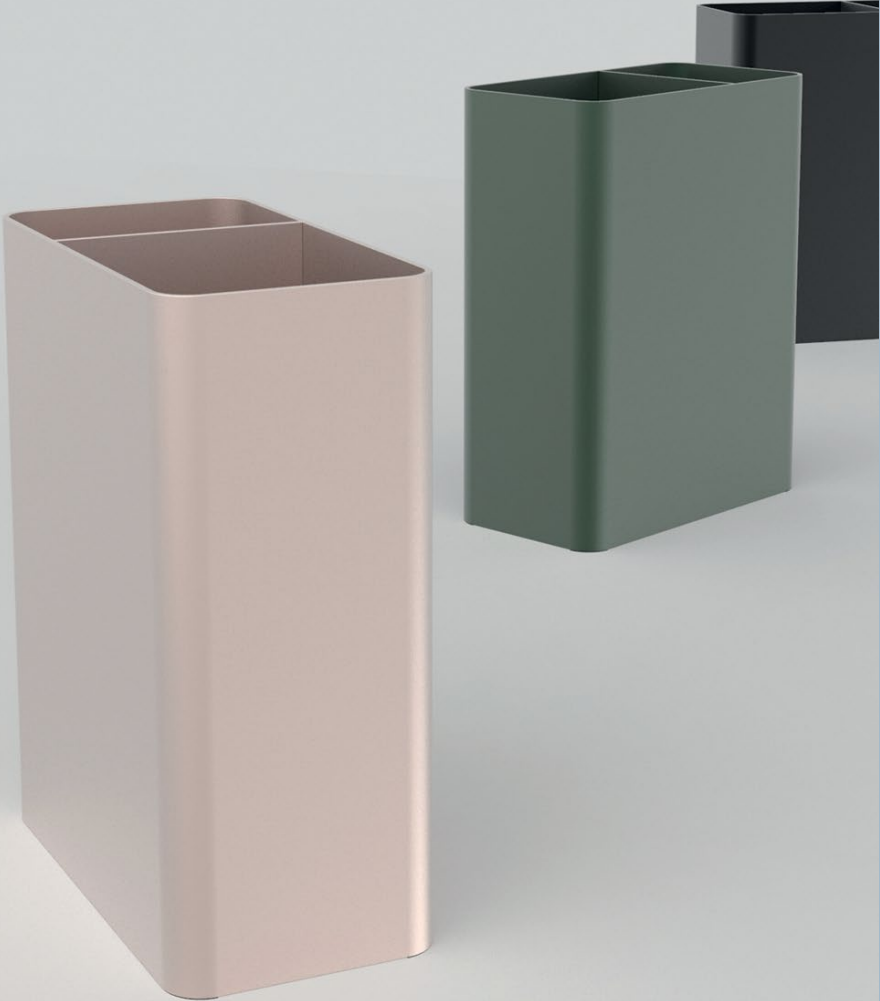
WORKSHOPS: guided by industry professionals and faculty project leaders, you will work with leading companies on projects such as creating new products or services for different industrial sectors on a worldwide scale.

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.

Catino, project by Celeste Calvanese, Mingyeong Lee, in collaboration with Fucina

Product Design Courses and Workshops

THEORETICAL COURSES

Design Culture
Design Formation
Business for Design
Professional Accelerator Activities

CORE WORKSHOPS

Envisioning
Advanced Design & Processes

ELECTIVE WORKSHOPS

One to be chosen among:
New Product Strategies
Experience Design
Identity Design
Entrepreneurship through Design
Tangible Interactions
Service Design
Envisioning
Advanced Design & Processes

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

Product Design Courses and Workshops

DESIGN CULTURE - THEORETICAL COURSE

Based on the Made in Italy brand, the Design Culture course aims at exploring and discussing a wide range of case studies and sources for understanding the nature, languages and values of the contemporary design scene while developing critical and analytical abilities.

DESIGN FORMATION - THEORETICAL COURSE

The course explores different design strategies through the analysis of iconic projects in order to form a design critical thought and a visual communication strategy.

BUSINESS FOR DESIGN - THEORETICAL COURSE

The course offers you the possibility to understand and put into practice real-life business scenarios and to appraise the core aspects that determine the economic performance and viability of a company, studio or consultancy.

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.

ENVISIONING - CORE WORKSHOP

Through field research and physical or digital analysis, the Envisioning workshop investigates cultural and social conditions that will have an impact on our society in a medium or long-term perspective for questioning and envisioning the role of design and designers.

ADVANCED DESIGN & PROCESSES - CORE WORKSHOP

The Advanced Design & Processes workshop explores a design integration approach, which is based on bringing together research, materials, advanced technologies for design manufacturing and digital fabrication to create innovative products for the industry.

NEW PRODUCT STRATEGIES - ELECTIVE 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.

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, nor consumers) in their day-to-day life context.

IDENTITY DESIGN - ELECTIVE WORKSHOP

This unit/module investigates a comprehensive conception of 'branding' beyond the definition of a visual image. You will employ conceptual and technical tools to create engaging visual environments that capture consumer's attention. Design and strategic brand objectives are interpreted to convey brand values and create loyalty. The Identity Design workshop aims at developing the skills for designing the brand identity of a company or a product, extending a pre-existing one and/or planning an innovative communication strategy.

You are asked to research and analyse a brand/product to understand an existing situation, and to create scenarios and concepts utilizing a mix of communication strategies and design tools, in order to design the global brand identity of a small to medium-scale company, a product line, and/or a start-up. The topics covered include visual design; illustration; brand identity and corporate culture; communication strategies and touchpoints.

Product Design Courses and Workshops

ENTREPRENEURSHIP THROUGH DESIGN – ELECTIVE 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.

TANGIBLE INTERACTION – ELECTIVE WORKSHOP
The Tangible Interactions workshop aims at developing projects in the domains of physical computing and haptic interfaces by screening, analysing and experimenting with software and hardware technology in order to develop a confidence with the palette of tools and platforms that constitute the "basis" for designing interactive solutions.

SERVICE DESIGN – ELECTIVE WORKSHOP
The workshop provides you with a clear perspective and a clear framework encompassing all the key steps and the tools to design new service systems or improve existing ones: as-is assessment, to-be alignment, stakeholders profiling, customer journey mapping, service blueprinting, prototyping and testing.

Agile Hub, project by Dilber Ceylin Aybulut, Şükran Pınar Aydoğdu, Umur Deniz Demir, Doruk Biçer

Methodology

Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.
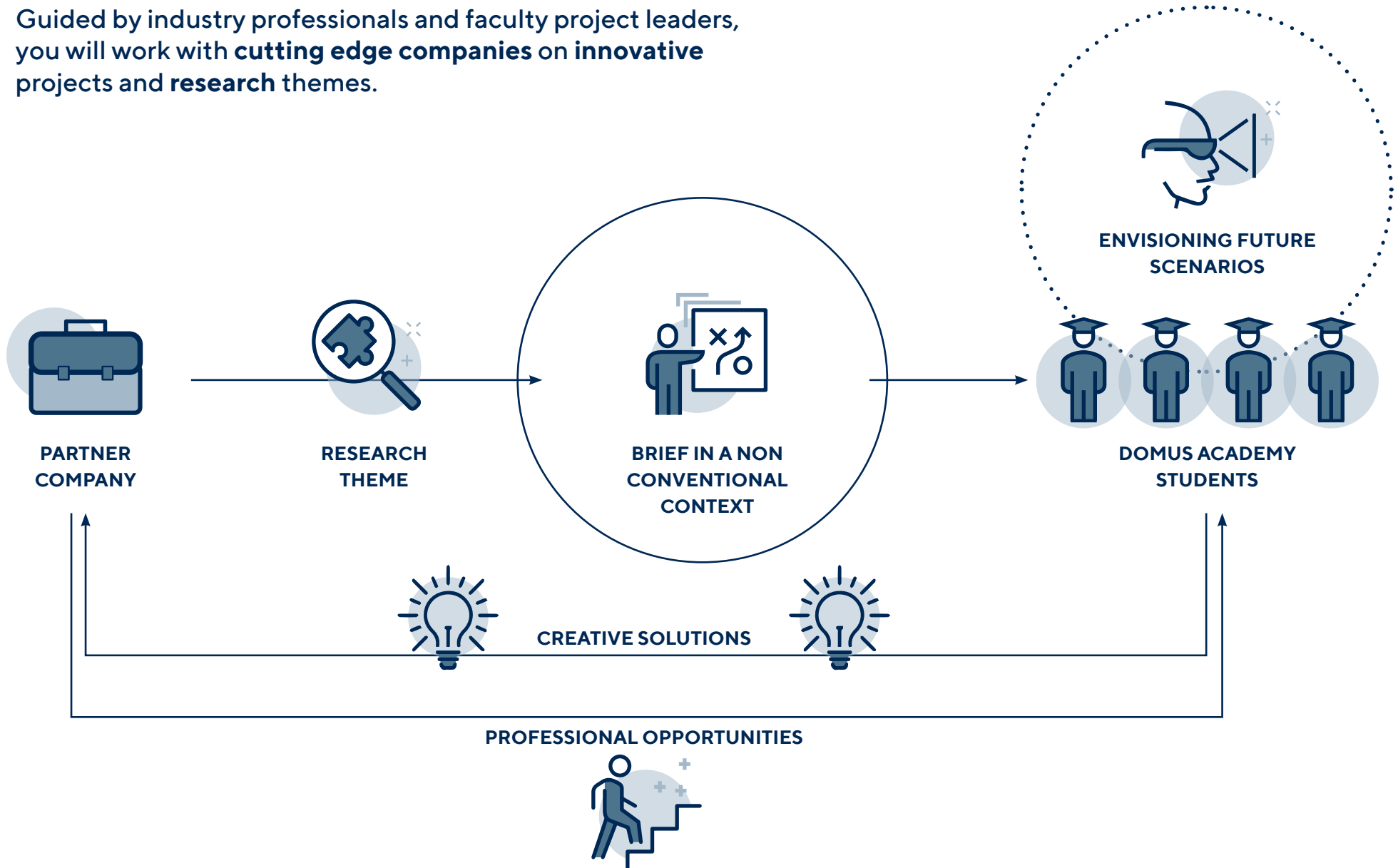
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective 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.
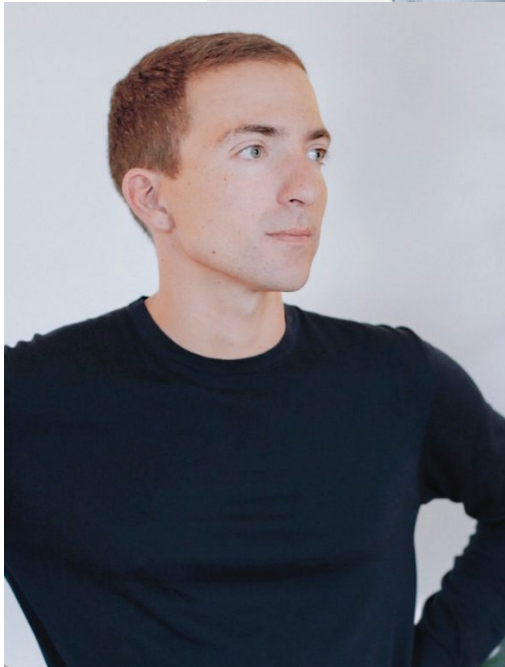
The workshop culminates in a final presentation to the faculty and invited company representatives and professionals.

Workshops Cycle

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

ENVISIONING FUTURE SCENARIOS

PARTNER COMPANY

RESEARCH THEME

BRIEF IN A NON CONVENTIONAL CONTEXT

DOMUS ACADEMY STUDENTS

CREATIVE SOLUTIONS

PROFESSIONAL OPPORTUNITIES

Faculty

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

Sezgin Aksu, Mattia Balsamini, Maddalena Casadei, Stefano Citi, Dante Donegani, Louis De Belle, Sara Ferrari, Jozeph Forakis, Andrea Foschiatti, Arthur Gentil, Andrea Graziano, Fabio Guaricci, Niko Koronis, Andrea Locatelli, Materially (Anna Pellizzari), Massimo Nadalini, Filippo Protasoni, Eleonora Ricca, Valerio Sommella, Studio Pepe, Philippe Tabet, Keiji Takeuchi, Massimo Temporelli, Mario Trimarchi.

TOP: Maddalena Casadei, Designer | Architect | Art Director
BOTTOM: Principal and Owner Valerio Sommella Design Studio

Companies and Projects

Several companies and design studios collaborate with the Master in Product Design, such as 3M, ALMA, Bayer, Caimi, Electrolux, FLOS, Grom, Gufram, Ichendorf, Ideal Standard, LG, Magis, Nemo Lighting, Pirelli, Swarovski Elements, Veneta Cucine, Wega.

Rotaliana

ALMA
LA SCUOLA INTERNAZIONALE DI CUCINA ITALIANA

"4 Squared" a project by Himanshu Deore, Sonia Redon, and George Goginashvili, in collaboration with ALMA.

This project explores the potential future of food and its integration with technology. With the advancement of AI, VR, and 3D printing, food will become a reflection of the life of the future. In this future, food will be 3D printed to meet the specific nutritional needs of individuals. The role of food will shift from pleasure to nutrition, and meals will be simulated through VR. AI will optimize and customize the nutrition level of the food for people. Ultimately, this project imagines a world where food is not just sustenance, but an extension of technology and cultural exchange.

"Ming" a project by Tian-Ze Chen, and Cheng-Ting Chen, in collaboration with Rotaliana.

A good bedtime routine and sleep quality are important, which is why the product is targeted around the bed. The most common thing people do upon waking is grab their phone, therefore people need their mobile phones by the bed. Due to the small, lightweight, convenient and portable qualities of mobile phones, this light uses the flashlight that comes with mobile phones as a light source to provide light while in bed. This bedside lamp can be used as a mobile phone holder.

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:

Mario Trimarchi - Italy: Architect and designer Mario Trimarchi Design

Marco Susani - Italy: Partner Koz Susani Design

Francisco Gomez Paz - Argentina: Owner Francisco Gomez Paz Design

Maddalena Casadei - Italy: Designer, Architect, Art Director Indipendent Business owner Maddalena Casadei

Chiho Kim - South Corea: Associate Research Scientist at Columbia University Irving Medical Center

Sergio Vergara - Colombia: Creative Director Zientte, Co-Founder and CMO at Bold.co

Cansu Göksu - Turkey: Design Manager Bestways Global Holding Inc

Pietro Russomanno - Italy: Senior Industrial Designer Huawei

Rodrigo Torres - Colombia
Product designer / Owner Design by Rodrigo Torres

"Domus Academy has played a fundamental role in my life and training as a designer. Everything started from there. In Domus Academy I learned to think differently and witness the key cultural, environmental and economic role of design in the development and improvement of our world."

Facts and Figures

40+
STUDENTS' **NATIONALITIES**

12
MONTHS SUPPORT
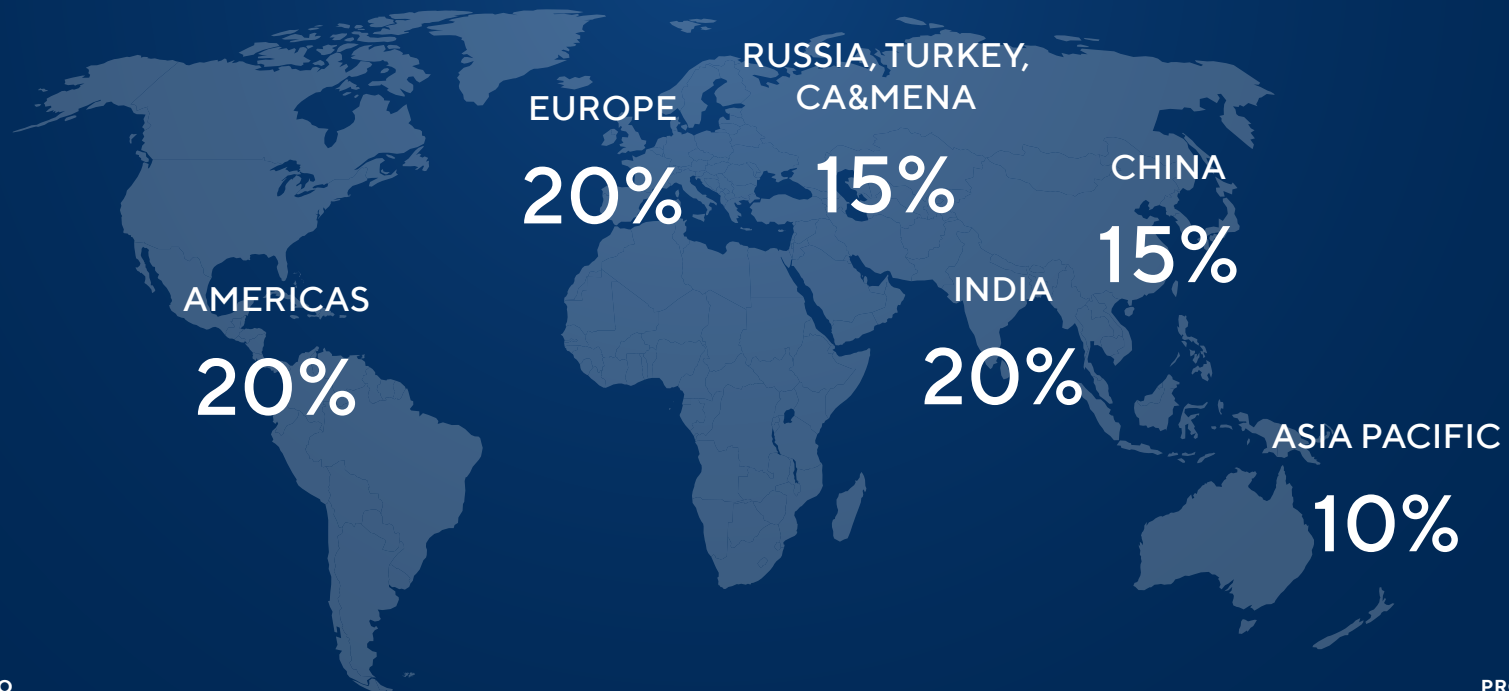for INTERNSHIP/JOB
after graduation for 2–Year Master of Arts

96%
Placement rate certified
within 1 year from the diploma

Source: BVA Doxa 2023

Curricular Internship
100%
★ ★ ★
GUARANTEED

100%
Internship / Project Learning Experience
(1–year programmes)

EUROPE
20%

RUSSIA, TURKEY,
CA&MENA
15%

CHINA
15%

AMERICAS
20%

INDIA
20%

ASIA PACIFIC
10%

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 Universitaly 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:

Piattaforma SISTEMA FORMATIVO MODA   **Cumulus** Association   **ADI**MEMBER

Pino, project by Deniz Özsüslü, Sruthin James, Ting Xu, in collaboration with FLOS

DOMUS ACADEMY

MILANO