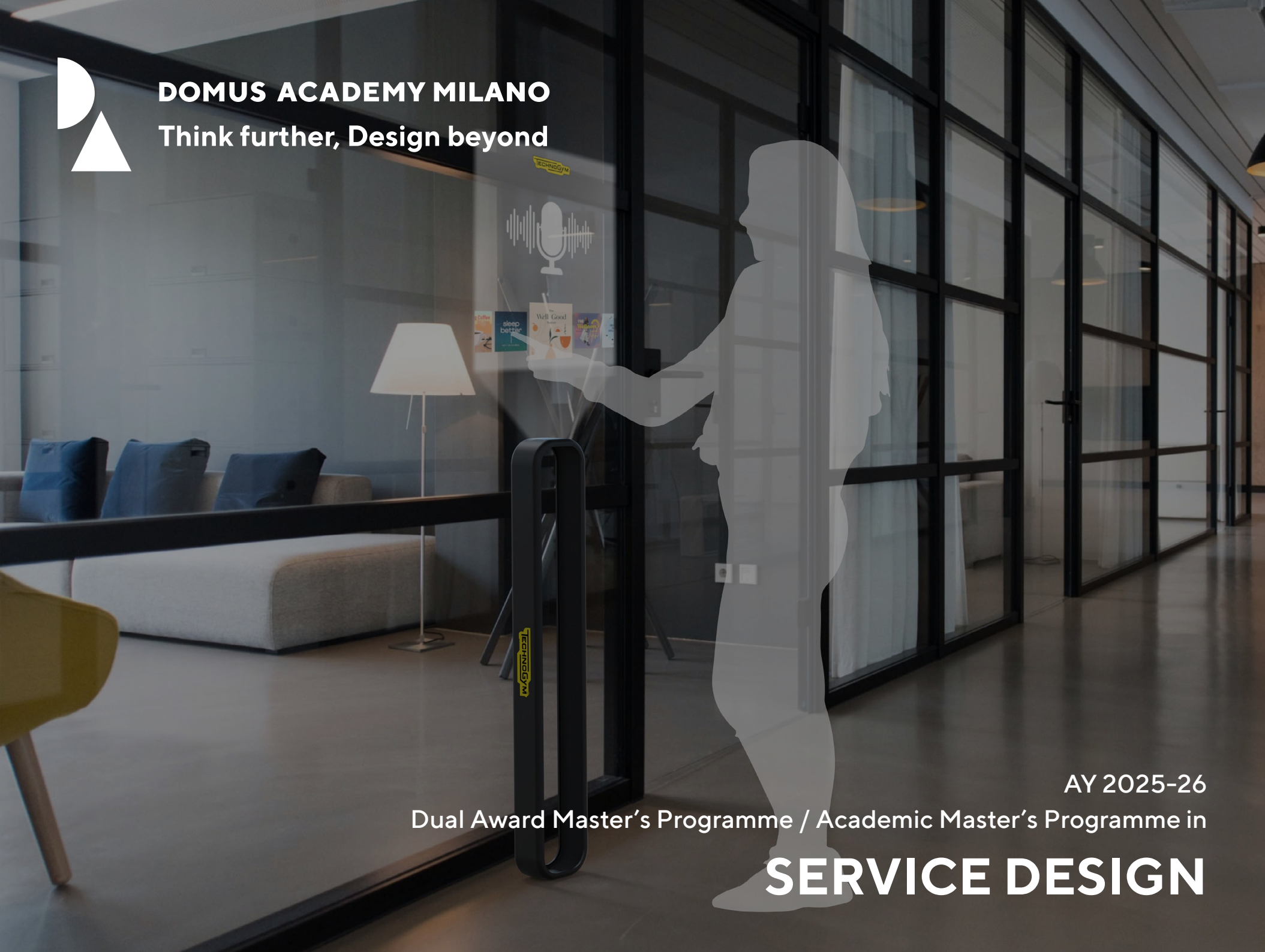




DOMUS ACADEMY MILANO

Think further, Design beyond



AY 2025-26

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

SERVICE 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



Giovanni Caruso

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

“A holistic approach is key to designing sustainable solutions that will benefit humanity at large.”

Giovanni Caruso is a professional with a diverse background. He holds an International Ph.D. in Audiovisual Studies.

He transitioned into roles as a strategist and later as a design manager for a major consultancy.

Previously, he was an experimental musician, traversing different genres, unconventional styles and gears. Giovanni co-founded GAME - The Italian Journal of Games Studies and Speculative Futures Milan.

Master in Service Design

The Master in Service 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

Succeed as a Service Designer.

Go on to secure roles in design consultancies, corporations and service companies, as well as with NGO's, government agencies and research institutions, or embark on a career as a consultant or entrepreneur.

Jobs and career options you may want to consider include:

- SERVICE DESIGNER**
- USER EXPERIENCE DESIGNER**
- DESIGN RESEARCHER**
- DESIGN STRATEGIST**

Voicy, project by Dipayankanti Pradhan, Xianlin Lu, in collaboration with illimity

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

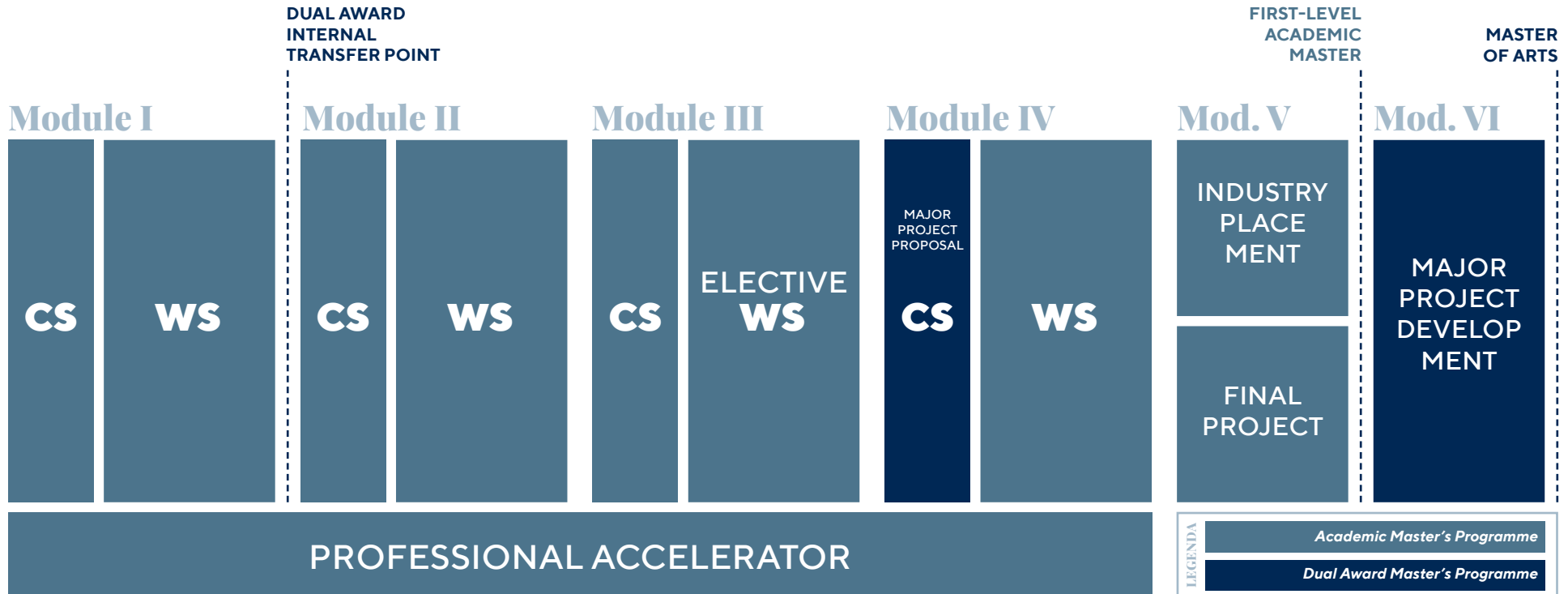
FEBRUARY 2026: from 09/02/2026 to 23/04/2027

 **REGENT'S**
UNIVERSITY LONDON

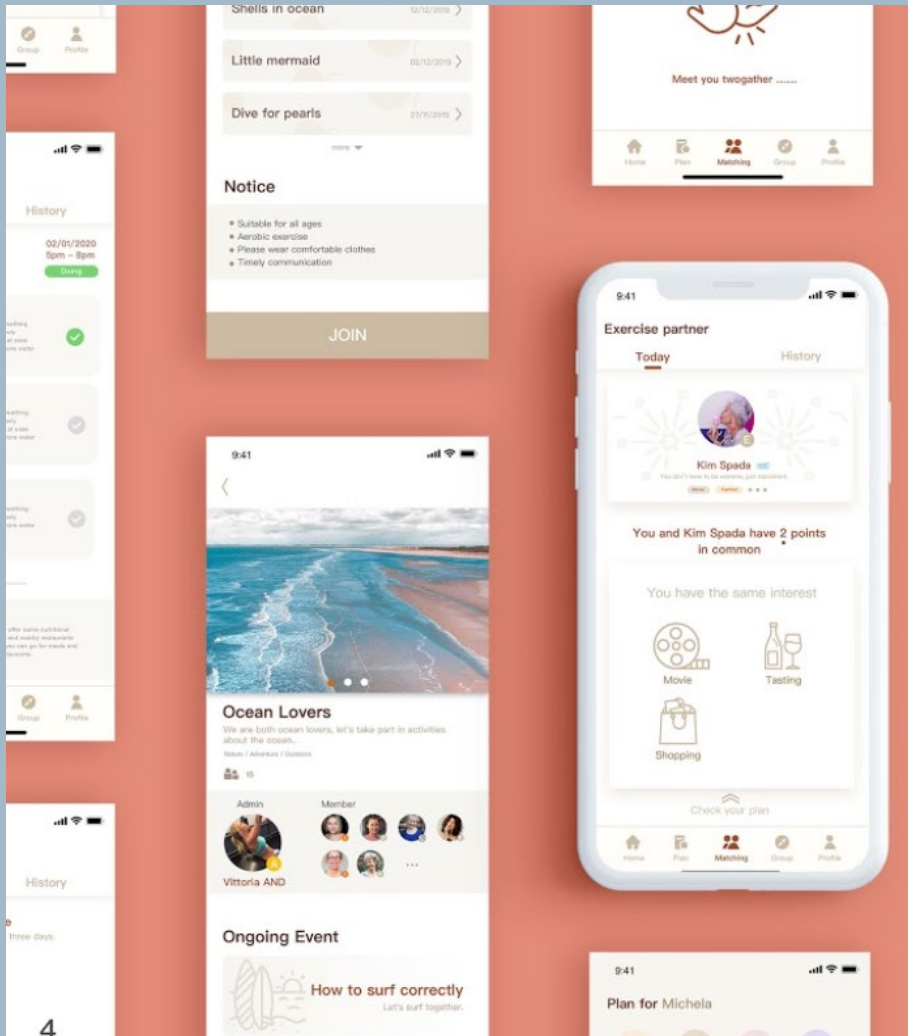


Programme Structure

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.

Amunity, project by Chialing Hsieh, Wenjun Ou, Wiphawee Maneengarm, Jingyi Yu, in collaboration with Technogym

Service Design Courses and Workshops

a new to socializing

THEORETICAL COURSES

- Storytelling & Visual Narrative*
- Design Thinking*
- Business for Design*
- Professional Accelerator Activities*

CORE WORKSHOPS

- Experience Design*
- Service Design*

ELECTIVE WORKSHOPS

- One to be chosen among:
- Strategic Brand Management*
 - Entrepreneurship through Design*
 - Identity Design*
 - Envisioning*
 - Tangible Interactions*
 - New Product Strategies*
 - Experience Design*
 - Service Design*



GOVERNMENT



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

Technogym Nature Tool

AGROF



from Ads

SERVICE DESIGN

Service Design Courses and Workshops

STORYTELLING & VISUAL NARRATIVE - THEORETICAL COURSE

The course responds to the growing need to create and deliver original visual content in varied fields ranging from the communication of projects, interface design, and data visualization to micro storytelling. The course provides an intensive exploration of visual and structural elements of storytelling and visual narratives where you engage with the necessary tools to design user experiences and to create user scenarios, storyboards, maps and other visual representations.

DESIGN THINKING - THEORETICAL COURSE

The objective of Design Thinking is to involve consumers, designers and business people in an integrative process to imagine future states and bring products, services, and experiences to market. Through a series of theoretical lectures and practical activities, the course provides you a clear perspective on this subject.

BUSINESS FOR DESIGN - THEORETICAL COURSE

The Business for Design 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. You will explore basic accounting topics, short- and long-term profitability aspects, options to fund innovative projects or enterprises within a long-term horizon, and a general framework around intellectual propriety, copyright aspects and regulations.

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.

EXPERIENCE DESIGN - CORE 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. You will design experiences built on the interaction and relationship with information, communication tools, relational spaces, and interactive objects and services.

SERVICE DESIGN - CORE WORKSHOP

Service Design is the activity of defining, designing and executing an effective service model with the ultimate goal to improve the quality of the experience of people. The workshop provides you with a clear perspective and framework on the subject 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.

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.

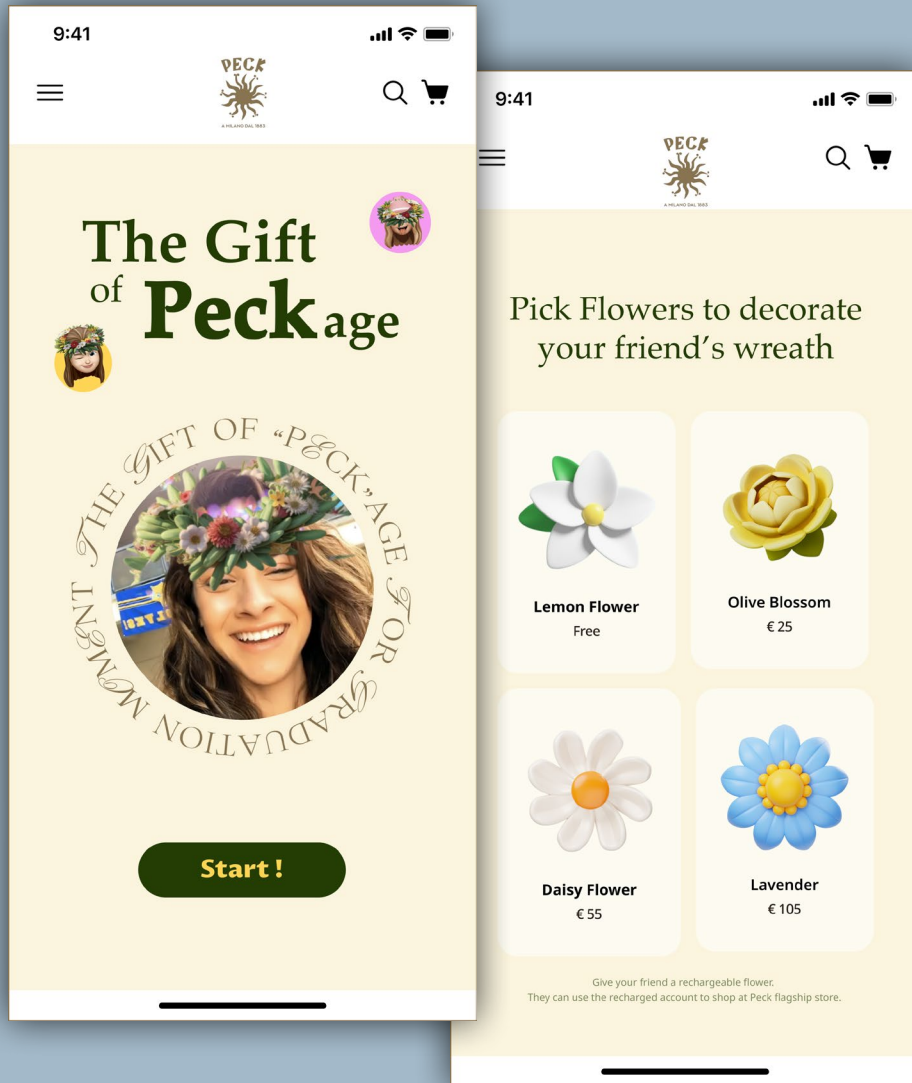
ENTREPRENEURSHIP THROUGH DESIGN - ELECTIVE WORKSHOP

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.

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

Service Design Courses and Workshops



The Gift of Peckage, project by Yuchu Ma, Menglu Jiang, Jia Liu, Junyi Lin, Xiyue Wang, He Cheng, in collaboration with Peck

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.

ENVISIONING - ELECTIVE 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.

TANGIBLE INTERACTION - ELECTIVE WORKSHOP

The Tangible Interactions workshop aims to develop projects in the domains of physical computing, haptic interfaces, computer vision, and artificial intelligence. By screening, analyzing, and experimenting with software and hardware technologies, students will gain confidence in the tools, platforms, and techniques that form the "foundation" for designing interactive solutions.

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.

Methodology

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

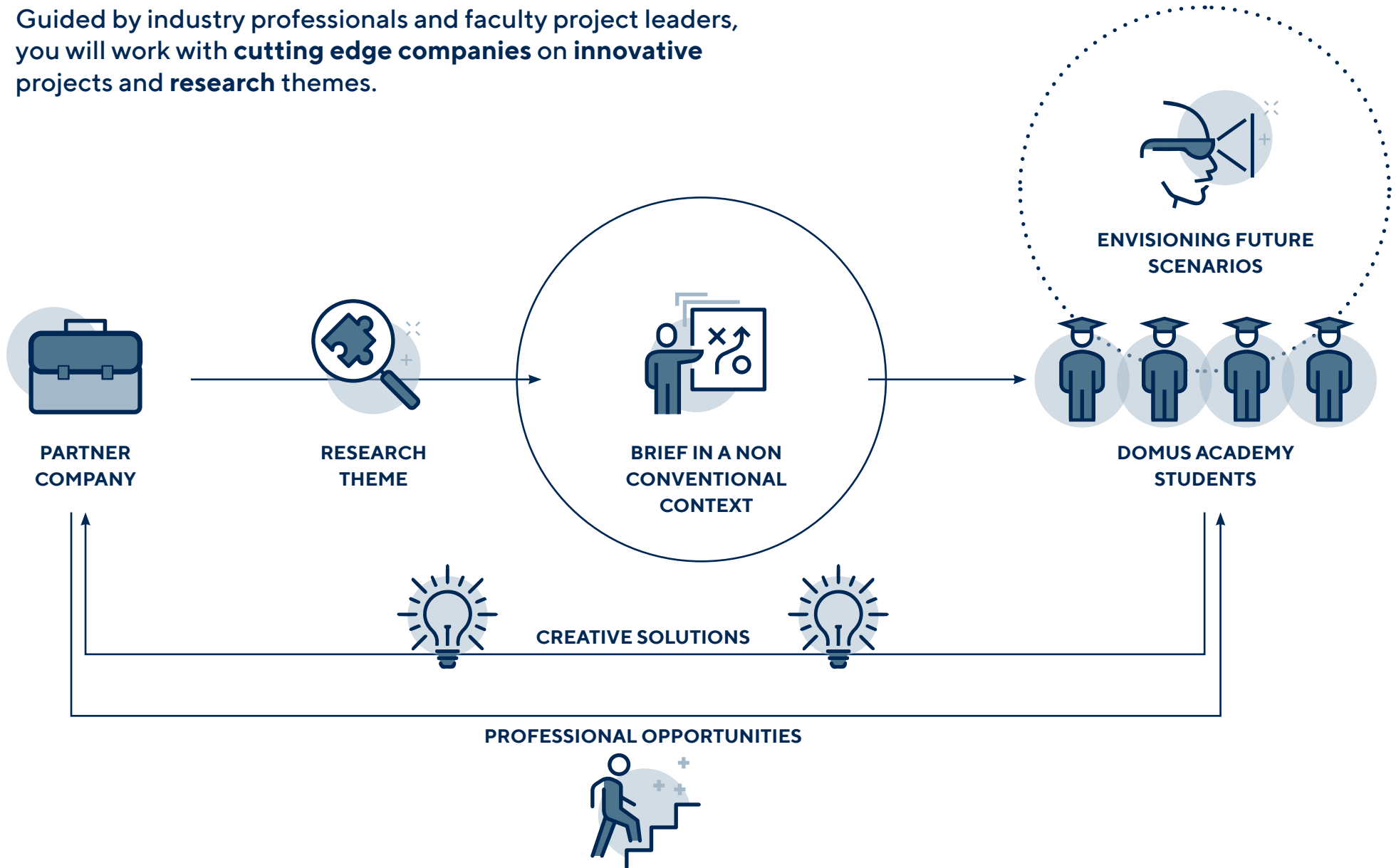
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective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

Visiting professors and collaborators include service, experience designers and strategists such as:

Pier Bardoni, Julie Blitzer, Stefania Berselli, Angelica Fontana, Federica Fragapane, Kim Mingo, Andrea Pedrina, Andrea Piccolo, Laura Polazzi, Ilaria Scarpellini, Luca Troisi, Lilly Graf, Tala Chehade, Valentina D'Addato, Daniele Radici, Claudia Pollina, Ece Odzil, Laura Varisco, Yulya Besplemmenova, Alice Casiraghi, Laura Poluzzi.

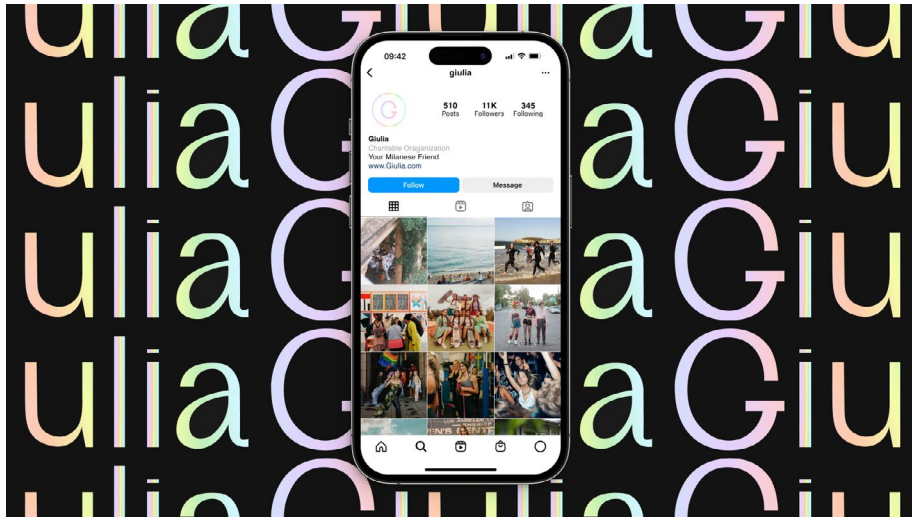
Yulya Besplemmenova

Partner & Service-system Design Lead at oblo

Scientific Coordinator at servicedesigntools.org

Companies and Projects

Several companies and design studios collaborate with the Master in Service Design such as BASE, Ostello Bello, Cisco, Technogym, Khronos Group, Comune di Milano, Accenture, Experientia and illimity Bank.



“Giulia” a project by Chiratchaya Chantharamethikun, Chanunchida Nimyesuin, and Victoria Toledo.

Giulia is a charitable organization that aims to raise awareness around safety for newcomers of women and humans who don't recognize themselves in traditional gender categories in Milan. Our mission is to create a supportive and inclusive community where they can find support and friendship, developing their sense of belonging through organizing Public campaigns, Events, and Empowerment workshops. At Giulia, we strongly believe in creating a safe and supportive space that empowers, embraces, and emphasises with people from all backgrounds.



“Amico” a project by Yoana Peshev, Chris Lihaut, and Mohnish Bahal. Experience Design workshop in collaboration with Experientia.

The aim of the workshop was to design a series of User Interfaces (UI) that lie in the immediate proximity of our body. Students had to define their own Design Challenge and design a UI that delivers a novel form of interaction in times of social distancing. The aim of this project is to propose a solution to the issues related to senior citizens facing the challenge of social isolation. Amico aims to create a community of like-minded elders to battle loneliness. It is a mobile app designed for users above 60 years old. Amico also leverages these social interactions to build a stronger sense of community. The app allows users to discover or connect with local community members, learning about their interests, skill sets and more.

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:

Nidhi Oblapur - India: Service Designer Djungle Studio, Design Researcher and Visiting faculty ISDI Mumbai

Catalina Dussán - Italy/Colombia: Senior Creative Designer Publicis

Marlenne Escalante - Mexico: Visual and Service Designer, Grupo Secovam

María Isabel Chalco - Peru

e-Novia Service & Business Designer Expert

Facts and Figures

40+

STUDENTS' NATIONALITIES

12

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



96%

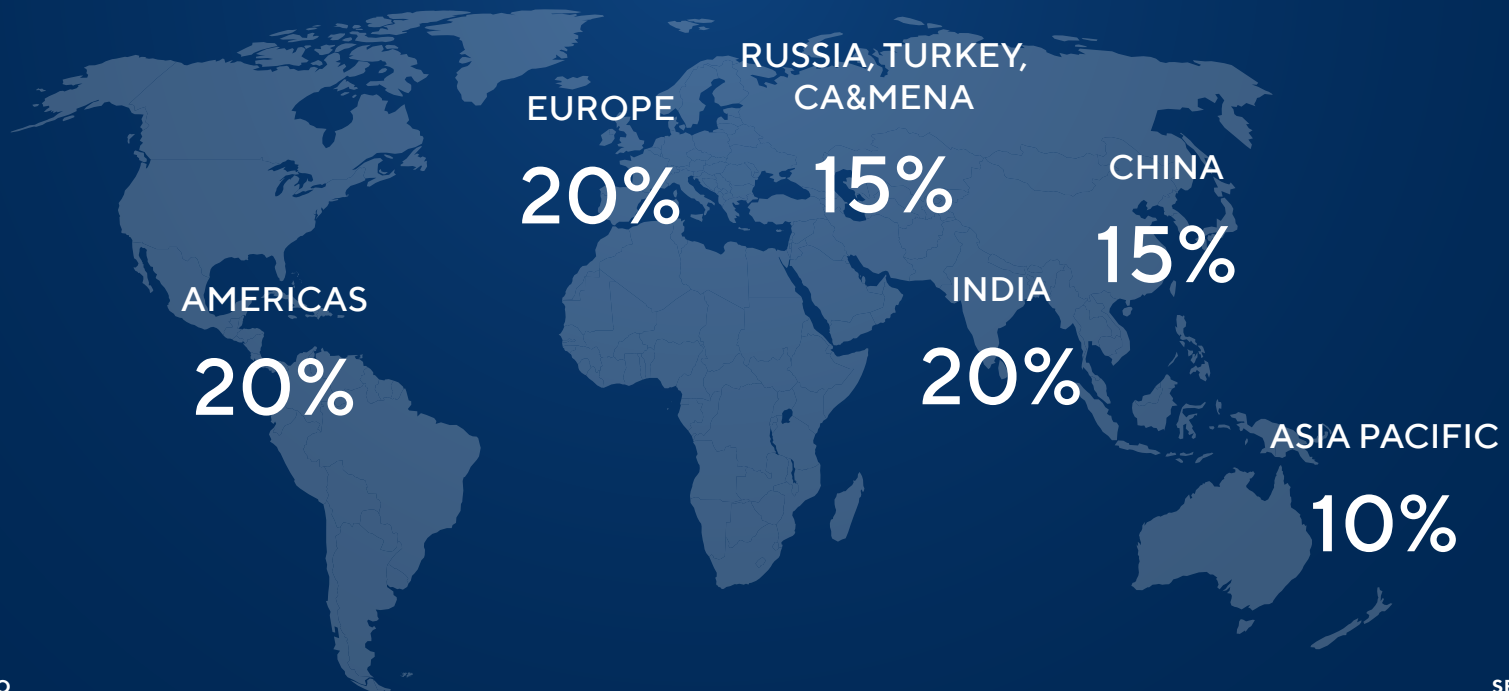
Placement rate certified
within 1 year from the diploma



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 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:



MiLend, project by Mili Arvindbhai Rathod, Mohana Saraf, Mert Bozaydin, Chialing Hsieh, Yuxiang Sun, in collaboration with Comune di Milano



DOMUS ACADEMY
MILANO