



IN COLLABORATION WITH
NATUZZI
ITALIA



THE NEW NOMAD: AN INNOVATIVE SPACE

Quality, authenticity, social responsibility, and environmental sustainability are values that Natuzzi, Italy's largest furniture house and a company with global reach, has adhered to throughout its 60-year history.

Today, Natuzzi is moving away from traditional products and toward unique propositions for new generations. The company invites you to help it better understand the tastes and behaviors of Millennials and how they are influencing the culture of Italian design.

Domus Academy and Natuzzi are offering five scholarships for the Master in Interior & Living Design program with a start date of September 2019.

MASTER IN INTERIOR & LIVING DESIGN, SEPTEMBER 2019 INTAKE

BRIEF

Domus Academy and the furniture brand Natuzzi challenge you to design an outdoor or indoor space of 50 sq m located anywhere in the world. The space should explore the redesign of a Natuzzi sofa—such as Tempo, Fidelio, or Long Beach—into a smart product for the future through the integration of new digital technologies. This innovative space should consider the behaviors of Millennials, the “new nomads.” The objective of this competition is to identify, analyze, and orchestrate the synergies between the “new nomads” and the space through the redesign of Natuzzi’s products as smart new offerings.

AUDIENCE

The competition is open to candidates who have a first-level degree and/or professional experience in interior design, product design, architecture, engineering, visual arts, or other related disciplines, who wish to take their careers to the next level in the field of interior design.

JURY

Projects will be selected and evaluated by the faculty of the master’s program and the Admissions Jury.

REQUIRED MATERIALS

Please gather the following materials into one single file in .PDF format:

- Two A3-size storyboards
- Written description of the project, 2000 character spaces maximum
- Artistic and professional portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor’s degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy application form*

Any additional 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, which is EUR 28.600 (for non-EU passport holders, not including diploma fee) and EUR 19.900 (for EU passport holders, not including diploma fee).

DEADLINE

The works must be sent to Domus Academy by and no later than 5th April, 2019. Candidates will be informed about the results of the competition by email on 6th May, 2019.

DELIVERY OF MATERIALS

All the required materials in digital format may be uploaded to this page:

www.competition.domusacademy.com

When you submit your project, you will receive an immediate confirmation email that your submission was received.

If you do not receive confirmation, let us know at competitions@domusacademy.it.

MASTER’S PROGRAM DESCRIPTION

In the Master in Interior & Living Design program, you will consider a wide range of design practices as you learn to shape the space of interiors. You will be inspired to overcome disciplinary boundaries, make choices that are 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 place your own work within 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 already holding a first-level academic diploma or bachelor’s degree, or who are about to graduate within the academic year 2018–19
- Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate)

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.