



# DESIGN FOR CHILDREN

Known for its iconic furniture and household products, Kartell has for decades been a symbol of Italian design around the world. Kartell furnishings combine high functionality with sleek aesthetics, innovative manufacturing technologies, and new materials used in ethical and poetic ways. Color, irony, transparency, unique shapes, and sensory play are other key ingredients of Kartell design. The company was founded in 1949 by the chemical engineer Giulio Castelli. Since 1988, it has been run by Claudio Luti, who transformed the brand into an empire with flagship stores in more than 130 countries. Luti (who currently serves as president of Milan's Salone del Mobile) opened the Kartell Museum in 1999 and took Kartell furnishings into more than 2500 retailers in over 130 countries. Domus Academy and Kartell are offering five scholarships for the Master in Product Design program with a start date of September 2019

## BRIEF

**The company is currently developing Kartell Kids, a special collection for kids. For this scholarship competition, your challenge is to work in this area, focusing not necessarily on furniture but rather on developing a fun and elegant object that children can play with.**

**The material must be plastic, and the outcome should integrate technology and materials into a remarkable design solution for kids.**

## AUDIENCE

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

## 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:

- You may choose the presentation form that best matches your skills (such as hand sketches, digital illustrations, 3D renderings, etc.). These should be delivered as a maximum of five A3-size storyboards.
- You must also write an abstract of the project (maximum length: one A4 page).
- 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](http://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](mailto:competitions@domusacademy.it).

## MASTER'S PROGRAM DESCRIPTION

Product design anticipates the future, envisioning new ways for humans to interact with both natural and artificial domains. In the Master in Product Design program, you will explore the intersection of design, technology, and customer behavior.

You will have the opportunity to work on projects with companies on the front lines of product design, engineering, and business. You will learn how to analyze current industry directions, anticipate future trends, and explore new territories in design, technology, fabrication, and distribution.

## 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.