



DOMUS ACADEMY MILANO

FABIO NOVEMBRE SCHOLARSHIP CONTEST

FROM THE SPOON TO THE TOWN AND BACK

The spread of virtual piazzas, digital platforms, longer working hours and growing physical distances undermine our use of the city and its public spaces.

Fabio Novembre has often looked at Design as a vector to bring back the focus on the city and the relations it stimulates. This approach is part of a broader, experimental tradition which finds its roots in the Radical Movement developed in Italy by people such as Ettore Sottsass, Adolfo Natalini, Andrea Branzi and Alessandro Mendini, the same movement that set the basis of Domus Academy in 1982.

The evergreen slogan "From the spoon to the town" was already an attempt for interlacing design with the urban environment. Squares, towers and streets become objects of everyday life, where people live and meet.

Starting from this reflection, candidates are asked to design a new product that fits the home environment and its relation with the user. The new object should strictly stimulate or generate unexpected behaviors.

———— MASTER IN PRODUCT DESIGN, SEPTEMBER 2019 INTAKE ————

AUDIENCE

The competition is open to graduates in design and architecture and to people with an appropriate background and professional experience in the design field.

JURY

Projects will be evaluated and selected by Fabio Novembre and the Faculty of the Master in Product Design.

REQUIRED MATERIALS

Participants can choose the presentation technique that better express their skills: they can use hand sketches, digital illustrations, 3D renderings, plans, sections and details.

Maximum 5 A3 boards in .PDF or .TIFF files.

In addition:

- Short written description of the project (maximum 1 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 50% of the total tuition fee of the Master Program in Product Design.

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 mailed to Domus Academy by and no later than May 17th, 2019.

Candidates will be informed about the results of the competition by e-mail June 10th, 2019.

DELIVERY OF MATERIALS

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

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 participant accept that part of their work may be published on the websites and/or social media channels of the institutions involved.