

SOCIAL KITCHEN

MASTER IN
INTERIOR &
LIVING DESIGN

September 2016

The fundamental role of food in all human activities has gradually moved the interest toward its spatial, social and experiential value: the way people enjoy the food preparation and consumption, the way they relate to objects and spaces, the way people interact with each other in front of food are becoming relevant aspects in the design of the domestic environment. Especially the space of the kitchen is progressively changing: affected by the transformations of the human behaviors, rhythms and lifestyle, it has been evolving from an intimate area, basically dedicated to the functional preparation of food, to a space of social interaction, collective rituals, and public exchange. Domus Academy in collaboration with Bitossi Home is launching a competition for designing the concept for the future 'social kitchen', where the borders between social and personal spaces seem to continuously slide both in conceptual and physical terms.



BRIEF

We invite the candidates to explore the concept of a kitchen that is able to answer to the evolving human needs and expectations in relation to social and private living.

How does the space of the kitchen adapt in relation to your personal and social life? Apart from food preparation, which other social activities can take place in the kitchen? How does the use of the kitchen change throughout a day? How should the design of the kitchen answer to a more dynamic use of its spaces?

Starting from a reflection about the evolved use of the kitchen spaces, the candidates are asked to develop their own design proposal for the contemporary 'social kitchen': exploring new functions, flows and activities, the project of the kitchen has to interpret the new potential use of the space, from the overall layout to the design of single components.

AUDIENCE

The competition is open to young graduates coming from architecture, interior design, and engineering faculties or professionals who wish to broaden or improve their skills and acquire cultural and technical tools, and are interested in following an advanced program focusing on interior design.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Interior & Living Design of Domus Academy and Ginevra Bocini, Director of Bitossi Home.

REQUIRED MATERIAL

- Written description of the project: maximum 2000 characters with space
- Project boards: n. 2 x A3 format boards
- Portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one sole file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* **Application fee is waived for competition participants.**

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €25.990 (for non-EU passport holders -matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 22nd 2016**.

Candidates will be informed about the results of the competition by e-mail on **May 16th 2016**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Paper works must be sent to:

Domus Academy

Social Kitchen

Master Program in Interior & Living Design

Via Darwin, 20 - 20143 Milan - Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: competitions@domusacademy.it

MASTER PROGRAM DESCRIPTION

Shape. Experience. Live.

The Master in Interior & Living Design encourages students to consider a wide range of design practices as they learn to shape the space of interiors. You will be inspired to overcome disciplinary boundaries, make choices that are both more sophisticated and more daring, and cultivate an attitude of continuous inquiry into the material and immaterial aspects of space. You'll 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 define your own work in 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 holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2015/16 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it

