



PLAST-IT

Master in Product Design - September 2016

Magis is a prominent lodestar in the design world, whose success is based on the desire to provide a broad swathe of users with access to high functional and technological quality products, developed in partnership with major international designers, such as Konstantin Grcic, Ronan & Erwan Bouroullec, Jasper Morrison, Naoto Fukasawa, Marc Newson, Ron Arad, Marcel Wanders, Philippe Starck, Zaha Hadid, Thomas Heatherwick ...

Magis products are dedicated to their international public and are all 100% “Made in Italy”: a guarantee of high quality, in line with the firm’s tradition, which has developed from its craftsmanship and cultural roots, through the evolving styles and industrial growth of the eighties and nineties, and continues to comprise one of the company’s greatest and most valuable assets.

Candidates are asked to identify a new design solution for a specific piece of furniture: plastic stool.

The product has to be height-adjustable, designed for both private and public environment and able to reflect and underline the brand identity values according to contemporary trends, paying attention to strengths and weaknesses of plastic materials.

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 the Faculty of the Master in Product Design of Domus Academy and Barbara Minetto, Marketing Manager of Magis.

REQUIRED MATERIALS

- Participants can choose the presentation technique that better express their skills (they can use hand sketches, digital illustrations, 3D renderings, etc): maximum 5 A3 boards in .PDF or .TIFF files.
- Short written description of the project: maximum 1 A4 page
- 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**.

INFORMATION

competitions@domusacademy.it

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,

PLAST-IT

Master Program in Product 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

Think. Sketch. Make. A good product began as a need that a designer identified and brought to life in the form of an object or mechanism. It is a reflection of society. It is about potentiality, adaptation, discovery. The Master in Product Design program combines the study of theory with the process of direct experience. Besides honing the "problem solving" skills that every designer needs, you will also develop a "problem defining" approach: the ability to determine the true parameters of each design challenge. As you learn to follow your intuition and promote your aesthetic vision within those parameters, you will cultivate more awareness of the reasons behind your own design choices, and those of others. During your workshop collaborations with eminent professionals from local studios and businesses, you will have the range to experiment with design methodologies as you develop a deeper understanding of product design and its role in our world.

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 minimum).

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.