

IN COLLABORATION WITH



NEW HUMANITY

COMPETITION 2016

The decadence of the models supporting development over the last century is now evident, as are the strategies developed by design culture to ensure that a system with globally-visible weaknesses survives. For years Design has worked to safeguard consolidated methods of consumption, creating concepts of beauty, ideas of well-being and future metropolis, architecture, interiors and products.

The Design culture, alongside industry, has accepted the logics, mechanisms and values of this, assuming a problem-solving role and often renouncing any tendency to doubt the basic paradigms of production, distribution and consumption systems.

In historical moments of industrial history that inclination has opened new ways to the “objects and homes” of man.

Our proposal for this competition is to “divinely capture” the urgent needs required by the great transformations in act from the discipline of design; micro projects able to illustrate possible futures based on paradigms and values relating to a different idea of living:

- new ways of making and producing
- new uses of materials and energy
- renewed ideas of beauty and wellness
- new ways of distributing, possessing, accessing, consuming and using...
- small projects containing some indication of a new design season for the “objects and homes” of a New Humanity

AUDIENCE

The competition is open to young designers coming from architecture, product design, and engineering faculties or professionals willing to explore the boundaries and constraints of the world of product design, acquiring and widening their knowledge, critical awareness, original thinking.

DELIVERABLES

- A drawing that fully represents your design idea
- Candidates are also required to submit:
- Personal portfolio of works and projects: (maximum 3 candidate's best projects)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- NABA Master Programs Application Form - Academic Year 2016/2017*

Candidates are asked to send their materials in English language and in two files in PDF format: one including competition project and one including the remaining materials.

** Application fee is waived for competition participants*

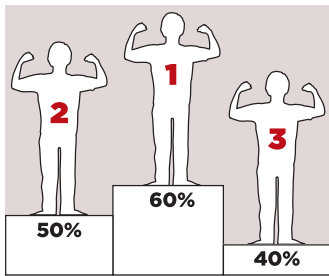
JURY

Projects will be evaluated and selected by the Faculty of the Two-year MA in Design - Product Design.

PRIZES

The three best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the first year of the MA in Design - Specialization in Product Design starting in October 2016.

- 1st prize: n. 1 scholarship covering **60%** of the tuition fee to attend the first year of the MA Program
- 2nd prize: n. 1 scholarship covering **50%** of the tuition fee to attend the first year of the MA Program
- 3rd prize: n. 1 scholarship covering **40%** of the tuition fee to attend the first year of the MA Program.
- 2 special mentions covering **20%** of the tuition fee to attend the first year of the MA Program.



Scholarships can be extended to the second year of the program, as long as the students meet the required standards, namely 27/30 average of marks and a total of 40 credits of passed exams in the fall session of the academic year 2016/17.

SCHEDULE

- **29th April 2016** - Deadline for submitting applications and projects
- **23rd May 2016** - Communication of results to participants
- **30th May 2016** - Deadline for winners to matriculate in the MA in Design - Product Design

DELIVERY INFORMATION

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

www.competition.naba.it

or sent by e-mail to:

int.info@naba.it

Paper works must be sent to:

NABA Nuova Accademia di Belle Arti Milano

International Admissions Office

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: int.info@naba.it

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 Italian/English language (according to the medium of instruction of the program) equal to a B1 Common European Framework of Reference for Languages.

GENERAL TERMS AND CONDITIONS

- Every moral or paternity right as to the project remains property of the author. The projects sent to NABA will not be returned.
- NABA 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 can not be combined with other economic reductions offered by NABA.
- 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.

MASTER OF ARTS IN DESIGN - PRODUCT DESIGN

The two-year MA in Design - Product Design enables participants to complete their training as a designer, establishing an atelier in which the challenges of contemporary design can be experimented first-hand: from the design of a product to actual production, defining design strategies, searching for concepts and materials, creating prototypes. Through theoretical and practical lessons, workshops and seminars students gain an insight into design methodologies and the techniques available to contemporary designer. These are then applied to real projects developed with partner companies.

INFORMATION

For more information, please send an e-mail with your inquiries to int.info@naba.it

www.naba.it

