



ART FOUNDATION: THE POWER OF HERITAGE.

MASTER in LUXURY BRAND MANAGEMENT - SEPTEMBER 2017 INTAKE

Luxury & fashion brands have long been patrons of arts and are increasingly focusing their attention to the art world through the Art museums and foundations. There is not always a link between their products and their Art endeavors. Whether fulfilling an educational role, especially among the young, or seeking to inspire both emotions and contemplation those Art Foundations help drive the image of the brand straight into the present. It is also a powerful means of communication. The very dense press coverage on a worldwide level focusing on exhibition projects is beneficial to the brands. In this ever evolving scenario, Museo Salvatore Ferragamo is an intriguing and unique example. The Museum has been working for twenty years in spreading the values on which the entire Company is based: craftsmanship and innovation in the name of Made in Italy. Its transversal temporary exhibitions are a chance to introduce the Company history and Salvatore Ferragamo's heritage and bring it to the present. In the Museum, the product is mixed up with the work of art in a space that becomes an occasion of inspiration for the new generations, with a special hint to the contamination between the worlds of art and fashion. A different reality is offered by Fondazione Prada, for instance, where the attention is focused on collecting contemporary art, or by Armani Silos, where the product becomes the undisputed protagonist of the exhibition proposal.

BRIEF

Candidates will analyse the positioning of Museo Salvatore Ferragamo and Fondazione Ferragamo. Their starting point will be understanding the internal statement of corporate identity, the Museum history and its mission. They will then carry out an in-depth benchmarking research, comparing what other leading international companies are doing. After analyzing the differences and similarities and the respective weaknesses and strengths, they will make concrete and innovative proposals to strengthen the position of Museo Salvatore Ferragamo. Candidates will then develop innovative proposals to enhance how Museo Salvatore Ferragamo disseminate its cultural heritage both inside and outside its walls. Proposals could consist in new visitor's experiences or new communication activities.

The capability to conduct an in-depth research, the consistency between the proposals and Museo Salvatore Ferragamo Mission and the originality proposals will all be considered fundamental elements for the successful assessment of the project.

AUDIENCE

The competition is open to professionals and graduates in creative disciplines willing to acquire marketing and brand management skills, as well as business and social sciences graduates who wish to deepen their knowledge of the luxury sector. All candidates should be passionate and eager to pursue a career in a luxury company.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Luxury Brand Management, the Domus Academy Business Cluster and Stefania Ricci, Museo Salvatore Ferragamo & Cultural and Institutional Events Director.

REQUIRED MATERIAL

- PROJECT DESCRIPTION: a pdf presentation of maximum 10 slides, including impactful visuals and images.
- 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 €28.600 (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 7th 2017**.

Candidates will be informed about the results of the competition by e-mail on **May 4th 2017**.

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

Art Foundation: the Power of Heritage.

Master Program in Luxury Brand Management

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

Nowadays, luxury & fashion brands require a new breed of managers, capable of managing both marketing, business and creative imperatives.

The Master program in Luxury Brand Management will allow participants to develop a global and transversal vision of the luxury business, fundamental marketing & branding skills and a strong capacity to dialog with designers and creative professionals operating in the luxury & fashion industry.

The Master focuses on the Luxury & Fashion industry in a transversal way, from traditional luxury personal goods and services to more experiential luxury categories such as Hospitality, Art, & Lifestyle. During the course of the program, participants will work in close collaboration with leading Luxury and Fashion experts and with some of the most prestigious Italian and international Luxury realities.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 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

