



THE FUTURE OF FITNESS

New solutions for digital gym services

THE WELLNESS CLUB, project by Danilo Gallo in collaboration with Technogym – Master Interaction Design 2015-2016

MASTER IN VISUAL & EXPERIENCE DESIGN - DOMUS ACADEMY BERLIN
October 2017 Intake

In recent years the evolution of technology and digital services had an incremental growth also in all the activities related to fitness and wellness.

The fitness centers are searching for new solutions in order to engage the customers during their activities.

In the market we can find several products, from self-wearables solutions to customizable training programs directly on the fitness machines enabling people to access to very precise measurement of a wide range of data.

Communities of sport enthusiasts are growing and the fitness centers create the perfect environment to meet and share experiences about fitness and wellness.

How can we create a strong interactive exercise experience? How can we change the use of traditional gym machines? What will the future of fitness services and applications look like? How can we extend the customers' fitness experience before and after their workouts?

BRIEF

The student has to present a short analysis on the most innovative digital services in the world of fitness. What can fitness centers offer in order to enhance the customers' experience?

Furthermore, the student has to present a new Technogym's app (could be mobile and/or embedded on the gym machines) in order to engage users during their workout.

The main topics are: "Community" and/or "Coaching".

As final step the student has to promote the new service through a promotional communication campaign; it's required to include a name and a strong slogan.

The student must choose one main touchpoint and apply the promotional campaign (e.g. outdoor posters; installation; social campaign on Facebook; etc.).

AUDIENCE

The competition addresses fresh graduates and young professionals coming from visual and graphic design-related disciplines, interaction design, product design, new media and creative coding, software engineering, architecture, communication, marketing, branding or communication fields.

JURY

Projects will be selected and evaluated by a jury composed by Technogym representatives and Domus Academy Design School Faculty.

REQUIRED MATERIALS

- A pdf file, A4 format, 6/8 pages (max 8MB), containing:
 1. a short text description of the strategy behind the project and rationale of the choices made (about: research and analysis; ideation; the app itself and the visual promotional touchpoint selected).
 2. images of all the designed elements
- 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 €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 May 26th 2017.

Candidates will be informed about the results of the competition by e-mail on June 5th 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.berlin@domusacademy.com

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.berlin@domusacademy.com

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 minimum).

MASTER PROGRAM DESCRIPTION

Professional figures within the design field are under constant change, skills and abilities required to designers are often overlapped. Visual design as a discipline encompasses the old physical and the new digital media as well as strategic approach to brands and their communication. Experience design involves a more abstract approach, where structure and function are strictly connected to the customer journey. Albeit these two approaches may seem to be different they can be considered as the two facets of new professional's requirement to respond to the growing needs of Industries and institutions.

The Program in Visual & Experience Design is a unique opportunity to acquire both views around the same subject: to experience hands-on skills and in-depth knowledge on how to design the identity of a company and/or organization by integrating graphic design skills with strategic thinking; and to approach the experience of the brand and/or organization, both in terms of services and communication, analyzing and developing the customer approach and journey.

The program will offer the students the chance to explore and enhance their skills within the areas of design, visual and social culture, strategic tools, graphic design tools, visual narratives, to approach the workshop activities with real projects and investigations lead with professionals, companies and institutions. At completion of the program students will experience an internship to enhance the academic practice.

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.berlin@domusacademy.com

