MASTER COURSES
SCHOLARSHIP COMPETITION
YOUR FUTURE HAS NO BORDERS

BRIEF

74 MASTER SCHOLARSHIPS
DEADLINE: September 20th 2017 - November and January intakes
November 15th 2017 - February and March intakes

IED Istituto Europeo di Design and I.L.E.M. srl - Accademia di Belle Arti "Aldo Galli" (hereafter referred as Accademia Galli) call out to young creatives to transform their ideas into projects.

IED and Accademia Galli offer 74 Scholarships covering 50% of tuition fee for Master courses 2017/2018 in Design, Fashion, Visual Arts, Communication and the brand new Art area. Locations involved are Milan, Barcelona, Cagliari, Como (Accademia Galli), Florence, Madrid, Rome, Turin and Venice.

HOW TO APPLY

In order to apply for the Contest, participants are required to develop a project concept that's relevant to one's own specific Master course of interest, following the guidelines described in each single Brief.

To participate in IED Master Scholarships students are demanded to get registered and upload required documents not later than **September 20th 2017**, h 23:59 - for November and January intakes - and **November 15th 2017**, h 23:59 - for February and March intakes (GMT+1 - Italian time).

Step 1. Read carefully this Regulations and the projects Briefs.
Step 2. Pick a course of choice.
Step 3. Get registered filling in the form available at **ied.edu/scholarships-master**
Once registered, you receive an email confirmation with the credentials to enter your Personal Area where you can upload required papers. A IED Advisor will contact you to support you in the process. Only for Candidates interested in Accademia Galli: please send the confirmation of your participation at *borsedistudio@accademiagalli.it*
Step 4. To participate in the Contest students need to develop a concept, connected to the area of interest, following the recommendations indicated in each single Brief.
Step 5. Once the material collection is ready, enter your Personal Area (using your own credentials) and upload your project with the addiction of demanded papers. Scholarships' winners have 3 days to confirm their acceptance and 5 days to complete your application to the Master course of your choice.

Good luck!

IED
Istituto Europeo di Design

DESIGN AREA

IED Milano
Design - Innovation, Strategy and Product (eng - jan 2018)
Interior Design (eng - jan 2018)

IED Cagliari
Design dei Servizi Turistici Sostenibili (ita - nov 2017)

IED Firenze
Design - Innovazione e Prodotto per l'Alto Artigianato
(ita - mar 2018)

IED Roma
Food Design Project Experience (eng - jan 2018)
Interior Design (ita - jan 2018)

IED Torino
Smart Buildings and Sustainable Design (eng - jan 2018)
Transportation Design (eng - mar 2018)

IED Barcelona
Global Design (eng - jan 2018)
Interior Design for Commercial Spaces (eng - jan 2018)

IED Madrid
Product Design Labs (eng - feb 2018)
Strategic Design Labs (eng - feb 2018)

FASHION AREA

IED Milano
Fashion Communication and Styling (eng - jan 2018)
Fashion Design (eng - jan 2018)
Fashion Marketing - From Strategy to Branding
(eng - jan 2018)

IED Como - Accademia di Belle Arti "Aldo Galli"
Fashion (ita - mar 2018)

IED Firenze
Fashion Business - From Made in Italy to Global
Market Management (eng - feb 2018)

IED Roma
Jewelry Design (eng - jan 2018)
Comunicazione e Marketing per la Moda (ita - mar 2018)

IED Barcelona
Marketing y Comunicación de la Moda (esp - nov 2017)

IED Madrid
Fashion Management (eng - feb 2018)

VISUAL ARTS AREA

IED Milano
Animation Design (ita - nov 2017)
Graphic Design (ita - nov 2017)
Visual Arts for the Digital Age (ita - nov 2017)

IED Firenze
Graphic Design - Focus on New Media (eng - feb 2018)

IED Barcelona
Diseño Gráfico de la Informacion y Media Branding
(esp - jan 2018)
Dirección Estratégica y Creative de Comunicación de Marca
(esp - jan 2018)

IED Madrid
Communication Design Labs (eng - feb 2018)
European Master of Fine Art Photography (eng - apr 2018)

COMMUNICATION AREA

IED Milano
Brand Management and Communication
(ita - nov 2017 / eng - jan 2018)
Creative Direction - Cross-Media Communication Masters
(ita - nov 2017)
Event Management (ita - nov 2017)
Social Media and Digital PR (ita - nov 2017)

IED Firenze / IED Barcelona
Brand Design and Management: Food, Wine and Tourism
(eng - feb 2018)

IED Roma
Brand Management (ita - mar 2018)

IED Torino
Marketing e Comunicazione (ita -nov 2017)

IED Barcelona
Design Management (eng - jan 2018)
Fashion Management (eng - jan 2018)
Innovation Strategies and Entrepreneurship (esp - apr 2018)

IED Madrid
Digital Communication and Marketing in Fashion
(eng - feb 2018)

ART AREA

IED Como - Accademia di Belle Arti "Aldo Galli"
Contemporary Art Conservation (eng - mar 2018)

IED Firenze / IED Roma
Arts Management (eng - feb 2018)

IED Venezia
Business for Arts and Culture (eng - jan 2018)
Curatorial Practice (eng - jan 2018)

DESIGN AREA - MASTER COURSES

IED Milano
Design - Innovation, Strategy and Product *(eng - jan 2018)*
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Product Design Labs *(eng - feb 2018)*
Strategic Design Labs *(eng - feb 2018)*

DESIGN AREA - BRIEFS

Design - Innovation, Strategy and Product
Global Design
Product Design Labs
Strategic Design Labs

We are witnessing an acceleration of the concepts interdisciplinarity and hybridization of cultures and know how. Customer is looking for the good product, but in growing measure also for a service that fits his/her needs, an experience for senses and emotions. Keeping this scenario in mind, imagine and design a product/service/experience able to produce a fascinating solution for people's lives. Tell the project using the techniques you prefer: drawings, writings, pictures, videos, stories. It is important that originality and suitability of the idea are clearly perceivable.

Interior Design (Only valid for **IED Milano**)
Interior Design for Commercial Spaces

Nowadays, companies require Interior Designers not only to functionally reconsider spaces: they also demand to design an experience in accordance to brand values. Commercial spaces, for examples, are enriched with social and relational experiences. Keeping this trend in mind, imagine and design a space when several and different brands can interact and create an hybrid space where people can live a personal customer experience. Tell your project using the techniques you prefer: drawings, writings, pictures with comments, a video. The value and the originality of the project have to be clearly detectable from these techniques.

Design dei Servizi Turistici Sostenibili
Submit a project with innovation and contemporaneity features for the sustainable tourism field.
The project must include the description of a sustainable tourism format for Sardinia or another Italian region
and has to be "Borders" concept-based in terms of existence, sharing of space, integration, borders crossing.

Design - Innovazione e Prodotto per l'Alto Artigianato

"Beyond cultural borders, respecting local cultures"
After an accurate analysis of emerging markets in contemporary design scenario, identify a case study of Italian high craftsmanship and its socio-cultural context: define a re-design and re-positioning strategy to launch the brand into a new cultural and business field within the global market. The project must include new design strategies and new communication systems which relocate the selected product into the related socio-cultural context.
You can also submit product concepts or capsules as experimental project for the selected market.
Instructions:
• Describe the selected craftsmanship and original product with images and texts;
• Emotional mood board showing tangible and intangible values of the selected product, together with the historical and cultural context that defined it;
• Emotional mood board showing the selected emerging market where you want to launch your project, including lifestyle and values you refer to;
• Project's re-positioning mood board showing both the strategy and the communication which will make the connection to the selected market clear.

Food Design Project Experience

The Master course in Food Design Project experience is a cross-disciplinary course by definition. It matches skills coming from very different fields, such as design, architecture, food science, marketing and literature referred as the ability to tell stories about food sales and consumption. A Food Designer is a director, he selects and manages those different skills in order to design food formats and/or consumption methods that bring out and narrate local excellences in craftsmanship and industry.
Food defines cultural and social borders, but many raw materials like wheat, corn, and potatoes go beyond country borders.
A food sometimes has the great power to gather tastes and habits of very distinct and culturally far populations.
Design a place for food distribution and consumption based on the usage of a cross-country ingredient (you can get inspired from those mentioned above). A food format that appears in a location and then goes around other locations, up to other countries, just as much as food itself can do.

Interior Design (Only valid for **IED Roma**)

As the sociologist Zygmunt Bauman defines it, we live in a liquid society. Borders and social landmarks are lost and where humanity has always to adapt itself to fit its container and to be culturally and professionally cross.
Contamination among professions and fields fosters creativity on one hand, on the other, causes the loss of identity to man and to the spaces he lives in.
Design a "room for oneself", a place for the contemporary man, who is always connected, but often socially isolated.
It has to be a place without disciplinary borders and the final composition - core of Interior Designer's work -
has to include three fundamental aspects of Design: the artwork, the product and the distribution of functions.
Other features required: 4x4m, height of our choice, expression of a manifesto-room where a contemporary young person can live and work everywhere in the world.
Please provide:
• A document containing the project's concept;
• A 3D image of the project (axonometric projection or perspective) using the technique you prefer (sketch, collage, render, montage).

Smart Buildings and Sustainable Design

Ship Shoal 32 is one of the earliest offshore platforms installed in the Gulf of Mexico in September 1947 and it has globally been followed by over 16,600 platform installations. The decision to install a platform depends on the expected productivity and profitability of the field the platform is intended to produce from. When production falls below profitable levels the platform is shut down. The licenses agreements that oil companies have with governments require structures to be removed after production has stopped, and that environment conditions shall be restored to original conditions. But the costs of decommissioning are considerable and some of the early international regulations have been revised shaping a more flexible and phased approach to the removal of abandoned offshore installations. There is a great deal of uncertainty associated with the timing of decommissioning of installations.

From the technical-economic perspective, the larger the structures are and the deeper they are located, the more appropriate it is to leave them totally or partially intact. In fact, the removal of steel or concrete fixed platforms is impossible without using explosive materials. This causes a very powerful, although short-term, impact on the marine environment and biota, which should not be neglected.

Rethinking the decommissioning phase is an hybrid exercise that involves Design, Architecture, Engineering, environmental and economic factors. Propose an alternative to total decommissioning taking in account the potentials to transform an abandoned platform into a new source of renewable energy (using sun, wind and waves), an artificial reef to be used for repopulation of the marine biota, a research facility to map the situation of the seas and to monitor global warming effects, a food production field with zero impact on arable land use, a study resort, or any other activity related to an environmentally aware facility. Elaborate your ideas on a three horizontal A4 pages pdf document that includes all the diagrams needed to explain your project.

Transportation Design

For some people, car is a passion; for some others, it's just a means of transportation that gets you from Point A to Point B. This project briefing requires you to think of a new vision that eliminates the boundaries between those emotional and pragmatic components. Work on a conceptual moodboard that explores different worlds and experiences not connected to the automotive industry (i.e. makers, fashion, architecture, lifestyle, etc.). With the results of your research, design a new concept car, including a side view, a ¾ front view, and a ¾ rear view. Use the techniques which are the most suitable to you.

FASHION AREA - MASTER COURSES

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IED Madrid
Fashion Management *(eng - feb 2018)*

FASHION AREA - BRIEFS

Fashion Communication and Styling
Marketing y Comunicación de la Moda

The cultural contaminations in today's society create continuous interferences in the cognitive boundaries of the individual, which are also reflected in the aesthetic choices of each person. Starting from this consideration, create a visual reportage using photos and / or a short video clip that shows style changes around your daily life.

Fashion Design

Based on "Borders" theme, analyse the "genderless" concept to develop 10 looks (men and woman) that refer not only to the "genderless" phenomenon, but also point out useful solutions in everyday life, keeping innovative and contemporary shapes or cuts. Participants are asked to present the layout of the sketches and the mood board of the project. You should choose an international name for the collection. Besides, the choice of materials and accessories (bottons, zippers) must be coherent to the designed clothes, and the colours need to show a clear point of view. The presentation of the work have also to to give importance to graphic and media.

Fashion Marketing - From Strategy to Branding
Fashion Management

Fashion fulfills a need to reflect an image of oneself to the world. Fashion is also a fascinating business bridging industry, style and art. Fashion marketing is often expected to break the rules to create innovative pathways and visions.
Start from defining what represents a border today and imagine how fashion marketing could overcome this border in the near future.

Fashion
"Social portfolio"
Today, brands need more visibility and they need social networks to build a storytelling on its products, and the most used one in fashion is Instagram. Tell us online your brand idea, your capsule collection, or your outfit. Use the hashtag #socialportfolio and publish on your Instagram account photos and videos representing your idea at the best.

Fashion Business - From Made in Italy to Global Market Management

"Crossing the cultural borders: product or brand rethinking for a new market"
After a preliminary analysis of emerging new markets, in contemporary fashion business, define a repositioning
and communication rethinking strategy aiming at introducing a selected product or brand in a new market.
The project could define new communication qualitative aspects and/or emotional ideas for
a fashion capsule collection as a pilot project to present the selected product or brand in a new sociocultural environment.
Participants have to present:

- Product/brand description including images and text.
- Emotional mood board highlighting tangible and intangible values of the selected product or brand.
  In particular, focus on cultural and historical references the product/brand is relating to. The moodboard could include images and keywords.
- Emotional mood board focusing on the market cultural environment where you want to include the selected product or brand. Please use sociocultural key values and lifestyle references.
- Repositioning moodboard: defining new communication ideas, processes and possible guidelines for a capsule collection, aiming at presenting the selected product/brand in the new market and new cultural context.

Jewelry Design

Starting from the concept of "Borders", you can investigate all the possible ways to overcome it, including cultural and style contaminations. The use of different techniques for the realisation and combination of traditional and innovative materials will be appreciated. Present your project with sketches and renderings.

Comunicazione e Marketing per la Moda

Imagine to organise an event for a Stylist or a fashion company that have to present a new collection, inspired by the theme "the border". Here are some suggestions for the several steps:

- Stages and elements of the project: choose and explain the kid of company or brand: haute couture, prêt-à-porter, street style, sportswear, man/woman, etc;
- Indicate the name of the brand that has to present the collection;
- Give a motivation for your choice, pointing out the connection between theme and company, for example: the company cares for social issues and borders as cultural issue; border in the relationship between design and society; territorial border;
- Describe the strategy in relation to the chosen topic, defining in detail the concept of border, for example considering genders, territorial, social, economic, and artistic contexts;
- Report references: for example this year the book festival Salone del Libro di Torino had "beyond borders" as theme. You can also pick the topics exposed in the narrative and literature presented on that occasion;
- Describe the topic border as referred in the chosen event or collection, explaining in details how it can be a trait d'union between fashion and events; which is the relationship among theme, collection, or company;
- Describe the event: chose a hypothetical location, for example an art gallery, a hall for fashion shows in a historic palace or in a hotel, a loft obtained by the renovation of an industrial space, a public square;
- Think at the date and the eventual context, for example the Spoleto piazza during the Festival dei Due Mondi.

Participants are required to explain the project through a text in Word of minimum 2 and maximum 6 sheets,
or in PowerPoint with 10 slides. Photos or images are optional.

VISUAL ARTS AREA - MASTER COURSES

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Communication Design Labs *(eng - feb 2018)*
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VISUAL ARTS AREA - BRIEFS

Animation Design

Hybridization in animation is a fast-growing phenomenon that implies:
- Contamination of genres, as in the case of docu-fiction, a new production genre that combines live cinema and animation;
- Experimentation on language and techniques. Digital processing allows to work on both 2D and 3D, creating animations from films and real-time mixing a stage in stop motion to 3D elements (i.e. animations from puppets, playdough and other objects). Some Italian references: Donato Sansone, Rino Stefano Tagliaferro, Blu).

Think about innovative language solutions that blend genres and techniques and propose a concept for an animation short-film. The following documentation is required:
- A .pdf file with:
  - Title and author name;
  - Details about duration, genre and target;
  - Optional information about the author's motivation, the style and the featuring techniques;
- A brief summary (1 page max) of the script about the story and how it is represented;
- Two or three imagines, sketches or drawings of the film's characters, environments and style.
  Use the technique you prefer.

You can also make two or three quotes from existing films that inspires you.

Graphic Design

Design is a bound in essence. It moves around hybridizations in terms of technologies applied to different settings and in terms of mixed languages for fragmented and distinct audiences. It also lives among organizational cultures: managing a project often means building a bridge among different demands, such as those of distribution, business, services and technology. Graphic Design particularly represents this for it is always required to break barriers and to fit into diverse environments, industries and targets. Branding projects are suitable for distribution businesses as well as for no-profit enterprises; the use of languages that are proper to young subcultures is functional to access specific publics thanks to mainstream; music market's visual assumptions can work also for publishing.
Imagine to be a freelance professional with your own graphic design studio or within a company: your task is to create the best tool possible - in sample version - that in its very graphic language expresses the borders' break described above (i. e. a book, a website, a leaflet, a poster, etc.).

Visual Arts for the Digital Age
European Master of Fine Art Photography

The Contest's topic "Borders" is the key for the exploration of relationships between reality and simulated reality.
According to a 1970 thesis of Masahiro Mori, a Japanese researcher on robotics, the more robots and androids look like humans, the more people is confident and pleased around them. But when the representation becomes extremely realistic, positive reactions roughly break down and repulsion, together with concern, arise. This disturbing area of proximity between human and artificial is known as "uncanny valley".
In this era, when robotics and virtual simulations have reached very high levels of realism and are already playing important roles within the reality itself, the "uncanny valley" can work as an interpretation of that borderline territory between reality and simulation. Submit a project that raises issues like: where is the border between real and virtual? When does the simulation start being disturbing? What happens when distinction fails? Tell your project using the techniques you like: drawings, writings, pictures with comments, a video.

Graphic Design - Focus on New Media
Diseño Gráfico de la Informacion y Media Branding

"Break down the walls: a visual language to tackle the border"
Border art is a contemporary art practice born in frontier areas in 1980s. It defines itself and takes inspiration from borders mainly intended as socio-political experiences. As a conceptual artistic practice, it gives artists the possibility to explore concern of identity and national origins and has led to the development of questions about homeland and borders.
Think about how to communicate the Break down the Walls message to a wide audience and show your idea through a visual project. You can use different visual languages, like a poster, an advertising campaign, graphics, photos (copyright free), make a video or an app.

Dirección Estratégica y Creative de Comunicación de Marca
Communication Design Labs

Considering the present world, characterised by few and weak borders, identify two successful brands that need to reinvent themselves in order to continue being competitive in 15 years. Provide an analysis of these two brands, explain why they need to adapt or change their business model and outline the actions to be undertaken in order to succeed.

COMMUNICATION AREA - MASTER COURSES

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COMMUNICATION AREA - BRIEFS

Brand Management and Communication

Considering the present world, characterised by few and weak borders, identify two successful brands that need to reinvent themselves in order to continue being competitive in 15 years. Provide an analysis of these two brands, explain why they need to adapt or change their business model and outline the actions to be undertaken in order to succeed.

Creative Direction - Cross-Media Communication Masters

In the last years, brand and social communication intersected more and more one with the other, tearing down the borders among pro bono and pro money activities. In a historic time in which several ONGs often don't have sufficient resources in terms of money and structure, many companies have taken their place to communicate socially relevant messages through corporate social responsibility that increase reputation and brand value. Some examples are: Coca-Cola "India vs. Pakistan", Always "#likeagirl" and more recently "Ector The Protector Bear" by Roche. All projects commissioned by companies, but with important social, medical, or cultural goals. You are asked to choose a brand of sharing economy, for example eBay, Car2Go, BlaBla Car, AirBnb, Kidizen, Deliveroo, or others, imagining a communication action that could be undertaken by a brand, in order to gain prestige and visibility, helping society at the same time. As output, it is enough to deliver a text explaining your idea, eventually accompanied by images that could help understanding the project.

Event Management

Research and analyse in detail a national or international event - like a ceremony, a convention, a concert, a runaway, a concert, an exhibition, a theater show a private party - held in 2016/2017, that in your opinion went beyond traditional borders in terms of creativity, production or communication, and explain why.

Social Media and Digital PR

Social media are a cultural expression living on several borders. To what do they belong?
- Amongst disciplines: more marketing or communication? Strategy or creativity? Numbers or contents?
- Amongst professions: agency or company? Social Media Manager or Copy/Art/Strategist? Technicians or humanist?
- Amongst cultures: are UGC inside or outside corporate culture? When does the trash become viral? Is citizens journalism a correct approach to to information? What is post-reality?
- Amongst legislations: Do USA and Italy allow the same things? What happens with using an image downloaded from Google?

But these are just few examples of the many possibilities.
"Create your story of borders"
Tell us a story of borders, it can be about a brand you love or hate, or about you. Choose the border that fascinates you the most and interpret it using all the social tools you know and use: for example you can create your posts, or do screenshots. Do not limit yourself at our examples, show us to be able to look forward and find something else, to which we haven't thought. Don't forget to tell us why you chose to work on that story and with those instruments to speak about that specific border. Prepare a presentation and send it to us. It could be the first of a long series, because if we like your story, we'll see you in class.

Brand Design and Management: Food, Wine and Tourism

"Local / Global"
Define the potential internationalisation of a locally based business related to food that involves the rituals, symbols and traditions of its specific cultural and geographical area.
After having analysed the business area of the chosen product category and having identified the most potential markets where the idea and the specificity/peculiarity of the product could effectively fit, plan the brand international image and the strategy to support the launch on the chosen markets: a local product in a global scale.
Participants have to present:
- Description of the product category, the chosen product, traditions, and local culture that define the essence and habitat of the product itself;
- Mood board of the new international target market, in terms also of attitudes and behaviours;
- Mood board of the elements of product's DNA and cultural habitat that could be used as pillars for the internationalisation, specifying every aspect that could be used to be 'translated' into something culturally relevant for the new chosen market;
- A quick strategy summary to highlight some of the contents, communication and branding ideas for the internationalisation process of the chosen product.

Brand Management

Like IED, many famous brands used the theme Borders as key creative concept for their brand strategies.
Select and analyse one of these strategies - a promo advertising campaign, an event, a gadget, or whatever initiative - pointing out how the concept has been used and with which marketing and communication objectives.

Marketing e Comunicazione

The demarcation line between marketing and communication is becoming tinier, while contaminations between the two areas increases, and they are both more and more people-oriented. Try to imagine yourself as protagonist of a your own personal branding project, fixing an objective, and declining the activities and instruments you would use to promote yourself, in order to be chosen.

Design Management
Innovation Strategies and Entrepreneurship

We are witnessing an acceleration of the concepts interdisciplinarity and hybridization of cultures and know-how. Customer is looking for the good product, but in growing measure also for a service that fits his/her needs, an experience for senses and emotions. Keeping this scenario in mind, imagine and design a product/service/experience able to produce a fascinating solution for people's lives. Tell the project using the techniques you prefer: drawings, writings, pictures, videos, stories. It is important that originality and suitability of the idea are clearly perceivable.

Fashion Management

Fashion fulfills a need to reflect an image of oneself to the world. Fashion is also a fascinating business bridging industry, style and art. Fashion marketing is often expected to break the rules to create innovative pathways and visions. Start from defining what represents a border today and imagine how fashion marketing could overcome this border in the near future.

Digital Communication and Marketing in Fashion

The cultural contaminations in today's society create continuous interferences in the cognitive boundaries of the individual, which are also reflected in the aesthetic choices of each person. Starting from this consideration, create a visual reportage using photos and / or a short video clip that shows style changes around your daily life.

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ART AREA - BRIEFS

Contemporary Art Conservation

"Find the difference; diversity makes difference"
In restauration, especially for what concerns ancient art, the key rule is that the intervention must be recognisable.
In contemporary art, parts of artworks that can not be reconstructed are often replaced. Please choose a contemporary artwork - not more than 50 years old - and try imagining that a part of it has been damaged and must be replaced.
Build the missing part and find the object that can be integrated at the best with the rest. You can explain the realisation of the object through photos and/or videos, and please describe, in 1 page text, all the steps and motivations of your intervention.

Arts Management

"The art border"
Border art is a contemporary art form born in the '80s from the socio-political experiences of some border areas.
After a preliminary analysis of the emerging markets in the field of contemporary arts, research and define some art's projects capable of redefine the concept of "border". The project has to identify the qualitative aspects of the art actions, the ability to communicate the message and to deeply touch the socio-cultural environment.
Participants have to present:
• Research and description of the selected works, including images and text.
• Emotional mood board highlighting tangible and intangible values of the selected art work.
  The moodboard could includes images and key words.
• Imagine a world in which all the boundaries has been erased through the use of creative actions and explain your ideas
  through a moodboard focusing on the cultural environment.

Business for Arts and Culture

"Culture and social inclusion: how can they go together?"
More and more borders grow up around us, intangible borders to divide people sometimes living in the same city or country.
Make social inclusion a creative priority and find a way to (re)concile the parts through an artistic or cultural project.
First of all, select a project topic, create a vision, and think about the procedural details. Then, analyse the context,
develop your creative idea and illustrate different implementation steps, taking also into consideration the sustainability
of the project, with a maximum budget of 50,000.00 €.

Curatorial Practice

You are required to propose an exhibition in response to the idea of "borders" for the next Venice Biennale.
The venue is tough, modern "white cube", 20m x 10m x 4m (high), with a large glass door.
Borders can mean anything. You can involve one artist, a number of artists, or none.
You have 10,000 €. You must make a publication, organise advertising/public relations and devise a public programme
(learning activities). The successful proposal will demonstrate both originality and practicality.

HAVE YOU ALREADY READ THE REGULATIONS? CLICK HERE