

2040

Envisioning Magis



“For Magis, design isn’t so much the conception of a chair, a table, a lamp, or a car as the thought process and business culture that guides a company through its own journey, earning it the distinctions that give it its strength.”

MASTER IN PRODUCT DESIGN - SEPTEMBER 2017 INTAKE

This year MAGIS celebrates its 40 year of history, overall collaborating, producing and investing in both novel designs and innovating in different ways of production for furniture at different scales and context. Candidates are asked to create a new perspective for an object to be placed in the urban context. Either, a chair, bench, picnic tables or even objects that envision the future of how people will interact in the future, in specific in 2040, are welcome to apply.

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 members of the Faculty of the Master in Product Design of Domus Academy.

REQUIRED MATERIALS

Participants can choose the presentation technique that better express their skills (among others, participants can use hand sketches, digital illustrations, 3D renderings, etc.):

- A maximum of 5 A3 boards in PDF or TIFF format files.
- An abstract 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 €28.600 (for non-EU passport holders - diploma fee is not included) and €16.990 (for EU passport holders - diploma fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 17th 2017**.

Candidates will be informed about the results of the competition by e-mail on **May 11th 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,
2040 Envisioning Magis Competition
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

MAGIS

Magis is the brand that has given a novel twist to domestic design, building its identity on incorporating leading edge technology into mass production. Born in 1976 in the North-East of Italy by the genius of Eugenio Perazza, newcomer to the industry, Magis is today a major international design company, experimental semantic content, to technological sophistication, to the variability of human capital.

MASTER PROGRAM DESCRIPTION

Design is creating new meanings on multiple dimensions and scales. It is pursuing a human-centered design based on evolution. Today, design is an integration of organization, simplification and innovation to unknown necessities and emerging opportunities. Design is anticipating the future. It's envisioning a new meaning for human and its interaction with nature and the artificial domains. Interactions among emerging professionals are building up unknown but innovative models for design. These negotiations demonstrate that integration is a state of thinking. Today, Product Design is breaking boundaries for novel explorations and experimentation evolving into career opportunities yet to be discovered.

Designing a product is creating opportunities that enhance and modify our daily performance. The Master in Product Design explores novel interactions among multiple disciplines giving a unique approach to the collaboration among the research, industry and education fields. The Master in Product Design explores new territories for embedding design, technology, behaviour and feedback interaction.

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).

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