



NABA

NUOVA ACCADEMIA DI BELLE ARTI

COMPETITION
Master of Arts in
DESIGN - INTERIOR DESIGN

IN COLLABORATION WITH

 **Fondazione
Vico Magistretti**



Extraordinary spaces

COMPETITION 2017

RECIPES FOR EXTRAORDINARY SPACES

Over recent years, interiors have come to play an increasingly important role in the world in which we live. In fact, interior design should be viewed these days from a different perspective. Interior spaces are to be conceived as constructed substances, whose penetration no longer means entering into an empty space, but being part of a complex body. Interior design embeds itself in history, nestling in the interstices between objects, creating situations. In addition to being shaped in accordance with their function, interior spaces reflect the needs of aesthetic representation, of visual communication and of evolving dynamic cultural requirements. The organisation of interior spaces speaks volumes, revealing their reason for being through a complex system of shapes, atmospheres, references and symbols.

PROJECT BRIEF

Let food be your medicine and medicine be your food, said Hippocrates of Kos, the father of Western medicine, 2400 years ago. And yet modern urban civilization seemed to have almost completely lost the understanding of the relationship between society, nature and food. Milan's Expo 2015 represented a starting point for a new collective reasoning addressing, on a worldwide scale, the environmental, ethical and symbolic

complexities underlying food and its production, trade, processing and consumption practices. Food is culture and identity. It is an expression of ancient traditions, while also revealing innovative social intersections in the global contemporaneity in which we live. Over recent years, an awareness has been emerging of the need for a whole new relationship between man and his food, a paradigm of a new ecological and economic vision of the world.

The competition regards the design of an Interior space devoted entirely to a specific food or an individual recipe. Participants are required initially to identify and describe a food or a recipe or a particular preparation of food belonging to their own tradition and culture or quite simply of their own personal taste. The design project should define a public space, either a temporary or permanent space, which is to be organised around the staging of a chosen theme. This may include a concept restaurant, concept store, food stall, banquet, culinary school, communal kitchen, exhibition hall, theatre set, etc., or a hybrid and innovative solution from a functional point of view. The design should be set within a cubic-shaped volume, between 2x2x2m and 10x10x10m in size, which can be subdivided either horizontally or vertically according to preference and which may even be partially or completely underground. Participants will be asked to attempt to represent the multi-sensory, symbolic and ritual dimension of the relationship between man and food either in the space or through the space.

AUDIENCE

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

DELIVERABLES

Competition participants are expected to submit no more than three **A3 sketches** and a **short text** written in English. The materials are to be provided in a digital format (pdf file, max 10 Mb). Entrants are free to choose the scale of reference for their designs, but should specify what scale has been used. When illustrating designs, particular importance should be given to the visual and scenic representation of the interior space (3d models, perspective views and sections, rendering, etc.).

Candidates are also required to submit:

- Personal portfolio of works and projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- NABA Master Programs Application Form - Academic Year 2017/2018*

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 - Interior Design.

PRIZES

The five best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the first year of the MA in Design - Interior Design starting in September 2017.

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

Prizes will be calculated on the standard tuition fee amounting to:

2-year Master of Arts Degree Programs:

€9.900 (for EU passport holders - Local Community Tax and Second Year Diploma Fee are not included)

€13.250 (for non-EU passport holders - Local Community Tax and Second Year Diploma Fee are not included)

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 2017/18.

SCHEDULE

- **May 12th 2017** - Deadline for submitting applications and projects
- **June 6th 2017** - Communication of results to participants
- **June 13th 2017** - Deadline for winners to matriculate in the MA in Design - Interior 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
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 2016/17 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 (IELTS 5.0 or equivalent for English programs).

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 - INTERIOR DESIGN

The two-year MA in Design - Interior Design provides graduates in architecture and design with the opportunity to explore the world of contemporary interior design. The MA in Design - Specialization in Interior Design analyses in-depth the main subjects of the industry through lectures, workshops and project labs and provides the students with the opportunity to investigate future housing, exhibiting and living scenarios.

Students are trained to be professionals with the flexibility and ability to foresee the transformations and challenges of the near future, to design complex projects and to access high level positions in the architecture, interior design, light and exhibition design industries.

INFORMATION

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



www.naba.it