



# CAFETERIA INNOVATION

**New rituals and experience  
of the tea and coffee culture**

Master in Interior & Living Design - JANUARY 2018 INTAKE

The tea and coffee culture has been developed and matured uniquely in various countries for over hundreds of years. Each country has different ritual and classic methodology regarding the tea and coffee experience. In some countries tea is more popular, and in other countries coffee is more demanded but what is common between these two drinks is that they are strictly related to the culture and people's lifestyle. It is a moment of relaxation, refreshment, and even meditation, reflecting the habits and the traditions.

In this hectic life, it is crucial to have a cozy moment of break with tea and coffee. The world is changing rapidly. The people's way of living is greatly influenced by the cultural globalization and latest technologies in the world. Within this framework, how can we have an innovative tea and coffee place for our new lifestyle and behavior? Domus Academy in collaboration with Bitossi is launching a competition for designing the concept of "Cafeteria innovation – new rituals and experience of the tea and coffee culture".

## BRIEF

Domus Academy invites the candidates to explore the concept of a new cafeteria that is able to offer modern rituals and experience of the beverages in a contemporary way. Candidates will research and investigate the tea or coffee culture of his/her country of origin, in order to come up with original and innovative scenarios. The cafeteria can be related to only one beverage, either tea or coffee, depending on the candidates' culture. The location and the concept of the project should be clearly described.

The project could be a reinterpretation of the traditional moment of drinking tea and coffee, by experimenting also the latest technologies or social services.

The project should evoke new behaviors and lifestyle scenarios of the people in the cafeteria environment.

## AUDIENCE

The competition is open to young graduates coming from architecture, interior design, and engineering faculties or professionals who wish to broaden or improve their skills and acquire cultural and technical tools, and are interested in following an advanced program focusing on interior design.

## JURY

Projects will be selected and evaluated by the Faculty of the Master.

## REQUIRED MATERIAL

- Written description of the project: maximum 2000 characters spaces included
- Project boards: n. 2 x A3 format boards
- 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 **September 15<sup>th</sup> 2017**.

Candidates will be informed about the results of the competition by e-mail on **October 6<sup>th</sup> 2017**.

## SCHEDULE

Projects in digital format must be uploaded to the following address:

[www.competition.domusacademy.com](http://www.competition.domusacademy.com)

or sent by e-mail to:

[competitions@domusacademy.it](mailto:competitions@domusacademy.it)

Paper works must be sent to:

Domus Academy

Cafeteria Innovation Competition

Master Program in Interior & Living 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](mailto:competitions@domusacademy.it)

## MASTER PROGRAM DESCRIPTION

The Master in Interior & Living Design encourages students to consider a wide range of design practices as they learn to shape the space of interiors. You will be inspired to overcome disciplinary boundaries, make choices that are both more sophisticated and more daring, and cultivate an attitude of continuous inquiry into the material and immaterial aspects of space. You'll learn the theory, best practices, and methodologies you need not only to solve problems creatively—but to define problems as well. As you collaborate with your international peers on company projects that re-invent the interior domain, you will come to define your own work in the context of the field. Milan is an ideal place to study interior design, with its long tradition of experimenting with and solving the design challenges of everyday life. It offers a variety of exemplary historical and contemporary interiors for you to visit and take as inspiration.

## 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](mailto:competitions@domusacademy.it)

