



ICONIC THE CHAIR



“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 - JANUARY 2018 INTAKE

Chair_One designed by Konstantin Grcic in 2003 is a truly unique seat. The shape was the fruit of lengthy preparatory studies, using sketches, cardboard models and prototypes before moving on to production in die-cast aluminum. It is available in two versions: a stackable chair with aluminum profile legs, which may be polished, anodized or painted, to meet any needs for home, contract or outdoor settings; or a fixed or swivel chair with a cement base painted transparent that enhances its pleasingly rough texture, typical

of contemporary art and architecture (MAGIS). Candidates are asked to design a novel chair that explores the iconic identity of MAGIS through a design process that tells a story behind the object. Design integration should be the basis for the process and production of the chair since it is here where technology, material (die-cast aluminum) and form emerge. The jury will focused on three core aspects, originality of the proposal, integration of the object with the context and a consistent production process in relation to the design.

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 selected and evaluated by the Faculty of the Master.

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 **September 15th 2017**.

Candidates will be informed about the results of the competition by e-mail on **October 6th 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,

Me Too Magis Kids 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 was established in 1976 in the north east of Italy by Eugenio Perazza. The company is a prominent lodestar in the design world. Its success is based on the desire to provide a broad swathe of users with access to high functional and technological quality products for the home, developed in partnership with major international designers, with a vision of the resulting products that is ethical and poetic as well as aesthetic. Magis products are dedicated to their international public and are all 100% "Made in Italy": a guarantee of high quality, in line with the firm's tradition, which has developed from its craftsmanship and cultural roots, through the evolving styles and industrial growth of the eighties and nineties, and continues to comprise one of the company's greatest and most valuable assets.

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