



DA
Domus Academy

IN PARTNERSHIP WITH

NATUZZI

THE NEW NOMAD: AN INNOVATIVE SPACE

Authentic quality and a strong commitment to research, social responsibility and environmental sustainability are Natuzzi's values that the Group has adhered to throughout its history.

At present, Natuzzi is fast moving from traditional products to very innovative, unique propositions for new generations that will be presented during Milano Design Week 2018. The current focus of Natuzzi is to understand the millennial generation, in order to develop a culture for Italian design and retail fashion design.

Master in Interior & Living Design, SEPTEMBER 2018 INTAKE

BRIEF

Domus Academy challenges new candidates to design an innovative outdoor or indoor 50sqm space. The space should explore the redesign of Natuzzi's sofas such as: Tempo, Fidelio or Long Beach into smart products for the future: e.g. integration of new technologies. It should also take into consideration the behaviors and fluctuations of the new nomad: "millennials". The space can be located anywhere in the world. Through the redesign of Natuzzi's products as smart new realities, candidates will identify, analyze and design the synergies between the "new nomads" and the newly created innovative space.

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 and Domus Academy admissions jury.

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 **April 16th 2018**.

Candidates will be informed about the results of the competition by e-mail on **May 16th 2018**.

SCHEDULE

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

THE NEW NOMAD: AN INNOVATIVE SPACE

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

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 2017/18 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

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