



## **BULGARI'S HERITAGE AT THE KREMLIN**

Luxury brands are experimenting with alternative venues to display their heritage, such as temporary exhibitions, private museums or art foundations.

Exhibitions are helpful in demystifying luxury brands, which by their exclusive nature can be intimidating. Exhibitions help introduce brand history and heritage to new and wider audiences and bring it to the present in engaging ways.

Bulgari, the magnificent and contemporary Roman jeweler, master of colored gems will be the host at the Kremlin in Moscow with a temporary exhibition starting next September 2018.

This unique event will illustrate the evolution of the Bulgari style over time, showcase the pioneering vision of a Maison that has always pre-empted trends with one of a kind magnificent creations.

It will convey how jewels are both an expression of social and cultural trends and also a creative endeavor to glorify female beauty and enhance the confidence inherent in the Bulgari women.

The exhibition path will also illustrate the different facets a jewel can take in a given context or period.

## BRIEF

Candidates will analyze Bulgari brand heritage and identity and identify the key elements which could be relevant and meaningful to attract a younger audience.

They will research inspiring examples of digital and social media campaigns which were ideated to successfully promote exhibitions and cultural marketing events organized by heritage brands, both in the luxury and non-luxury field.

They will create and develop two digital campaigns (one for Instagram and one for a digital channel of their choice) Bulgari could implement to attract visitors to the Kremlin exhibition.

The capability to conduct an in-depth Bulgari brand analysis, an insightful research about the Russian millennials and the coherence between the digital marketing proposals and the current Bulgari identity will all be considered fundamental elements for the assessment of the project outcome. The originality and freshness of the proposals will be a plus.

## AUDIENCE

The competition is open to professionals and graduates in both creative and business disciplines willing to acquire marketing and brand management skills, as well as social sciences graduates who wish to deepen their knowledge of the luxury sector. All candidates should be passionate and eager to pursue a career in a luxury company.

## JURY

Projects will be selected and evaluated by the Faculty of the Domus Academy Master in Luxury Brand Management, Lucia Boscaini, Bulgari Brand and Heritage Curator Senior Director, Luca Casarotto Romer, Bulgari Brand Heritage Specialist and Domus Academy admissions jury.

## REQUIRED MATERIAL

- **PROJECT DESCRIPTION:** a visual presentation of maximum 10 slides, in pdf format, including keywords, campaigns visual mock-ups or moodboards.
- CURRICULUM VITAE OF THE PARTICIPANT
- STATEMENT OF PURPOSE
- COPY OF BACHELOR DEGREE / ACADEMIC DIPLOMA TRANSLATED IN ENGLISH
- ACADEMIC TRANSCRIPT / MARKSHEET OF PREVIOUS STUDIES TRANSLATED IN ENGLISH
- COPY OF PASSPORT
- 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 6<sup>th</sup> 2018**.

Candidates will be informed about the results of the competition by e-mail on **May 4<sup>th</sup> 2018**.

## ENTRY DELIVERY

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)

Subject: Bulgari's heritage at the Kremlin

Paper works must be sent to:

Domus Academy

Bulgari's heritage at the Kremlin

Master Program in Luxury Brand Management

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

Nowadays, luxury & fashion brands require a new breed of managers, capable of managing both marketing, business and creative imperatives.

The Master program in Luxury Brand Management will allow participants to develop a global and transversal vision of the luxury business, fundamental marketing & branding skills and a strong capacity to dialog with designers and creative professionals operating in the luxury & fashion industry.

The Master focuses on the Luxury & Fashion industry in a transversal way, from traditional luxury personal goods and services to more experiential luxury categories such as Hospitality, Art & Lifestyle. During the course of the program, participants will work in close collaboration with leading Luxury and Fashion experts and with some of the most prestigious Italian and international Luxury companies and institutions.

## 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

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

