

DA
Domus Academy

IN COLLABORATION WITH



CASA MARTINI PROMOTIONAL CAMPAIGN

Casa Martini, located in Turin, Italy, at Martini & Rossi's historic premises, marks the meeting point between the company's traditions and its future. It is both the family home of Luigi Rossi and the avant-garde production site of Martini vermouth.

Casa Martini is a place for the soul, where in its Wine Museum, the values that inspired founders Alessandro Martini and Luigi Rossi more than 150 years ago are still tangible. Its comfortable rooms have a real feeling of hospitality, making it the perfect place for hosting events of all kinds, such as team-building workshops, weddings, and parties.

Casa Martini is divided into eight areas that have separate functions but together form one unifying concept—spreading the knowledge and business culture of Martini & Rossi. Its modular design invites visitors to learn about all aspects of wine-making and the art of mixology—cultural, artisanal, and technical.

Martini products have a strong visual identity and are well-known around the world. However, Casa Martini is less well-known as a museum, a venue for events, and an academy with cocktail mixology classes.

Domus Academy and Casa Martini are offering five scholarships for the Master in Visual Brand Design program with a start date of September 2019.

MASTER IN VISUAL BRAND DESIGN, SEPTEMBER 2019 INTAKE

BRIEF

How can we capture the attention of tourists who are visiting Turin and guide them to visit Casa Martini?

Which features and brand values should Casa Martini emphasize in order to attract new visitors (e.g., the wine museum, historic collection, visual gallery, product tasting, production facility, mixology classes)?

We ask candidates to design communication touchpoints (e.g., an outdoor poster, Instagram campaign, installation, promotional event, postcard) that will attract tourists and direct them to Casa Martini. You must include a short explanation of your choices, describing when, where, and why the touchpoints should be “activated.”

AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in visual and graphic design, product design, or communication. It is also open to candidates who hold a degree/diploma in marketing or the humanities, if they are motivated by interest in visual brand design and a strong portfolio.

JURY

Projects will be selected and evaluated by the faculty of the master's program and the Admissions Jury.

REQUIRED MATERIALS

Please gather the following materials into one single file in .PDF format:

- Storyboards for between two and four communication touchpoints, plus a short explanation of each. Your presentation should be A4 size, 10 pages maximum
- Artistic and professional portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor's degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form*

Any additional attached material will be considered a plus and will be evaluated by the jury.

* The application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the master's program
- One scholarship covering 50% of the total tuition fee of the master's program
- One scholarship covering 40% of the total tuition fee of the master's program
- Two special mentions covering 20% of the total tuition fee of the master's program

Prizes will be calculated on the standard tuition fee, which is EUR 28.600 (for non-EU passport holders, not including diploma fee) and EUR 19.900 (for EU passport holders, not including diploma fee).

DEADLINE

The works must be sent to Domus Academy by and no later than 5th April, 2019. Candidates will be informed about the results of the competition by email on 6th May, 2019.

DELIVERY OF MATERIALS

All the required materials in digital format may be uploaded to this page:

www.competition.domusacademy.com

When you submit your project, you will receive an immediate confirmation email that your submission was received.

If you do not receive confirmation, let us know at competitions@domusacademy.it.

MASTER'S PROGRAM DESCRIPTION

The Master in Visual Brand Design aims to form effective, dynamic, and versatile visual brand designers and brand managers who are open to visionary innovations.

You will learn to identify a company's core philosophy, cultivate a deep understanding of its products and services, and design innovative ways to communicate the company's brand values and story to its customers through physical, digital, and social media.

ELIGIBILITY

- Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018–19
- Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate)

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.