



# NATUZZI

ITALIA

DOMUS ACADEMY MILANO



## THE NEW NOMAD: **AN INNOVATIVE SPACE**

Quality, authenticity, social responsibility, and environmental sustainability are values that Natuzzi, Italy's largest furniture house and a company with global reach, has adhered to throughout its 60-year history.

Today, Natuzzi is moving away from traditional products and toward unique propositions for new generations. The company invites you to help it better understand the tastes and behaviors of Millennials and how they are influencing the culture of Italian Design.

Domus Academy and Natuzzi are offering five scholarships for the Master's in Interior & Living Design programme with a start date of February 2020.

## BRIEF

Domus Academy and the furniture brand Natuzzi challenge you to design an outdoor or indoor space of 50 sq m located anywhere in the world. The space should explore the redesign of a Natuzzi sofa—such as Tempo, Fidelio, or Long Beach—into a smart product for the future through the integration of new digital technologies. This innovative space should consider the behaviors of Millennials, the “new nomads.” The objective of this competition is to identify, analyze, and orchestrate the synergies between the “new nomads” and the space through the redesign of Natuzzi’s products as smart new offerings.

## AUDIENCE

The competition is open to candidates who have a first-level degree and/or professional experience in interior design, product design, architecture, engineering, visual arts, or other related disciplines, who wish to take their careers to the next level in the field of interior design.

## JURY

Projects will be selected and evaluated by the faculty of the Master’s Programme and the Admissions Jury.

## REQUIRED MATERIAL

- Two A3-size storyboards
- Written description of the project, 2000 character spaces 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\*

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’s Programme
- One scholarship covering 50% of the total tuition fee of the Master’s Programme
- One scholarship covering 40% of the total tuition fee of the Master’s Programme
- Two special mentions covering 20% of the total tuition fee of the Master’s Programme

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders – diploma fee is not included) and €19.900 (for EU passport holders – diploma fee is not included).

## SCHEDULE

The works must be sent to Domus Academy by and no later than **25th October, 2019**. Candidates will be informed about the results of the competition by email on **26th November, 2019**.

## ENTRY DELIVERY

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

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

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’S PROGRAMME DESCRIPTION

In the Master’s in Interior & Living Design programme, you will consider a wide range of design practices as you learn to shape the space of interiors. You will be inspired to overcome disciplinary boundaries, make choices that are more sophisticated and more daring, and cultivate an attitude of continuous inquiry into the material and immaterial aspects of space. You will 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 place your own work within 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 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.