



DOMUS ACADEMY MILANO

**Kartell**museo



# DESIGN FOR CHILDREN

Known for its iconic furniture and household products, Kartell has for decades been a symbol of Italian design around the world. Kartell furnishings combine high functionality with sleek aesthetics, innovative manufacturing technologies, and new materials used in ethical and poetic ways.

Color, irony, transparency, unique shapes, and sensory play are other key ingredients of Kartell design. The company was founded in 1949 by the chemical engineer Giulio Castelli.

Since 1988, it has been run by Claudio Luti, who transformed the brand into an empire with flagship stores in more than 130 countries. Luti (who currently serves as president of Milan's Salone del Mobile) opened the Kartell Museo in 1999 and took Kartell furnishings into more than 2500 retailers in over 130 countries. Domus Academy and Kartell Museo are offering five scholarships for the Master's in Product Design programme with a start date of February 2020.

## BRIEF

The company is currently developing Kartell Kids, a special collection for kids. For this scholarship competition, your challenge is to work in this area, focusing not necessarily on furniture but rather on developing a fun and elegant object that children can play with. The material must be plastic, and the outcome should integrate technology and materials into a remarkable design solution for kids.

## AUDIENCE

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

## JURY

Projects will be selected and evaluated by the Faculty of the Master's and the Admission Jury.

## REQUIRED MATERIAL

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

- You may choose the presentation form that best matches your skills (such as hand sketches, digital illustrations, 3D renderings, etc.). These should be delivered as a maximum of five A3-size storyboards.
- You must also write an abstract of the project (maximum length: one A4 page).
- Artistic and professional portfolio of projects
- Detailed curriculum vitae
- Motivation statement
- 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\*

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

Projects in digital format must be uploaded to the following address:

[competition.domusacademy.com](mailto: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

Product design anticipates the future, envisioning new ways for humans to interact with both natural and artificial domains. In the Master's in Product Design programme, you will explore the intersection of design, technology, and customer behavior.

You will have the opportunity to work on projects with companies on the front lines of product design, engineering, and business. You will learn how to analyze current industry directions, anticipate future trends, and explore new territories in design, technology, fabrication, and distribution.

## 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

- 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.