



# NEW MUSEUM KARTELL

The history of Kartell is one of the richest and most significant in the Italian design scene. Since 1949 this company has revolutionized the design of products coming to have a global influence and a quality recognized all over the world. The pieces that have become iconic are many and are now exhibited in the Milanese museum, part of the famous factory designed by Anna Castelli Ferrieri e Ignazio Gardella. The permanent display of the museum – 1999 – covers more than 2,000 square metres, and was designed by architect Ferruccio Laviani.

The Museum – as claimed in the website description – may be visited under reservation and operates to spread the knowledge of design culture to the public through publications and research, guided visits and exhibits. These fundamental missions must be preserved and extended.

## BRIEF

The objective of this competition is to offer Kartell ideas for a new museum that not only tells the history of the company but also imagines the future of design. The student is invited to design a building that can contain these important missions by contextualizing it in a specific area of their city or a city that they consider iconic. Starting from the observation of Kartell products, the student will have to find an architectural solution that can include both urban quality and specific company characteristics. The student will also have to understand if the museum formula, in the traditional sense, is the most suitable to contain and tell the story of Kartell and its future. Showing examples and case studies, the student will have to decide which exhibition approach is best to use. The project must present technical details that can confirm the feasibility without forgetting a highly experimental approach.

## AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in architecture, urban planning, landscape design, civil engineering, or equivalent. It is also open to candidates who hold a degree/diploma in other disciplines, if they are motivated by interest in the programme's topics and a strong portfolio.

## 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:

- Manifesto 500 words or visual equivalent
- Project boards in A3 format (minimum 3 max 5 boards) 300 dpi resolution file in PDF digital file including technical drawings (plans, sections and elevations) and lighting project.
- 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 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](https://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

Cities are experimental laboratories where humans formulate and refine responses to our basic needs: those for shelter, relationships, movement, and commerce. In the Master's in Urban Vision & Architectural Design programme, you will learn and practice strategies for transforming a city—from private developments to public spaces. You will envision future landscape, urban, and architectural scenarios according to complex dynamics and evolving requirements.

## 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.