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Press Release

For Immediate Publication

Domus Academy Collaborates with Global Industry Leaders to Launch Worldwide Design Competitions *Total of 39 scholarships will be awarded to Master program students starting September 2013*

Milan, March 12, 2013-[Domus Academy](#) has partnered with industry leaders worldwide to launch a series of global design competitions. A total of 39 scholarships will be awarded for students to pursue Master degree programs at Domus Academy beginning in September 2013. The scholarships cover between 30 percent to 70 percent of overall tuition for the Master's program. Among those partnering with Domus to offer the scholarships are Vogue, the Coca-Cola Company, Gufram Lab, Park Hyatt Milan, The Best Shops – Camera Italiana Buyer Moda, Patrizia Pepe, Tucano, MH Way, and Pinifarina. Representatives from partnering companies will participate as judges for the competitions.

Domus Academy has long offered competition-based scholarship opportunities to students. In just the past eight years, more than 250 students have been awarded scholarships for master degree student at Domus.

“These competitions mirror our unique approach to design education, our close relationships with industry leaders, and our advanced design methodologies that anticipate global trends in the design industry,” said Alberto Boniselli, Chief Academi Officer. “We offer students a project-based education with a teaching staff formed primarily of professional designers and international companies. All of this provides our students with real-life and highly relevant assignments and experiences.”

Domus Academy consistently received global recognition for its design programs. For example, Domus has been recognized three times as one of the best design schools in the world by *Businessweek* magazine. It was also included in *Masterclass: Product Design, Guide to the World's Leading Graduate Schools*, a book by Frame Publishers whose flagship publication, *Frame*, a global reference for designers and interior architects.

The entry deadline for scholarship competitions is May 3, 2013. All entries should be submitted to Domus Academy at competitions@domusacademy.it Award-winners will receive notifications by mail on May 17th 2013. For further information, please visit www.domusacademy.it

About Domus Academy

Founded in Milan in 1982, Domus Academy was the first post-graduate design school in Italy. The one-year postgraduate master's programs focus on design, fashion and management. Domus Academy promotes a cross-disciplinary and learning-by-designing approach where students are involved in design assignments that replicate current professional design practices. Strongly rooted in Italy, Domus Academy benefits by having its entire faculty composed of professional designers who transfer their experience and professional competencies to students. For more information, please visit www.domusacademy.com

Domus Academy Scholarship Competitions 2013

The **Masters in Accessories Design - Domus Academy** in collaboration with **Vogue Talents** launches **Call for talents #2 – Accessories**: candidates will have to submit a personal project portfolio and a collection of leather accessories: purses, shoes, or jewels. The projects will be judged and evaluated by a Jury including Sara Maino, Senior Fashion Editor at Vogue and the Faculty of the Fashion School at Domus Academy.

The **Masters in Fashion Design - Domus Academy** in collaboration with **Vogue Talents** launches **Call for talents #2 – Fashion**: candidates must submit a personal project portfolio for a man/woman collection.

The **Masters in Business Design - Domus Academy** in collaboration with **The Coca-Cola Company** launches **Entrepreneurship Through Design**: candidates will have to select a young and motivated company and define its operational context and its level of innovation.

The **Masters in Design – Domus Academy** and **Gufрам**, launch **Gufрам Lab**, and ask the candidates to submit projects for innovative pieces of furniture which maintain a certain level of continuity with the brand values, influenced by the main art movements of the last Century, and are yet capable of presenting new creative ways. The projects will be selected and evaluated by Charley Vezza, Owner of Gufрам; Axel Iberti, Manager at Gufрам; Andrea Compagnone, Manager at Gufрам and part of the Faculty of the Masters in Design at Domus Academy.

The **Masters in Design and Marketing of Luxury Goods - Domus Academy** and **Park Hyatt Milano** launch **The New Luxury Traveller**, competition inspired by the new luxury traveler. Candidates will analyze the current market positioning of Park Hyatt Milano amongst luxury hotels and the brand DNA, to identify the expectations and needs of new customers and thus the respective market of reference.

The **Masters in Service and Experience Design – Domus Academy** in collaboration with **Park Hyatt Milano**, launches the competition **My 5 Stars Experience**: candidates must submit a project that develops the best possible customized service for customers during their stay in a luxury hotel. The aim is to identify new customized service packages that meet the needs and requests of the single customer coming to Milan for a weekend or a week.

The **Masters in Fashion Management - Domus Academy** and **The Best Shops – Camera Italiana Buyer Moda** launch **Fashion Brand Hunter** a competition that asks to the candidates to submit a project that identifies a new line of products or an emerging apparel (man or woman), accessory or jewelry brand in their country of origin. Candidates must justify and explain their choice through the development of a project for the chosen line or brand, which will highlight the strength of the product, the potential target, the distribution channels and the communication strategies.

The **Masters in Fashion Styling and Visual Merchandising - Domus Academy** in collaboration with **Patrizia Pepe** launches **The Fashion Brand Communicator**: candidates are required to submit a visual communication project aiming at incrementing sales and promote the brand: from styling to visual, from display to photography, from advertising to video, they should use the most innovative communication techniques.

For the **Masters in Interaction Design** candidates must submit a portfolio of projects they developed and a project proposal for **Healthy Everyday**. The project can be a device, a service or an application that demonstrates, while exploring the current declinations of health, the potential of interactive digital technologies in the world of healthcare.

The **Masters in Interior and Living Design - Domus Academy** and **Tucano** launch a competition where candidates are requested to design a **Digital Kiosk**: a temporary and multifunctional store, possibly a space

for exhibitions and events, located in very busy urban hubs such as train stations, airports, squares or shopping malls.

The **Masters in Urban Vision and Architectural Design – Domus Academy** in collaboration with **MH Way** launch **IntenCity**, and ask to the candidates to select an unused lot within the city that needs a new spatial and functional identity, and to design a multifunctional building, to be located in such lot, that will be able to reactivate the intensity and use of the space.

The **Masters in Visual Brand Design – Domus Academy** and **Park Hyatt Milano** launch the competition **Young and Pampered**. Candidates are requested to choose a name for the new chain of small hotels located in emerging capitals and targeted to a young public. Candidates must design the logo and define the basic elements for the chain's corporate identity: all stationary (including business cards, letterhead, envelopes) and the main page of an app for mobile devices that allows online booking and check-in.

The **Masters in Vehicle Design and Mobility - Domus Academy and Pininfarina** launch the competition **Future Sports Driving**: candidates must develop a vehicle design project that combines innovation, technology and style and that is based on aerodynamics, use of light material and must have low environmental impact.