



Master in Car & Transportation Design - September 2015

NEW SPORTIVE DRIVING

In the year 2030, due to high urban density, cars will be probably self driven, in order to avoid traffic congestion, accidents and to make cities safer and less traveled by vehicles.

In order to experience the pleasure and the thrill of driving, car enthusiasts will reach adventures outside the cities.

Design a sports car is the dream of every young car designer who has the courage and ambition to transmit elegance and performance, purity and lightness, power and emotion, into a unique

product able to engage body and soul.

A design solution defined by a high sense of proportion, simplicity of volumes, harmony of lines and functionality.

At the same time, characterized by a creative use of technology, to facilitate dialogue between human, vehicle and the surrounding environment.

Domus Academy and TuttoPorsche launch a competition aiming at defining a new sports and electric car.

BRIEF

Candidates are asked to develop a car design project combining innovation, technology and style and driven by the following key features: aerodynamics, light materials, zero emissions (electric), recyclability, sensory experience, pure emotion.

AUDIENCE

The competition is open to any designer (professional or student) who is interested to gain a new vision and mindset in the car and transportation design field for challenging the future trends.

JURY

Projects will be evaluated and selected by the Faculty of the Master in Car and Transportation Design of Domus Academy and Tutto Porsche Chief Editor.

REQUIRED MATERIALS

- Participants can choose the presentation technique that better express their skills (they can use hand sketches, digital illustrations, renderings, etc): maximum three A3 landscape boards.
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- 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 70% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 30% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €25.490 (for non-EU passport holders -matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 30th 2015**.

Candidates will be informed about the results of the competition by e-mail on **May 21st 2015**.

ENTRY DELIVERY

Projects will be sent to art@wayout.com.tr digitally.

art.wayout.com.tr/domus-academy-burs-yarismasi/

When you submit your project, you will receive a confirmation within 48 hours that your submission was received.

MASTER PROGRAM DESCRIPTION

The Master Program in Car and Transportation Design follows the "learning by designing" approach, where participants learn by a direct, active involvement in several design experiences. It prepares a new generation of designers, capable of integrating tradition with innovation, diverse market requirements, and new technological developments. The Master Program aims at enhancing participants' design skills and at enriching their professional profile.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2014/15 and with a 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.