



# URBAN COMFORT

Master in Product Design - September 2015



**Magis is a prominent lodestar in the design world. The company was established in 1976 in the north east of Italy, one of Europe's most dynamic industrial areas. It was founded by Eugenio Perazza, "a businessman who asks clear design questions that already provide a significant part of the answer, particularly when carefully formulated together with a talented designer" (*Giampiero Bosoni, Domus 941, November 2010*).**

**Magis products are dedicated to their international public, and are all 100% "Made in Italy": a guarantee of high quality, in line with the firm's tradition, which has developed from its craftsmanship and cultural roots, through the evolving styles and industrial growth of the eighties and nineties, and continues to comprise one of the company's greatest and most valuable assets.**

**Candidates are asked to identify new product concepts that will keep the brand identity values integrating them with contemporary trends from the domestic environment, and lead to new directions to be explored within the urban context. The field of research we want to approach encompasses the public seating system and benches.**

## AUDIENCE

The competition is open to graduates in design and architecture and to people with an appropriate background and professional experience in the design field.

## JURY

Projects will be evaluated and selected by the Faculty of the Master in Product Design of Domus Academy and Barbara Minetto, Marketing Manager of Magis.

## REQUIRED MATERIALS

- Participants can choose the presentation technique that better express their skills (they can use hand sketches, digital illustrations, 3D renderings, etc): maximum 5 A3 boards in .PDF or .TIFF files.
- Short written description of the project: maximum 1 A4 page
- 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](mailto:art@wayout.com.tr) digitally.

[art.wayout.com.tr/domus-academy-burs-yarismasi/](http://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

Nowadays, skilled designers can make it in the design world of the post-industrial and Information era only if endorsed by a complex and sophisticated professionalism, which can autonomously master very dynamic and multi-disciplinary competences. A designer's activity in fact, doesn't only involve the design and production of a service or a product, but it implies its promotion and marketing, as well as the aptitude to keep a constant dialogue with different actors and the handling of changes of the market rules, which requires a constant monitoring. The Master program trains students to professional skills and competences able to create and design products for the many different fields of the industrial system. Trained professionals are destined to find opportunities in several contexts, a choice in between being self-employed professional or being employed in companies (product, furnishing, materials), working in architecture and design studios, making them able to represent a consolidated reality both locally and worldwide while operating in different fields. Students will have the chance to do an intra-curricular internship.

## 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 minimum).

## 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.