

SOCIAL KITCHEN

MASTER IN
**INTERIOR &
LIVING DESIGN**

September 2015

The fundamental role of food in all human activities has gradually moved the interest toward its spatial, social and experiential value: the way people enjoy the food preparation and consumption, the way they relate to objects and spaces, the way people interact with each other in front of food are becoming relevant aspects in the design of the domestic environment. Especially the space of the kitchen is progressively changing: affected by the transformations of the human behaviors, rhythms and lifestyle, it has been evolving from an intimate area, basically dedicated to the functional preparation of food, to a space of social interaction, collective rituals, and public exchange. Domus Academy in collaboration with Bitossi Home is launching a competition for designing the concept for the future 'social kitchen', where the borders between social and personal spaces seem to continuously slide both in conceptual and physical terms.



BRIEF

We invite the candidates to explore the concept of a kitchen that is able to answer to the evolving human needs and expectations in relation to social and private living.

How does the space of the kitchen adapt in relation to your personal and social life? Apart from food preparation, which other social activities can take place in the kitchen? How does the use of the kitchen change throughout a day? How should the design of the kitchen answer to a more dynamic use of its spaces?

Starting from a reflection about the evolved use of the kitchen spaces, the candidates are asked to develop their own design proposal for the contemporary 'social kitchen': exploring new functions, flows and activities, the project of the kitchen has to interpret the new potential use of the space, from the overall layout to the design of single components.

AUDIENCE

The competition is open to young graduates coming from architecture, interior design, and engineering faculties or professionals who wish to broaden or improve their skills and acquire cultural and technical tools, and are interested in following an advanced program focusing on interior design.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Interior & Living Design of Domus Academy and Ginevra Bocini, Director of Bitossi Home.

REQUIRED MATERIAL

- Written description of the project: maximum 2000 characters with space
- Project boards: n. 2 x A3 format 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.

Paper works must be sent to:

Domus Academy
Social Kitchen
Master Program in Interior & Living Design
Via Darwin, 20 - 20143 Milan - Italy

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

MASTER PROGRAM DESCRIPTION

The Masters Program is an educational program of excellence, able to reflect upon the changes and transformations of the built space, promoting a permanent research activity focusing on design models and innovative solutions.

The program provides cultural knowledge that is halfway between arts and other disciplines. It explores all aspects of interior design, from the most technical to the most intuitive ones.

The program structure includes theoretical lectures focusing on the areas of Strategy and Research, and practical sessions consisting of thematic workshops and technical visits.

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.