



DA
Domus Academy

In partnership with
**Design
-Apart™**

THE “FUTURE HOTEL”.

RETHINK AND DESIGN THE PLACES OF YOUR NEXT JOURNEY

Domus Academy in collaboration with Design-Apart organizes an open competition seeking for innovative, cutting-edge, architectural proposals regarding a new concept for a contemporary hotel.

The traditional image of the hotel is, very often, a monotonous succession of rooms embedded in a structure presenting the same shape in every part of the world. The brand, rather than the architecture, is usually the vehicle to recognize the quality of the building. In fact, when we speak of “hotel” we usually refer to the quality of services, the convenience of placement, the relevance of the neighborhoods, rather than the beauty of the architectural design.

This is why participants are invited to design a place focused on the rental of spaces that motivate creativity and concentration, allowing users to focus, inspire and develop their artistic, innovative ideas, as well as cultural interests and business motivation.

The hotel should be, thanks to its unique architectural design, a landmark in the city, a second chance for an everyday landscape, a place of reflection of consumers’ needs and habits. Each participant will define the location of his/her project; however, the proposal must justify the choice of the location. Architecture, interior design and urban vision must be showed in a unique, coherent and attractive project.

BRIEF

Candidates are requested to investigate habits, needs, desires and expectations of temporary hotel users in order to re-activate the intensity of use of the place (city, metropolis, countryside, seaside, etc.) through the energy of the dynamic flows. Candidates should demonstrate their ability to conceive the architectural project as a process concurring to the definition of the urban pattern, by interpreting its physical, cultural, economical and social features. At the same time, they should be able to control the complexity of the architectural process, combining morphology, typology, technology and aesthetics at different scales. In synergy with Design-Apart approach, they should envision a future scenario for a hotel primarily centered on people and their not yet satisfied desires.

AUDIENCE

The competition addresses newly graduated students and young professionals in the field of urban planning, landscape and architecture who are interested in developing a personal approach and improving their architectural sensitivity according to urban transformation needs.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Urban Vision & Architectural Design of Domus Academy and Stefano Micelli for Design-Apart.

REQUIRED MATERIALS

- Short written description of the project in A4 format (max 2 pages) in .PDF digital file.
- Boards of project in A3 format (max 3 boards) 300 dpi resolution file in .PDF for .TIFF digital file.
- 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 €6.990 (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 Urban Vision & Architectural Design, working on the interplay among the multiple project scales within the urban context, offers a vision where urban planning, architecture, landscape and design skills, social and economical analysis, converge to create a new professional identity, able to redefine the functions and aesthetics of the urban space. Students learn how to produce an intensive series of design projects dealing with different urban scales and contexts, experimenting from initial analytical research to detailed levels of design; to introduce a variety of research, representation and design approaches, to select the appropriate methodologies and tools of working; to fill the gap between the different study fields and scales, and conceiving the project as part of the comprehensive urban space and its complex dynamics; to enhance the ability to produce strategic visions and future scenarios of urban development; to encourage personal critical design thinking, combining analytical rigor and design experimentation.

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.