



THE NEW FRONTIER OF ART & LUXURY COLLABORATIONS

MASTER in LUXURY BRAND MANAGEMENT - September 2015

Art and Luxury Lifestyle Brands have always been two worlds very tightly connected. In a recent keynote address at an international luxury industry conference, François-Henri Pinault, CEO of Kering and son of Christie's owner, art collector and luxury mogul François Pinault, stated: "The conversation between art and fashion is not new. Blurring the lines is the fact that art & fashion now occupy the same physical space in society. Both are drawing influence from and influencing contemporary lifestyles. Today art has moved out of museums, where it used to be confined, and fashion has moved in".

There are now 50 or more international Art shows, from Miami, to London, Dubai, Shanghai or São Paulo, one for every week of the year. The collaborations between luxury and fashion powerhouses and art institutions or independent artists is booming.

How could Christie's better position itself as an Art & Lifestyle brand in order to further dust off its image and better intercept a new, younger public from other areas than its traditional customer base?

BRIEF

Candidates are requested to complete an in-depth research and analysis of the evolution of the art market and the specific positioning of Auction houses, with a specific focus on Christie's. They will describe what constitute strengths and differentiating factors and weaknesses for the Christie's Brand. Candidates will investigate innovating branding and marketing initiatives combining luxury and art. They will then propose new branding activities that Christie's could implement in order to refresh its image among a younger target audience. The capability to highlight findings in the form of clear insights and the consistency between the project proposed and the desired Christie's positioning will be considered fundamental elements for the assessment of the project.

AUDIENCE

The competition is open to professionals and graduates in creative disciplines willing to acquire marketing and brand management skills, as well as business and social sciences graduates who wish to deepen their knowledge of the luxury sector. All candidates should be passionate and eager to pursue a career in a luxury company.

JURY

Projects will be selected and evaluated by the Faculty of the Master in Luxury Brand Management, the Domus Academy Fashion School and Marco Trevisan, Managing Director of Christie's Italy.

REQUIRED MATERIALS

- Project description: a 10-slides pdf presentation (maximum length)
- 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 20th 2015**.

Candidates will be informed about the results of the competition by e-mail on **May 11th 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

Nowadays, luxury brands require a new breed of managers, capable of managing both marketing, business and creative imperatives. The Master program in Luxury Brand Management will allow participants to develop a global and transversal vision of the luxury business, some solid marketing & managerial abilities combined with the capacity to dialog with designers and creative people. The Master focuses on the Luxury industry in a transversal way from luxury personal goods (Fashion, Watch & Jewelry, Fragrances) to experiential luxury services categories (Hospitality, Art, Fine wines & Gastronomy, etc). During the course of the program, participants will work in close collaboration with leading Luxury experts and with some of the most prestigious Italian and international Luxury realities.

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.