

Domus Academy Scholarship Competition

Product Design Master's Degree

M.A.I. Alessi

A true design work must move people, convey emotions, bring back memories, surprise, and go against ... Alberto Alessi.

Through the history of Italian design thinking, Alessi has always played a major role in both designing and producing design objects and in generating major collaborations with national and international designers. This twofold challenge is fundamental for the creation of cultural design history and for the generation of innovative and inventive design objects. The latter is exactly what lies in the core of design thinking and only few designers in the globe are able to capture these particular characteristics through design objects. Domus Academy through the Master in Product Design and in collaboration with Alessi is proud to launch the international competition for embedding the acronym of MAI Alessi (read MY), which stands for the particular Mission of integrating Art with Industrial production, very particular characteristics that are part of Alessi's DNA.

Brief:

In 2021 Alessi will celebrate one century of producing iconic design objects. With this in mind and by keeping the iconicity of Alessi's enterprise, candidates are asked to design an Espresso Coffee Maker that better reflects and underlines the company values according to the possible technologies that may exist in 2021. On top of this, the Espresso Coffee Maker must represent your cultural heritage in relation to the language of the Italian company. "Use casting aluminium material, fabrication and mass-production processes as information to simplify and amplify the particular elements that make a design object to flourish and thus create an impact. The central aim is to design an object that instantly become a cult of design."

Materials Required:

- Participants can choose the presentation technique that better express their skills (they can use hand sketches, digital illustrations, 3D renderings, etc)
- A maximum 5 A3 boards in .PDF or .TIFF files.
- An abstract of the project: maximum 1 A4 page
- Portfolio of projects
- 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 single 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
- Two special mentions covering 20% of the total tuition fee of the Master Program

Spring Intake 2017 Deadline:

Electronic entries can be sent to: jamie@saiprograms.com no later than September 8, 2016 Candidates will be informed about the results of the competition by e-mail on September 27, 2016.