

# Domus Academy Scholarship Competition

## Interaction Design Master's Degree

### ENERGY(m) - Wellness on-the-go

In the recent years the evolution of technology, and the growing number of social networks contents and activities, related to fitness and wellness, are more and more boosting people to adopt a healthy and active lifestyle: seeking for fresh physical and psychological benefits. A growing number of quantified self wearables solutions present on the market enable people to access to very precise measurement of a wide range of data. Online coaching and training programs are remotely accessible, while real time tools are enabling expert trainers to monitor, plan and memorize better information of their customers and refine their programs "on-the-go". Boutique and pay-per-class studio offers are drawing people to pay more for a more interactive exercise experience, instead of having access to endless professional equipment and spaces that a traditional 'chain gym' can provide. In the meanwhile, similar to what we have assisted in other domains, the birth of new service models based on the concept of sharing resources and facilities, brought some of the bigger chains in the fitness industry to even partnering with other realities in order to gain clientele and finances in exchange for space and amenities.

How can the gym experience be EXTENDED in time, letting people GET IN TOUCH with specific services before their workouts, but even reminding them of their experience later on? How can we enrich the (inside) gym experience by integrating PHYSICAL spaces and equipment with DIGITAL services and contents? What if we could create a BRIDGE between the outside (open-air) activities to the indoor sessions? Which are the VISUAL elements and the interaction modalities that such TOOLS can offer to the users in order to BOOST their level of ENGAGEMENT?

#### **Brief:**

If you are interested in developing interdisciplinary skills focused on conceptualizing, designing and evaluating innovative solutions interweaving the world of interaction and digital communication to Design culture and you had developed an educational and/or professional path in interaction design or other relevant design related fields, send us your portfolio of projects and works and your project proposal for the ENERGY(m) Competition. The project's development will have to focus on innovative solutions (apps, digital devices, or a web services) and concept scenarios exploring contemporary and future strategies, thoughtfully designed in order to enhance the customer's experiences inside and outside the gym.

#### **Materials Required:**

- Portfolio of projects and works including your "ENERGY(m)" project proposal
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form\*

The presentation technique is free according to the expressive skills of the candidate. It can include images, links to websites, videos, and slide presentations.

\* Application fee is waived for competition participants.

**Prizes:**

- One scholarship covering 60% 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 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

**Fall Intake 2017 Deadline:**

Electronic entries can be sent to: [vanessa@saiprograms.com](mailto:vanessa@saiprograms.com) no later than April 17, 2017. Candidates will be informed about the results of the competition by e-mail on May 11, 2017.