

# **Domus Academy Scholarship Competition**

## **Interior & Living Design Master's Degree**

### **Cafeteria Innovation**

New rituals and experience of the tea and coffee culture

The tea and coffee culture has been developed and matured uniquely in various countries for over hundreds of years. Each country has different ritual and classic methodology regarding the tea and coffee experience. In some countries tea is more popular, and in other countries coffee is more demanded but what is common between these two drinks is that they are strictly related to the culture and people's lifestyle. It is a moment of relaxation, refreshment, and even meditation, reflecting the habits and the traditions. In this hectic life, it is crucial to have a cozy moment of break with tea and coffee. The world is changing rapidly. The people's way of living is greatly influenced by the cultural globalization and latest technologies in the world. Within this framework, how can we have an innovative tea and coffee place for our new lifestyle and behavior? Domus Academy in collaboration with Bitossi is launching a competition for designing the concept of "Cafeteria innovation – new rituals and experience of the tea and coffee culture".

#### **Brief:**

Domus Academy invites the candidates to explore the concept of a new cafeteria that is able to offer modern rituals and experience of the beverages in a contemporary way. Candidates will research and investigate the tea or coffee culture of his/her country of origin, in order to come up with original and innovative scenarios. The cafeteria can be related to only one beverage, either tea or coffee, depending on the candidates' culture. The location and the concept of the project should be clearly described. The project could be a reinterpretation of the traditional moment of drinking tea and coffee, by experimenting also the latest technologies or social services. The project should evoke new behaviors and lifestyle scenarios of the people in the cafeteria environment.

#### **Materials Required:**

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

**Spring 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.