

# **Domus Academy Scholarship Competition**

## **Luxury Brand Management Master's Degree**

### **Art Foundation: the Power of Heritage**

Luxury & fashion brands have long been patrons of arts and are increasingly focusing their attention to the art world through the Art museums and foundations. There is not always a link between their products and their Art endeavors. Whether fulfilling an educational role, especially among the young, or seeking to inspire both emotions and contemplation those Art Foundations help drive the image of the brand straight into the present. It is also a powerful means of communication. The very dense press coverage on a worldwide level focusing on exhibition projects is beneficial to the brands. In this ever evolving scenario, Museo Salvatore Ferragamo is an intriguing and unique example. The Museum has been working for twenty years in spreading the values on which the entire Company is based: craftsmanship and innovation in the name of Made in Italy. Its transversal temporary exhibitions are a chance to introduce the Company history and Salvatore Ferragamo's heritage and bring it to the present. In the Museum, the product is mixed up with the work of art in a space that becomes an occasion of inspiration for the new generations, with a special hint to the contamination between the worlds of art and fashion. A different reality is offered by Fondazione Prada, for instance, where the attention is focused on collecting contemporary art, or by Armani Silos, where the product becomes the undisputed protagonist of the exhibition proposal

#### **Brief:**

Candidates will analyse the positioning of Museo Salvatore Ferragamo and Fondazione Ferragamo. Their starting point will be understanding the internal statement of corporate identity, the Museum history and its mission. They will then carry out an in-depth benchmarking research, comparing what other leading international companies are doing. After analyzing the differences and similarities and the respective weaknesses and strengths, they will make concrete and innovative proposals to strengthen the position of Museo Salvatore Ferragamo. Candidates will then develop innovative proposals to enhance how Museo Salvatore Ferragamo disseminate its cultural heritage both inside and outside its walls. Proposals could consist in new visitor's experiences or new communication activities. The capability to conduct an in-depth research, the consistency between the proposals and Museo Salvatore Ferragamo Mission and the originality proposals will all be considered fundamental elements for the successful assessment of the project.

#### **Materials Required:**

- Project description: a pdf presentation of maximum 10 slides, including visual and images.
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academy 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

**Fall Intake 2017 Deadline:**

Electronic entries can be sent to: [vanessa@saiprograms.com](mailto:vanessa@saiprograms.com) no later than April 7, 2017.  
Candidates will be informed about the results of the competition by e-mail May 4, 2017.