

# **NABA Scholarship Competition**

## **Design – Product Design Master’s Degree**

### **New Humanity**

The decadence of the models supporting development over the last century is now evident, as are the strategies developed by design culture to ensure that a system with globally-visible weaknesses survives. For years Design has worked to safeguard consolidated methods of consumption, creating concepts of beauty, ideas of well-being and future metropolis, architecture, interiors and products. The Design culture, alongside the industry, has accepted the logics, mechanisms and values of this, assuming a problem-solving role and often renouncing any tendency to doubt the basic paradigms of production, distribution and consumption systems. In historical moments of industrial history that inclination has opened new ways to the “objects and homes” of man. Our proposal for this competition is to “divinely capture” the urgent needs required by the great transformations in act from the discipline of design; micro projects able to illustrate possible futures based on paradigms and values relating to a different idea of living:

- new ways of making and producing
- new uses of materials and energy
- renewed ideas of beauty and wellness
- new ways of distributing, possessing, accessing, consuming and using...
- small projects containing some indication of a new design season for the “objects and homes” of a New Humanity

#### **Materials Required:**

- Max 5 A3 boards in PDF or TIFF files that fully represent your design area
- An abstract of the project – max 1 page
- Personal portfolio of works and projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- NABA Application Form\*

The candidates are asked to send their materials in English language and in two files in PDF format – one including competition project and one including personal portfolio.

\* Application fee is waived for competition participants.

#### **Prizes:**

- One scholarship covering 60% of the total tuition fee to attend the first year of the MA Program.
- One scholarship covering 50% of the total tuition fee to attend the first year of the MA Program.
- One scholarship covering 40% of the total tuition fee to attend the first year of the MA Program.
- Two special mentions covering 20% of the total tuition fee to attend the first year of the MA Program.

**Fall Intake 2017 Deadline:**

Electronic entries can be sent to: [vanessa@saiprograms.com](mailto:vanessa@saiprograms.com) no later than May 12, 2017.  
Candidates will be informed about the results of the competition by e-mail on June 6, 2017.