

GET THE  
TRENDS  
AROUND  
THE FAIR  
COMPETITION  
2009

LANGUAGES OF PRODUCT DESIGN

PREPARATORY DESIGN PROGRAMME

LAUNCHES

GET THE TREND AROUND  
THE FAIR COMPETITION 2009

DEADLINE JUNE 30, 2009

INFO [prepdesign@domusacademy.it](mailto:prepdesign@domusacademy.it)

[www.domusacademy.com](http://www.domusacademy.com)

On the occasion of "Salone 2009", Domus Academy launches an international competition addressed to the transcultural multitude of "design addicted", the feverish and migrant tribe fond of design, that will meet in Milan from 22nd to 27th of April at the 48° edition of the Salone Internazionale del Mobile.

The subject of the competition is **Get the Trend Around the Fair**. Participants are asked to explore all exhibitions and events at the Fair and all around the city\* looking for the trend, the vocation, the inspiration that most of all leads this 48° edition of the Salone. The search can identify shapes, creative ideas, materials and every other significant expression of creativity connected to the design world and able to catch the current trend for the future.

*\* Salone Internazionale del Mobile, Salone Internazionale del Complemento d'Arredo, Euroluce - il Salone Internazionale dell'Illuminazione, SaloneSatellite, That's Design e FuoriSalone.*

## PRIZES

- **One scholarship covering 100%** of the tuition fee of the new training program Languages of Product Design - Preparatory Design Program at Domus Academy.
- **One scholarship covering 50%** of the total tuition fee of the new training program Languages of Product Design - Preparatory Design Program at Domus Academy. All candidates, who are going to send their projects and participate in the competition, will receive an award consisting of **10% discount** on the tuition fee to attend the Program.

*These conditions are intended only for the first edition of the training program Languages of Product Design - Preparatory Design Program at Domus Academy (October 5th - November 27th 2009).*

## JURY

The projects will be evaluated by a giury composed by **Flavio Albanese** (Chief Editor of the International Architecture, Design and Art Magazine "Domus"), **Cristina Morozzi** (Journalist, critic, author and curator for design, art and fashion) and **Dante Donegani** (Director of Product Design Department at Domus Academy).

## MATERIALS REQUIRED

The project can be developed in Adobe Acrobat .pdf (maximum 5 slides), video (maximum two minutes) or as a photo series (maximum 5 pictures). Jointly with the project, candidates must submit the application form.

You can download it from the school website or you can collect it from Domus Academy stand at That's Design, Spazio Ex Industria, Via Forcella n°13.

## DEADLINE

Works must be sent to Domus Academy by and not later than **June 30th, 2009**.

## DELIVERY

Projects in digital format must be sent via email to the following email address: [prepdesign@domusacademy.it](mailto:prepdesign@domusacademy.it)

Paper work or on digital support has to be sent to the following address: Domus Academy **Get the Trend Around the Fair Competition**, Via Watt 37 - 20143 Milan To the attention of: Product Design Department

## COMPETITION RULES

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned. All the material must be the result of an unpublished work developed by the candidate, not used by the candidate in other previous occasions. Candidates will be informed on competition results via email by July 10th, 2009.

## LANGUAGES OF PRODUCT DESIGN

### Preparatory Design Programme

The Preparatory Fashion Program (PDP) is a new training program developed by Domus Academy as a consequence of the long experience matured in the international design field. It's a pre-master course designed to provide people from different creative fields with tools and experiences to compete in the global world.

The objective of the course is to provide each participant with the fundamental tools to better understand the world of Product Design: the rules, the possibility of expansion in a fast growing market, the synergy between design and other fields. These elements will enable young professionals, willing to work in this field, to acquire the necessary knowledge to approach the Design world and its processes.

It's fundamental for the design industry that new generations of designers could understand and share the same language, regardless of their origins, their backgrounds or their future goals.

## INFORMATION

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