



Domus Academy launches

PAY ATTENTION COMPETITION

MASTERS IN DESIGN & INTERACTION DESIGN 2010

15th July 2010

DEADLINE

info@domusacademy.it

INFORMATION

info@domusacademy.it

IF YOU BELIEVE that Design cannot be interpreted as a stylistic technique merely giving shape to objects, but it's a complex, challenging activity which strategically contributes to direct the form and meaning of the industrial production and culturally outlines different aesthetic and social visions. IF YOU WANT to experience a cross-disciplinary approach, interweaving the world of interaction and ICT to Design culture.

Domus Academy offers you two paths of excellence.

SEND us your best project or research work on a product or object you consider innovative for its performance, aesthetics, quality of materials, or SEND us your best project that embodies an interactive experience (web-site, interactive service, graphical interface, electronic device).

PAY ATTENTION / MID+MD 2010

READ MORE



CHOOSE ONE JURY

I-DESIGN

Massimo Banzi, *tinker.it*

Jozeph Forakis, *Studio Forakis*

Claudio Moderini, *Domus Academy*

DESIGN

Dante Donegani, *Domus Academy*

Stefano Giovannoni, *Designer*

Joseph Grima, *Editorial Director Domus magazine*

YOU CAN WIN

The two juries will assign 2 scholarships covering 50% of the tuition fee for the Master in Design 2011 (1) or the Master in I-Design 2011 (1).

DELIVERY MATERIALS

The project must be developed and submitted in a digital format.

You can send us sketches, images, short videos, together with your Curriculum Vitae and a Motivation Letter.

Please send all the materials to

infodesign@domusacademy.it

infoideesign@domusacademy.it

by July 15th 2010.

Candidates will be informed about the results of the competition via e-mail on July 30th 2010.

INFORMATIONS

For further information about the Masters programs, visit **www.domusacademy.com**

For further information about Design and Interaction Design projects, visit

<http://projects.domusacademy.net>

For further information please write to

infodesign@domusacademy.it

or **infoideesign@domusacademy.it**

MASTER IN DESIGN

The Master in Design offers a path of experience, research and design, which combines the theoretical heritage of a prestigious and stimulating teaching activity with the contribution of close and practical cooperation with companies and professionals in the field. It aims at developing professionals with specific skills, willing to play an active role while proposing new intuitions, aesthetic visions, and cultural values.

MASTER IN INTERACTION DESIGN

The Master in I-Design integrates ICT potential, design sensitivity and business mind set to generate an interactive design product. It blends creative skills and understanding of the media with the ability to transform design visions into business opportunities by adopting points of view connected to the market strategies and logics.

