



SCHOLARSHIP COMPETITION

MASTER COURSES

BRIEF

19 MASTER SCHOLARSHIPS

DEADLINE: June 14th 2018 - November intake

September 20th 2018 - January and February intakes

November 15th 2018 - March intake

IED Istituto Europeo di Design and I.L.E.M. srl - Accademia di Belle Arti "Aldo Galli" (hereafter referred as Accademia Galli) call out to young creatives to transform their ideas into projects.

IED and Accademia Galli offer 19 Scholarships covering 50% of tuition fee for Master courses 2018/2019 in Design, Fashion, Visual Arts, Communication and the brand new Art area. Locations involved are Milan, Como (Accademia Galli), Florence, Rome, Turin and Venice.

HOW TO APPLY

In order to apply for the Contest, participants are required to develop a project concept that's relevant to one's own specific Master course of interest, following the guidelines described in each single Brief.

To participate in IED Master Scholarships students are demanded to get registered and upload required documents not later than (GMT+1 - Italian time):

- h 23.59 of **June 14th 2018** - for November intakes
- h 23.59 of **September 20th 2018** - for January and February intakes
- h 23.59 of **November 15th 2018** - for March intake.

Step 1. Read carefully this Regulations and the projects Briefs.

Step 2. Pick a course of choice.

Step 3. Get registered filling in the form available at ied.edu/scholarships-master

Once registered, you receive an email confirmation with the credentials to enter your Personal Area where you can upload required papers. A IED Advisor will contact you to support you in the process. Only for Candidates interested in Accademia Galli: please send the confirmation of your participation at borsedistudio@accademiagalli.it

Step 4. To participate in the Contest students need to develop a concept, connected to the area of interest, following the recommendations indicated in each single Brief.

Step 5. Once the material collection is ready, enter your Personal Area (using your own credentials) and upload your project with the addition of demanded papers. Scholarships' winners have 3 days to confirm their acceptance and 5 days to complete your application to the Master course of your choice.

Good luck!

MASTER COURSES

IED Milano

- Design - Innovation, Strategy and Product (*eng - jan 2019*)
- Interior Design (*eng - jan 2019*)
- Fashion Communication and Styling (*eng - jan 2019*)
- Fashion Design (*eng - jan 2019*)
- Fashion Marketing - From Strategy to Branding (*eng - jan 2019*)
- Brand Management and Communication (*eng - jan 2019*)
- Event Management (*ita - nov 2018*)
- Graphic Design (*ita - nov 2018*)

IED Firenze

- Graphic Design - Focus on New Media (*eng - feb 2019*)
- Arts Management (*eng - feb 2019*)
- Brand Design and Management: Food, Wine and Tourism (*eng - feb 2019*)
- Fashion Business (*eng - feb 2019*)
- Design - Innovazione e Prodotto per l'Alto Artigianato (*ita - mar 2019*)

IED Roma

- Jewelry Design (*eng - jan 2019*)

IED Torino

- Transportation Design (*eng - mar 2019*)

IED Como - Accademia di Belle Arti "Aldo Galli"

- Contemporary Art Conservation (*eng - mar 2019*)

IED Venezia

- Business for Arts and Culture (*eng - jan 2019*)
- Curatorial Practice (*eng - jan 2019*)

DESIGN AREA

IED Milano

- Design - Innovation, Strategy and Product (*eng - jan 2019*)
- Interior Design (*eng - jan 2019*)

IED Firenze

- Design - Innovazione e Prodotto per l'Alto Artigianato (*ita - mar 2019*)

What is design for you? We can tell the design by assimilating it to a large box containing thousands of coexisting projects born of different and sometimes opposing cultures, expressions, will and objectives. Open this box and pick the projects that you think made the history of design and architecture: stop, have them in front of you and analyze them in order to understand what design is for you. Once you defined this, choose a storytelling tool (pictures, videos, drawings, words) and tell us your design view. Then open the design box of future generations and tell us which objects, spaces, scenography you found, using the tool you prefer. If you do not see objects or spaces that respond to the needs of future generations, design them yourself! They should be simple, functional, touching, beautiful to see and sustainable.

IED Torino

- Transportation Design (*eng - mar 2019*)

People who love to move freely and independently have always had the passion for cars. The arrival of new propulsion technologies has to respond this need. Design a two-seater car with electric motor dedicated exclusively to fun and driving pleasure, an object to use not in daily transports but only in relax moments and to share with one or two persons maximum. Show us at least three views (side, $\frac{3}{4}$ front and $\frac{3}{4}$ back) and an inspirational moodboard.

HAVE YOU ALREADY READ THE REGULATIONS? [CLICK HERE](#)

FASHION AREA

IED Milano

- Fashion Communication and Styling (*eng - jan 2019*)
- Fashion Design (*eng - jan 2019*)
- Fashion Marketing - From Strategy to Branding (*eng - jan 2019*)

IED Firenze

- Fashion Business (*eng - feb 2019*)

IED Roma

- Jewelry Design (*eng - jan 2019*)

Being the good change: ethic, educated and necessary. This is asked today to a creative. Without neglecting the superfluous, which is the salt of the job in the fashion world. Keeping this concept in mind, show us a project (a design, marketing or communication project) that integrates ethic and superfluous, and provide it with theoretical arguments and examples. "Be the change you want to see in the world".

HAVE YOU ALREADY READ THE REGULATIONS? [CLICK HERE](#)

VISUAL ARTS AREA

IED Milano

- Graphic Design (*ita - nov 2018*)

IED Firenze

- Graphic Design - Focus on New Media (*eng - feb 2019*)

As the father of Italian graphic design Albe Steiner said, the visual communication designer has a social responsibility. For this reason, this figure cannot avoid not only a common user experience, but also a user involvement in the design process. Users often express themselves freely: writings on walls, stickers, signs stuck on doors or walls (we are not talking about the 'high' version of street art). They solve immediate communication problems that others didn't solve. Select one of these messages having a public and/or social utility (from signage to social protest) and of any dimensions or material. Turn it in a communication product (poster, video, installation, wayfinding system) having the same function and urgency. Small problem solving: priorities first.

HAVE YOU ALREADY READ THE REGULATIONS? [CLICK HERE](#)

ART AREA

IED Firenze

- Arts Management (*eng - feb 2019*)

IED Venezia

- Business for Arts and Culture (*eng - jan 2019*)
- Curatorial Practice (*eng - jan 2019*)

IED Como - Accademia di Belle Arti "Aldo Galli"

- Contemporary Art Conservation (*eng - mar 2019*)

Marcel Duchamp coined the term ready-made in 1915 to describe a common object that had been selected and not materially altered in any way but that became an artwork. Duchamp assembled Bicycle Wheel in 1913 by attaching a common front wheel and fork to the seat of a common stool. In 1917, Fountain, a urinal signed with the pseudonym "R. Mutt", and generally attributed to Duchamp, confounded the art world. Duchamp through the "ready-made" designed the contemporary art. The concept of "ready-made" can help you to design an art project or a business in art. A venue, an object, an attitude, an experience that have no direct link with art, with a semantic translation typical of the concept of ready-made, can inspire you to realize an art project (start up, exhibiton, conservation project, museum experience).

HAVE YOU ALREADY READ THE REGULATIONS? [CLICK HERE](#)

COMMUNICATION AREA

IED Milano

- Brand Management and Communication (*eng - jan 2019*)
- Event Management (*ita - nov 2018*)

Brands' lives are increasingly intertwined with ours. Brands have the power to condition our thought, our behaviors, our life. For this reason, they have also the responsibility to use this power to enhance education, culture and people's behaviors. For example, the Swedish Coop recently launched a campaign to make people aware of the need of consuming less meat. Because it is not healthy, but first because its production is among the most polluting activities on earth. We ask you to choose a brand and find an issue the chosen brand can have impact on. Design a creative communication project that the brand can use to contribute in the world change and to lay the foundations for a more sustainable future.

IED Firenze

- Brand Design and Management: Food, Wine and Tourism (*eng - feb 2019*)

"Buono, pulito e giusto" is a book by Carlo Petrini, Slow Food Founder and President. It represents a groundbreaking point of view on culture and nature that changes our approach to food and tourism, towards the concept of experiencing and discovering the territory. Can this revolution in values be also fun, irreverent and magic? Challenge yourself! Conduct an in-depth research focusing on food, wine and tourism and develop an innovative project accompanied by a clear motivation of your choices and that critically interprets the balance between ethic and creative irreverence.

HAVE YOU ALREADY READ THE REGULATIONS? [CLICK HERE](#)