



DOMUS ACADEMY MILANO

# THE DOMUS OF POSSIBILITIES



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# Director of Education

## Mark Anderson

### FOCUS ON VISION

*Domus Academy was born from a disruptive and visionary philosophy in a period in which Italian Design successfully spread internationally. A group of practitioners and thinkers joined forces to run a laboratory of ideas, experimenting and exploring. Students, emerging and experienced professionals, critics and intellectuals, gathered together to discuss and investigate the world to come—how they as designers could contribute and project change—to examine systems, challenging the status quo to construct and reflect on possible futures.*

*This same spirit is integrated into the current pedagogical approach (common to all of the master's programmes) that combines inquiry and experiential learning components in an atelier-like environment. Seminars and workshops become the framework in which students, alongside the professors, became the protagonists in design discourse, challenging the project's space and developing and applying a critical mindset. The goal is to go beyond the immediate, to think on a broader scale in order to return, to inform, or even reformulate the particular issue at hand.*

*With renewed urgency, our academic endeavours and programmes aim to prepare the students to manage the complexity of change and articulate the thoughts and ideas that will shape and guide our contemporary and future context.*



**DOMUS ACADEMY MILANO**



## DESIGN EMINENCE IN THE DESIGN CAPITAL

Study at a highly ranked school recognised by international institutions and publications as one of the best design schools worldwide. Experience Milan, the world's capital of fashion and design.

## DISRUPTIVE DESIGN RESEARCH

Work on multiple unconventional projects with leading companies and professionals. Create disruptive design concepts and envision the future through possible and impossible scenarios.

## DESIGN EXPERIENCE AND UNIQUE CAREER OPPORTUNITIES

Attend masterclasses with famous and emerging designers. Boost your connections during our workshops with the best companies and studios. Get your internship/field learning experience.

Join an amazing global network of alumni.

## DYNAMIC AND TAILORED PATHWAY

Customise your academic pathway. Take part in cross-disciplinary workshops and personalise your study plan according to your interests and career objectives.

## DOUBLE AWARD MASTER'S PROGRAMMES

Earn a worldwide recognised, international Double Award Master's, consisting in a UK-accredited Master of Arts Degree from Regent's University London plus an Academic Master's Degree accredited in Italy.



# Studying in Milan

Design is part of the fabric of Milan. From the fashion tradition of the city to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture. Life in Milan moves at a relentless pace, in fact it is hard to remain unmoved or detached from all the cultural, social and business activities afoot. There is no better place to pursue a design education.

2000+ INNOVATIVE START-UPS

1 INTERNATIONAL MILAN DESIGN WEEK

4 FASHION WEEKS

NEW SKYLINE AND NEIGHBOURHOODS BY ZAHA HADID,  
DANIEL LIBESKIND, ARATA ISOZAKI

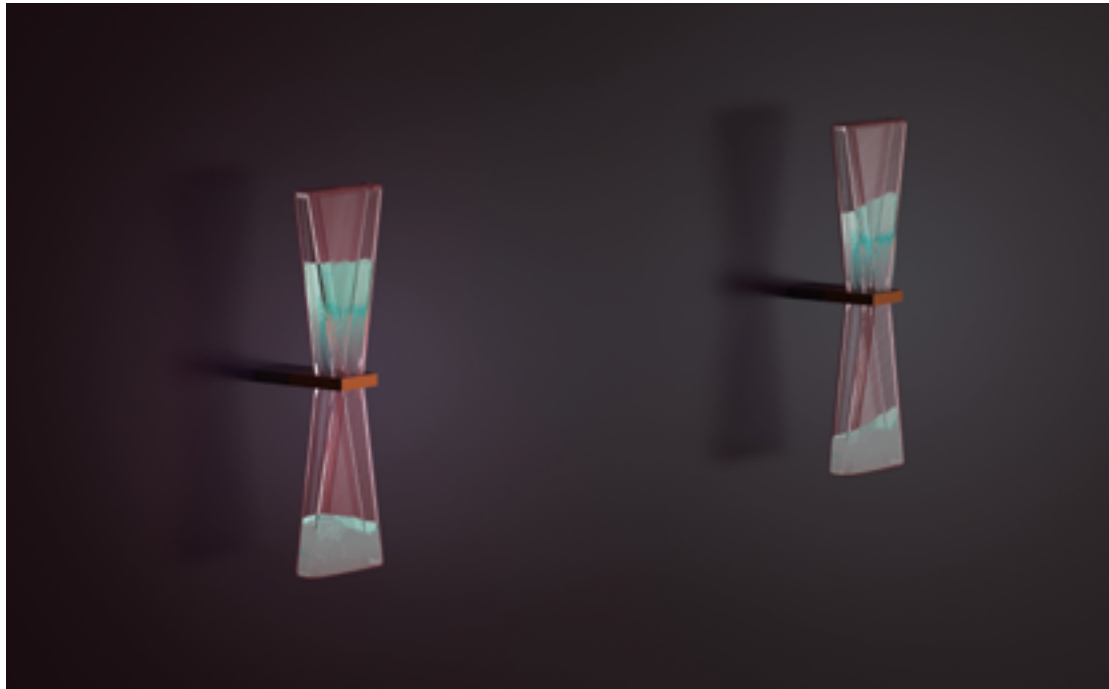
900+ FASHION AND DESIGN SHOWROOMS

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems. Milan is a creative environment like no other.





TOP: AQUOA by Daniele Ficarra

BOTTOM: project by Shagun Choaria and Jamila Zhankovic

## Learning by designing

Domus Academy is a talent incubator and a springboard to interdisciplinary adventures.

It encourages students to work in a cross-disciplinary way and apply the school's learning by designing methodology to combine a meticulous, rigorous and robust approach with their creative vision.

Domus Academy methodology is rooted in the learning by designing approach, where learning means investigating, researching and developing ideas and cross-disciplinary projects. Students work on unconventional projects, envisioning future scenarios and creating disruptive design. Central to the success of the Domus Academy approach are its professors: capable educators who are also highly talented designers.

Many run their own studios and companies while others hail from leading fashion houses, architecture firms and design retail, bringing a relevant, real-world perspective to their lectures and group projects.

Some of our present and past collaborators include: Andrea Branzi, Humberto & Fernando Campana, Ennio Capasa, Matali Crasset, Ildo Damiano, Alessandro Dell'Acqua, Diego Dolcini, Jozeph Forakis, Naoto Fukasawa, Roberto Giolito, Stefano Giovannoni, Riccardo Grassi, Kostantin Grcic, Ezio Manzini, Francesco Morace, Setsu Ito, Mario Trimarchi, Clino Trini Castelli, Gaia Trussardi and many others.

Students not only develop the expertise necessary to tackle design problems, but also identify problems for which design can offer effective solutions. Essential to Domus Academy's methodology are the challenges offered by our professional partners, leading Italian and international companies that the school works with.

These invaluable opportunities give students vital, real-world experience, and the problem-setting pedagogic approach helps them develop critical thinking and problem-solving skills. It is through this integrated approach that Domus Academy has stayed true to its founding mission: to prepare designers for personal growth, vision and professional success in an ever-changing design and consumer market.



# Accreditation and awards

Graduates from Domus Academy **Master's Programmes** earn a degree that is recognised throughout Europe and the world, receiving an Academic Master's Degree (60 ECTS) accredited by the Italian Ministry for University and Research (MUR)\*, in addition to a Domus Academy Master's Diploma.

Applicants to Domus Academy also have the option to enrol to the **Double Award Master's Programme**. This enables to obtain an Academic Master's Degree accredited by the Italian Ministry for University and Research (MUR) and an internationally recognised Master of Arts Degree\*\*, with UK validation (90 ECTS/180 UK CREDITS).

Students of the Domus Academy **two-year MA Programmes** earn an internationally recognised qualification receiving a Masters of Arts Degree (120 ECTS) accredited by the Italian Ministry for University and Research (MUR)\*, in addition to a Domus Academy MA Diploma.

The combination of accredited coursework and innovative professional projects gives students the opportunity to build on their academic foundation, while gaining valuable work experience directly applicable to their future careers.

\* The Academic Master's Degree and the two-year Master of Arts Degree are awarded by NABA, Nuova Accademia di Belle Arti

\*\* The Master of Arts Degree, earned after completion of the Double Award Master Programme, is awarded by Regent's University London



Opinion leaders and publications from around the world uphold Domus Academy as an example of education excellence in the areas of design, fashion and architecture.



## DOMUS ACADEMY AWARDS:

- **Compasso d'Oro Award** by the ADI, Associazione Disegno Industriale (Industrial Design Association) - 1994
- Badges of Excellence in Learning Experience by **The Business of Fashion Assessment** - 2019
- Selected by **Azure magazine** as Top 8 Interior Design and Interaction Design Schools - 2016, 2017
- Listed by Domus Magazine as one of **Europe's Top 100 Schools** of Architecture and Design - 2014-2017
- Listed as one of the **Best Design Schools** in the World by BusinessWeek - 2009
- One of the Top 3 universities in Italy and among the first 100 in the world in the Art & Design field - **QS World University Rankings by Subject** - 2022



## STUDENT AWARDS:

Over the years the works of Domus Academy's students and alumni have been recognised in a wide array of international competitions. Here are just a few examples:

- Maddalena Casadei (Master in Product Design): **Included in AD100/2022**
- Irem Başer Oğan (Master in Product Design): **Winner IF Design Award 2021**
- Morgan Ræ (Master in Interior & Living Design): **Winner Radical Innovation Award 2021**
- Namit Khanna (Master in Product Design): **Winner EDIDA India Young Talent 2021**
- Carolin Woitke (Master in Fashion Design): **Finalist Mittelmoda Contest 2021**
- Daniele Ficarra (Master in Product Design): **Winner Swarovski Foundation Institute contest 2021**
- Defne Koz, Marco Susani (Master in Product Design): **Winners Compasso D'Oro 2020**
- Noel Braganza (Master in Interaction Design): **Winner Red Dot Award 2020**
- Emir Polat (Master in Interior & Living Design): **Winner Elle Décor 30<sup>th</sup> Anniversary Contest 2019**
- Ana Gabriela Teran, Yara Ghaouch (Master in Fashion Styling & Visual Merchandising): **Winners Bodytelling contest by Marie Claire 2019**



# Industry network

Thanks to its proximity to the professional design world, Domus Academy has established an extensive network of connections and relationships with many of the most prestigious companies and studios. From this privileged position, we are able to monitor employment opportunities and prepare our students to take advantage of them.

## THE BEST COMPANIES IN OUR INDUSTRY NETWORK: DESIGN AND FASHION BRANDS

Domus Academy's vast network of contacts and relationships with prestigious companies, start-ups and design firms facilitates the creation of professional experience placements that offer students the chance to see what their future holds.

Leading companies are also involved in developing workshops and work closely with students on real-world assignments. Each step in our master's programmes is designed with great care. Collaborations are thoroughly evaluated, from the initial brief to the final project presentation.

RIGHT PAGE: NEON DEMONS project by Ruxandra Virca, Fundao Bae, Begona Saez Lopez, Shubhangi Bhatnagar, in collaboration with L'Officiel Italia. Photo: Simone Conte



# Career and placement

During your study path at Domus Academy, our Career Services Office will help you prepare for your professional life. And when it's time for you to enter (or re-enter) the working world, we will be there to support you.

The Career Service Office organises the "Career Gym" sessions, a series of dedicated lectures to provide the students guidelines and tips to be ready for the job market. You will focus on developing your personal identity as a designer, with an eye toward market trends. You will also learn how to write a compelling CV, assemble an excellent portfolio, manage your social media presence, and prepare for job interviews.

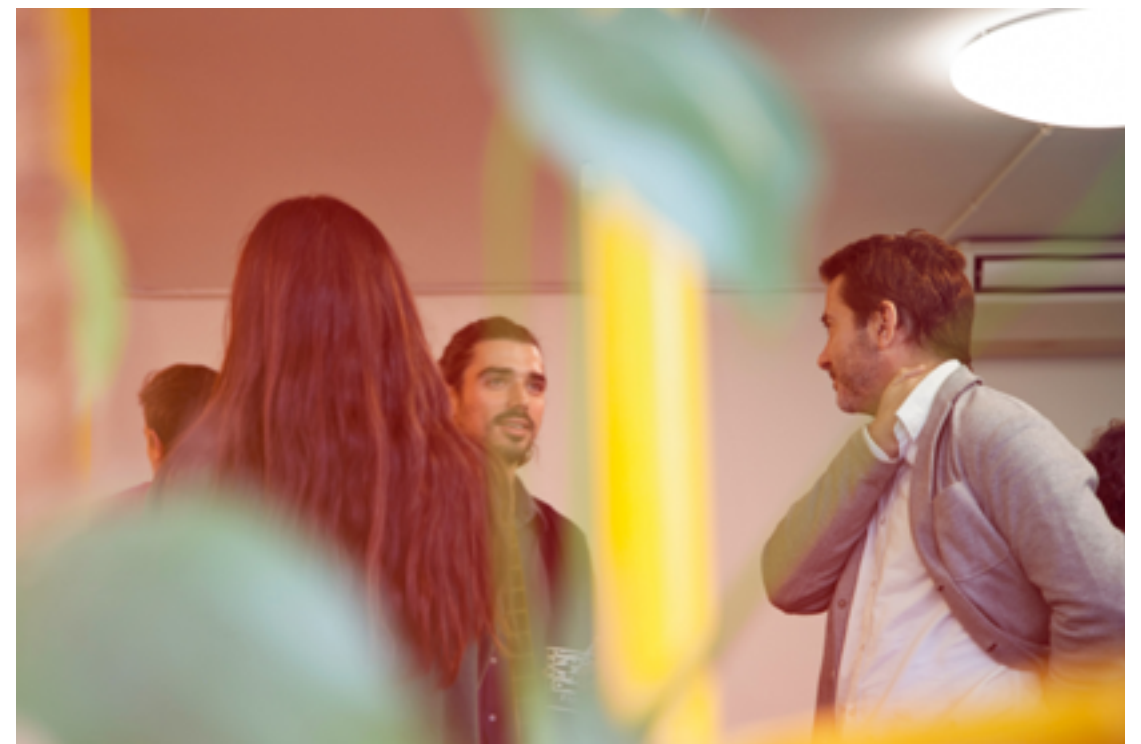
The Career Service Office organises also the "Career Days", that consists in company presentations and recruiting sessions on campus or online with professionals, HR referents, recruiters, headhunters from the Fashion, Design, Business and Experience Design sectors. These sessions are a chance for the students to dialogue and get in touch with companies across various sectors.

The Career Service has adopted a platform dedicated to students, alumni and companies in the school network. Each student will be invited to enter and use the platform discovering the different tools and functionalities to keep in contact with the Career Service Office along the academic year and even after, get information about School events, International Competitions open to students and/or alumni, deliver the CV and Portfolio to apply to the various internship and job opportunities made available by the companies and follow the recruiting processes, thanks to the Career Service Office support.

RIGHT PAGE:

TOP: Sara Tessarin, Stefano Fuga, Carolina Rey Bedon (Illimity) during Master in Interaction Design final presentation

BOTTOM: Andrea Spallino (NEMO STUDIO) during Master in Product Design workshop launch



## 88%

### PLACEMENT RATE

*Survey conducted in 2020/21 by Nielsen Group*

# Academic and Double Award Master's Programme structure

Each master's programme is workshop based, supplemented with seminars, lectures, tutorials and fieldwork. Industry professionals, the programme leader and project leaders will guide students via individual coaching and mentorship.

## COURSES

Coursework focuses on examining the theory that underpins the field through lectures and exercises, as well as tutorials that teach management and marketing strategies specific to the industry. Throughout, students will be exploring the most cutting-edge technology such as design software and 3D modelling tools, learning how to create a unique brand and developing their own professional identity.

## WORKSHOPS

Guided by industry professionals and faculty project leaders, students will work with leading companies on projects such as creating new products for different industrial sectors on a worldwide scale, creating a proposal for an advertising campaign or develop an innovative, consistent fashion collection from research all the way to production.

The valuable experience students gain during workshops will be accompanied by lectures aimed at broadening their knowledge of a specific subject area, presented by designers, researchers, stakeholders and company representatives. Each workshop culminates in a public presentation.

## FINAL WORKSHOP PROJECT

Students will be able to develop personal, in depth body of work as a culmination of their academic path. They develop design research, create projects and explore conceptual ideas that are transformed into tangible output ranging from fashion collections and styling to product design, interactive scenarios, communication and business strategies.

## CRITICAL AND CREATIVE FRAMEWORK

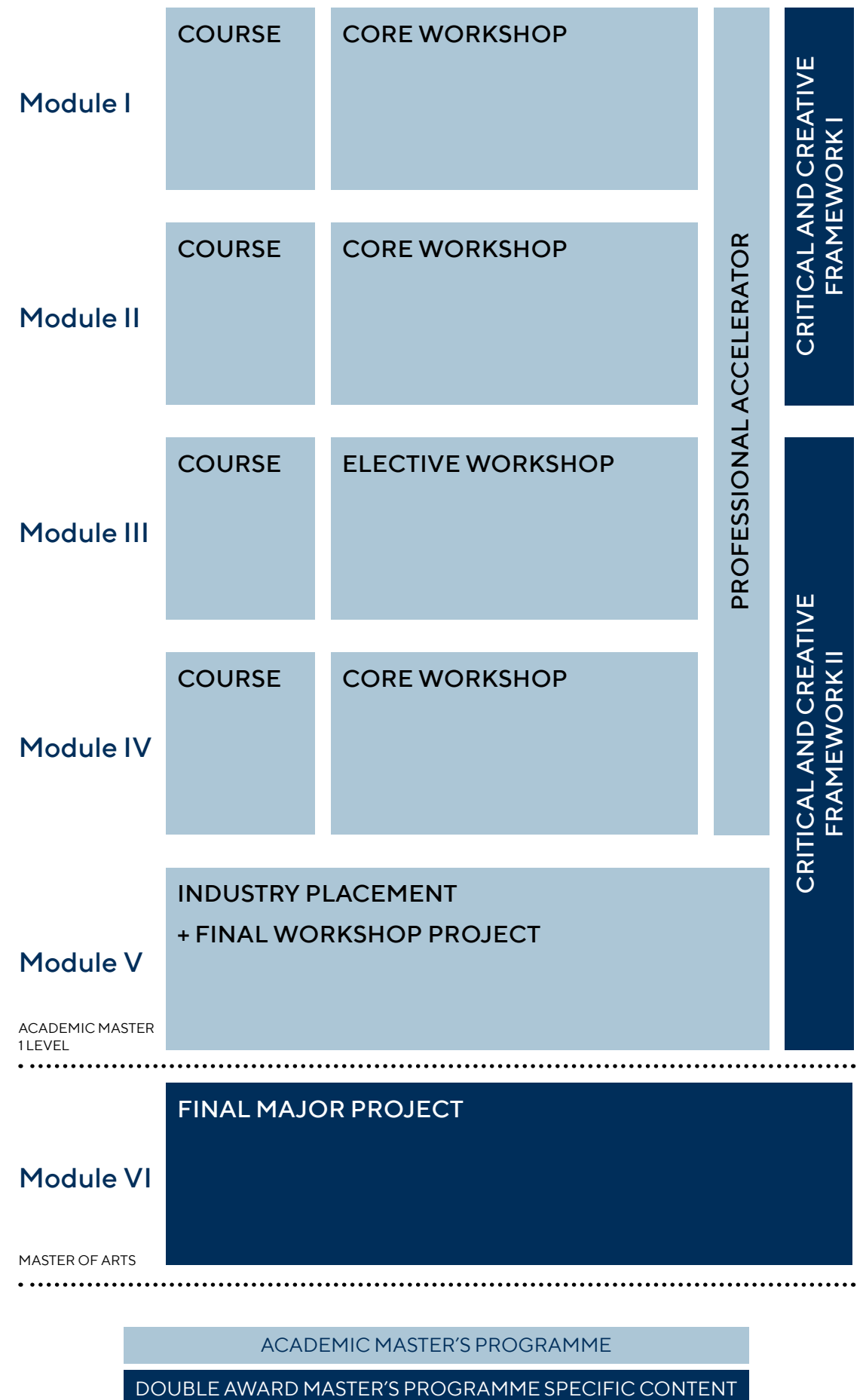
In this module, students will undertake in-depth research on selected topics and themes. They will investigate new methodologies and integrate a critical perspective in the development of a research that represents reflections on the contemporary context and that will contribute to the body of knowledge in their disciplinary area. This research will inform and provide the theoretical framework and foundations for the Final Major Project. This module will be supported by visiting lecturers, seminars, structured peer-to-peer debate and discussion sessions to support a high-level research.

## FINAL MAJOR PROJECT

Students will develop an individual degree project that represents a professional body of work as final step of their master's experience. During the development, there will be a high degree of individual self-guided study that is guided by mentors and advisors. The Final Major Project will be presented in front of a commission of academic and industry experts.

## PROFESSIONAL EXPERIENCE

To gain real experience working in their field, students will choose to either do an internship (industry placement) at a company or work on a project on campus in collaboration with a company and complete an entrepreneurship module. In each case, they will benefit from mentorship, an inside perspective on their field and valuable career connections.





# Two-Year Master of Arts Programme Structure

During the Master of Arts programmes, students will experience an unconventional mix of pedagogical activities: workshops, seminars, lectures, laboratories, cross-disciplinary projects, Boot camps and external visits.

## WORKSHOP

The workshop is a studio-based learning environment that involves active learning focusing on project work, strategy and experimentation. Cognitive processes and skills are developed and refined, exercising critical thought and creative making while exploring new design paradigms. Practitioners, theoreticians and domain innovators are involved in delivering content, critiquing work, and guiding outcomes.

## APPLIED LAB

Advanced applied and technical skills are significant in contemporary practice, supporting creativity and innovation. The A-LAB format is a container and a space dedicated to exploring techniques, processes and materials. The focus is often aligned and supports the primary workshop module within the course, although the expected output is often open-ended allowing for exploration, discovery and verification. Within this format, different tools are utilized that can be physical, digital or hybrid and include the use of one or more of the following; physical laboratories on campus, simulations and technique exploration in the classroom, digital prototyping and specialized external laboratories.

## COURSE

The CS denomination refers to courses or modules that cover theory, criticism and history. The scheduled sessions focus on taught learning with lectures, seminars and tutorials led by a member of the academic staff. The advanced level expects active student participation in the form of discussions, and group and individual analysis leading to solid knowledge, comprehension and individual perspective of contemporary contexts and their genesis.

## BOOT CAMP

Boot camps are short, intensive accelerated mini-programmes focusing on particular themes, technologies or approaches inserted into the study plan as extended training sessions. Visiting professors and leading professionals conduct concentrated cross-disciplinary sessions introducing and sharing knowledge and expertise of advanced and emerging professional realities. In the second year of study, the Future Interventions series allows students to choose an Advanced Boot camp that will offer a unique and formative experience.

## FIRST YEAR

Semester 1

THEORETICAL COURSES  
WORKSHOPS  
A-LABS

Semester 2

THEORETICAL COURSES  
WORKSHOPS  
A-LABS

## SECOND YEAR

Semester 3

THEORETICAL COURSES  
WORKSHOPS  
A-LABS  
ADVANCED BOOT CAMP

Semester 4

THEORETICAL COURSES  
WORKSHOPS  
A-LABS  
DEGREE PROJECT

# Combined Online Preparatory Programme + On-campus Academic or Double Award Master's Programme

8 WEEKS ON LINE PREPARATORY PROGRAMME  
88 CONTACT HOURS + ELECTIVE COURSES



5 MODULES ON-CAMPUS ACADEMIC MASTER'S PROGRAMME

(4 modules + professional experience)

or

6 MODULES ON-CAMPUS DOUBLE AWARD MASTER'S PROGRAMME

(5 modules + professional experience)

The Domus Academy Preparatory Programme is an 8-week long series of intensive online courses which allows students to improve their knowledge and prepare for the challenging interdisciplinary approach of the master's degree programmes.

Created for students who have already earned a bachelor's degree and who will be entering into a graduate-level programme, the courses will offer the opportunity to refine professional skills and acquire a deeper cross-disciplinary understanding of the design disciplines. The Preparatory Programme's core course will present a survey of design culture, while the individual pathways will address fundamental competencies in preparation for high-level study in the student's chosen area. All courses foresee direct study hours and student-centred learning. In addition to this students may choose to integrate other Elective Courses outside of their pathway from the academic offering of the other preparatories' study paths.





ACADEMIC MASTER'S PROGRAMMES  
and DOUBLE AWARD MASTER'S PROGRAMMES in:

- **01** PRODUCT DESIGN
- **02** INTERIOR & LIVING DESIGN
- **03** URBAN VISION & ARCHITECTURAL DESIGN

TWO-YEAR MASTER OF ARTS in:

- **04** DESIGN INNOVATION



# Design



# Design

Design means transforming a concept or idea into a project, model or plan that facilitates the creation or implementation of the object itself, whatever its nature (product, service, process, space, network).

Design creates new meanings on multiple dimensions and scales.

It is an intimate but extensive form of looking at what architecture, interior and product design mean today and it has the power to pioneer new futures. Leading to integrated projects, private and public spaces, design is a way of thinking that crosses the boundaries between disciplines and cultures.

## 01

Academic Master's Programme and Double Award Master's Programme in  
**PRODUCT DESIGN**

*The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.*  
*The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.*

**THEORETICAL COURSES**

Design Culture  
 Design Formation  
 Business for Design  
 Professional Accelerator Activities

**CORE WORKSHOPS**

Envisioning  
 Advanced Design & Processes

**ELECTIVE WORKSHOP**

*One to be chosen among:*  
 Product Strategy  
 Experience Design  
 Identity Design  
 Entrepreneurship through Design  
 Tangible Interactions  
 Service Design

A product is an object or idea that is a human-based combination of diverse cultures, technologies, needs and physical conditions. An original interpretation of these interactions generates an integrated design artefact, which stimulates users to further adapt, discover and think their everyday experiences. Today, Product Design is breaking boundaries for novel explorations and experimentation of new technology, material, product identity and business strategy evolving into new and exciting career opportunities yet to be discovered.

The Master in Product Design combines a unique cross-disciplinary and cross-cultural approach through a hands-on experience in collaboration with companies that are at the forefront of design, engineering and business. This challenging method advances the knowledge on what is currently happening in the industry, and consequently enhances the ability to anticipate the future needs for visionary design solutions. The programme explores new territories for embedding design, technology and novel methods for fabrication and construction.



MYWALL by Arya Sejpai, Varun Embar Sainath



TOP: VOLANO by Pallavitha Halaga Narayanamurthy, Varvara Erikhova in collaboration with Rotaliana  
 BOTTOM: PIEGA by Daan Snippe and Merve Balıkcıoglu, in collaboration with Fucina

## AUDIENCE

The programme is suitable to candidates who have a first-class degree and/or professional experience in interior design, product design, architecture, engineering, visual arts, or other disciplines related to the field of study, who want to take their career in product design to the next level.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Manage the professional development of creativity, design, and product solutions for omni-channel distribution and consumption.
- Implement inter and cross-disciplinary creative exchange to evolve an appropriate creative language for contemporary solutions and storytelling.
- Get leadership and communications skills for the development of complex creative design projects.
- Develop responsible ethical practices and solutions.

The programme ensures students will gain the skills and attributes to:

- Independently undertake advanced research.
- Develop product concepts employing techniques to deliver innovation for future product design development opportunities.
- Conceive, design and implement creatively, product design concepts, collections, scenarios, and solutions at different scales, utilising cross-disciplinary creative and business approaches.
- Document, present, communicate, and defend a contemporary approach to product design development by critical thinking.
- Learn brand representation, communication, business, and consumer interaction strategies in the context of product.

## CAREER OPPORTUNITIES

Students will get the knowledge, confidence and insight to pursue creative roles in Product Design, Industrial Design, Design Strategy, Research and Management. The programme will equip students with the skills they need to succeed in the international Product Design arena. Start their own businesses of product

or multi-disciplinary design or explore a wide range of design-related roles.

- PRODUCT/INDUSTRIAL DESIGNER
- DESIGN RESEARCHER
- UX/UI DESIGNER
- PACKAGING/CI DESIGNER
- ENTREPRENEUR

## COMPANIES

The Master in Product Design has worked with: 3M, Alpi, Artemide, Bastard, Bayer, Brix, Candy, Canon, Confindustria Ceramica, Electrolux, Elica, Fondazione Bracco, Grom, Gufram, Hager Group, Ideal Standard, Ikea, Illywords, IMRA/AISIN, Industreal, Leroy Merlin, LG, Magis, Material ConneXion, Pirelli, Rotaliana, Samsung, Swarovski, Teuco, Toto Bagni, Veneta Cucine, Veuve Clicquot, Wega.



## 02

Academic Master's Programme and Double Award Master's Programme in

**INTERIOR & LIVING DESIGN**

*The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.*

*The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.*

**THEORETICAL COURSES**

Design Culture  
Design Formation  
Personal Branding Portfolio  
Professional Accelerator  
Activities

**CORE WORKSHOPS**

Design of Spaces  
Envisioning

**ELECTIVE WORKSHOP**

*One to be chosen among:*  
Advanced Design & Processes  
Identity Design  
Urban & Landscape Design  
Architectural Design  
Retail & Visual Merchandising

Nowadays the design of spaces plays an important role in creating multi-disciplinary platforms where people experience new cultural and social scenarios. It is all about behaviours, habits, interests and the lifestyle of people in society. Material and immaterial aspects must be continuously analysed throughout the process of project development, including innovative emerging technologies and new perspectives of communication.

The Master in Interior & Living Design explores the maximum potential of interior design projects, focusing on innovative and visionary solutions in collaboration with the design industry. The critical thinking throughout the problem setting approach is constantly examined to answer the design questions of the future. Students encounter the best practices and design methodologies to help identify their own creativity and professional skills. The unique pedagogic approach of multi-cultural and cross-disciplinary experiences expands the professional assets of students and builds a future career network in Milan and in the international environment.

TOP: MOKSHA by Sanika Sushil Patil, Yashvi Turakhia

BOTTOM: V-I WALL PANEL SYSTEM by Ruifeng He and Yuanbo Liu, in collaboration with Laurameroni





TOP: SHOW MUST GO ON by Carlos Rojas, Pavel Lavdanskii, Aleksandra Liodt

BOTTOM: TAOFAI\_COOK + KEEP, HESTIA\_TRIM AS HOST by Jedsada Baiya and Maryana Heilman in collaboration with Laurameroni

## AUDIENCE

The programme is suitable for candidates who have a first-level degree and/or professional experience in interior design, product design, architecture, engineering, visual arts, or other related disciplines, who wish to take their careers to the next level in the field of interior design.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Get an in-depth knowledge and understanding of contemporary culture and society to undertake their own research in design.
- Solve the challenges of creating interior spaces by combining theory, practice and critical thinking to achieve their personal vision.
- Experience a multi-cultural design environment fostering cross-cultural perspectives and leverage an interdisciplinary approach to create innovative interior & living design concepts.

The programme ensures students will gain the skills and attributes to:

- Apply creative, intellectual, and technical knowledge through industry-based projects to design innovative interior & living design concepts, adapting to evolving multicultural environments, influences, technologies, and consumer behaviour.
- Develop critical thinking and undertake inter-disciplinary research to interpret market influences, trends, client needs and contexts to deliver innovation for future design, marketing and business opportunities.
- Engage in cross-cultural creative dialogue and collaborative experiences to achieve cutting-edge creative business solutions responding to contemporary and future concerns.

## CAREER OPPORTUNITIES

Students will be taught to understand the culture and practices of international interior design to pursue creative roles in the fields of interior architecture, design strategy, research and management. Start their own business of interior and multi-disciplinary design or explore related roles, including:

- INTERIOR ARCHITECT
- INTERIOR STYLIST
- DESIGN RESEARCHER
- DESIGN WRITER
- ENTREPRENEUR

## COMPANIES

The Master in Interior & Living Design has worked with: Alessi, Archivio Storico Olivetti, Aster Cucine, BASE Milano, Kartell Museo, Interni, MUBA, Natuzzi, Ostello Bello, Park Hyatt Milano, Pitti, Timberland, Triennale di Milano, Tucano.



Academic Master's Programme and Double Award Master's Programme in

# 03 URBAN VISION & ARCHITECTURAL DESIGN

*The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project. The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.*

## THEORETICAL COURSES

Urban Representation  
Architectural Representation  
Design Formation  
Professional Accelerator  
Activities

## CORE WORKSHOPS

Urban & Landscape Design  
Architectural Design

## ELECTIVE WORKSHOP

*One to be chosen among:*  
Identity Design  
Design of Spaces  
Envisioning

Cities, territories, rural and urban systems make up the built fabric that connects people and places. This milieu is constantly shifting due to geopolitical and cultural trends; perceiving it and changing it is a complicated undertaking. Change comes about thanks to strategies that transform the landscape, methodologies that regenerate urban areas, and design concepts that delineate public and private spaces. Architectural and urban design offer a means of envisioning possible futures and potential new ecosystems, that have their roots in theoretical research and dig into the many facets of design.

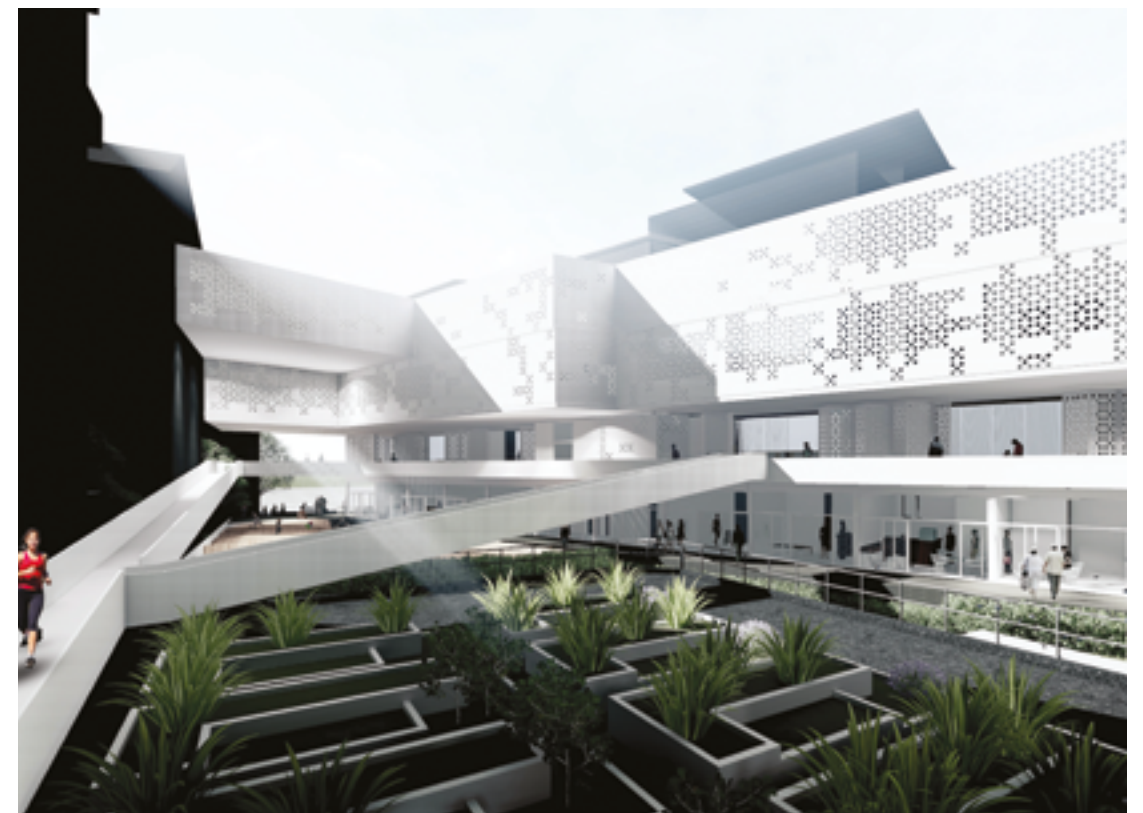
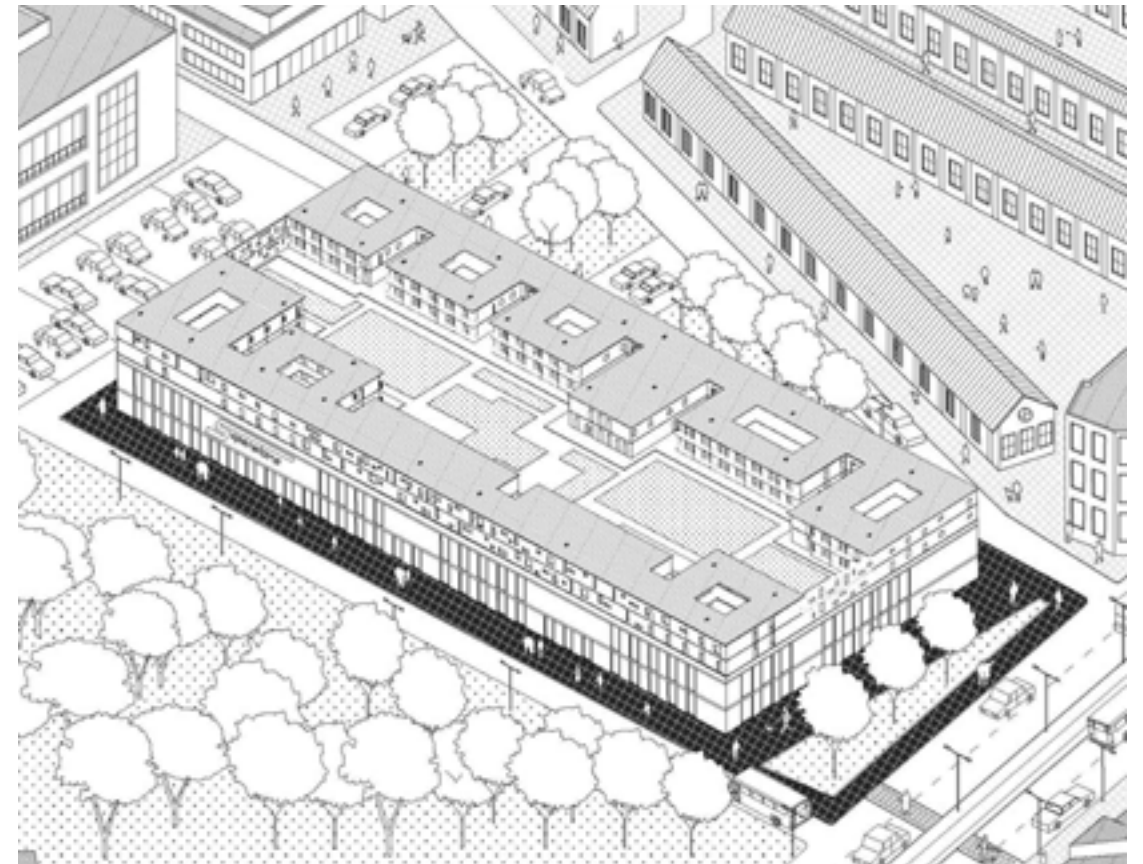
The Master in Urban Vision & Architectural Design supports students as they develop relevant creative, intellectual and technical skills through work in the architectural design sector.

Using analysis of the landscape and of urban and rural settings as a springboard for studying society, students will discover a wide array of design-based strategies as they explore different architectural approaches and develop solutions that address the needs of citizens and their culture, commerce, interrelations and movement.

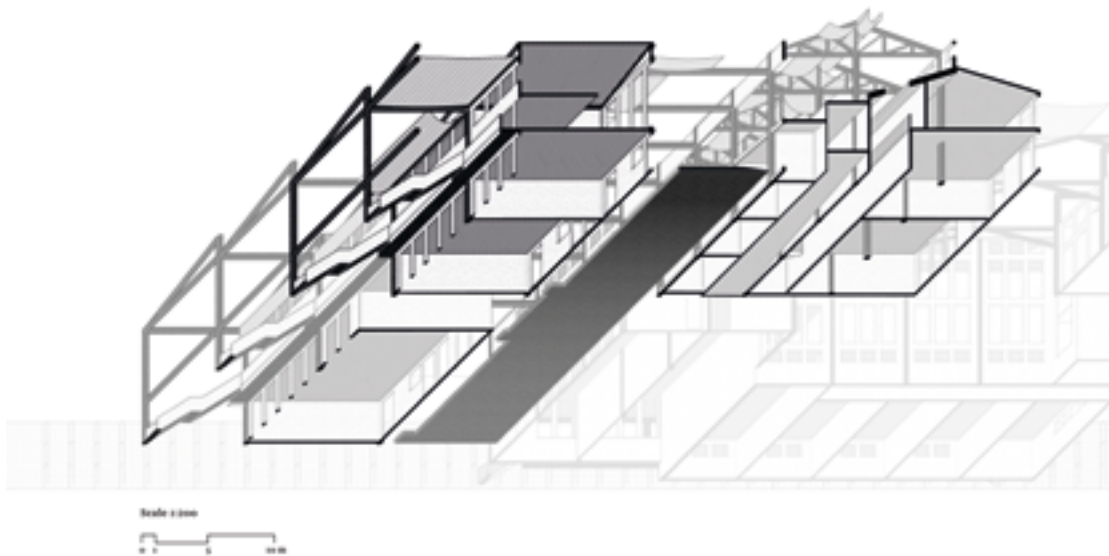
Furthermore, students will learn flexible and ingenious methodologies that they can apply to their work, to their critique of design and to the communication of their final landscape, urban, rural and architectural design proposals.

TOP: COMUNITÀ\_BETTER TOGETHER by Sharavani Reddy, Ekin Su Akalin, Anja Kruta

BOTTOM: HUB LIVING DISTRICTS by Catherine A. Calolot in collaboration with Metropolitana Milanese S.p.A.







POPS? YIMBY! Residential Complex by Alejandra Theodoracopoulos, Mohanad Kalo, Nikita Chikin in collaboration with Ugolini S.p.A.

## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in architecture, urban planning, landscape design, civil engineering or equivalent fields. The programme is also open to candidates who hold a degree or diploma in different disciplines. Furthermore, they must be willing to carry out in-depth research into the programme's subject areas and have an impressive portfolio.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Redefine urban and rural spaces.
- Gain a comprehensive vision of urban planning, architecture, and landscape design along with critical analysis of social, cultural and economic factors.
- Address the challenging and complex scenarios of international architecture to produce meaningful work within the built environment.
- Gain advanced skills and generate unique constructive ideas for contemporary and future contexts.

The programme ensures students will gain the skills and attributes to:

- Develop a holistic approach to the urban experience and architecture. Integrate design-based strategies, social and cultural analysis and communication tools to shape the built environment.
- Foster challenging design solutions. Innovate design approaches and promote experimentation to come up with ground-breaking ideas.
- Combine theory and practical approaches to understand the value of each place and define a sustainable, healthy, comfortable and productive environment.

## CAREER OPPORTUNITIES

Students will develop a personal critical vantage point to address and ground their professional goals. Embark on professional paths in design, architecture and engineering firms, local development agencies, urban planning departments, real estate and construction companies with employment opportunities as:

- ARCHITECT
- STRATEGY PLANNER
- URBAN DESIGNER
- PROJECT MANAGER
- LANDSCAPE PLANNER
- COMMUNICATION MANAGER

## COMPANIES

The Master in Urban Vision & Architectural Design has collaborated with: ARUP, Bayer, Comunità Montana Val Trompia, CNS - Tecnologia per l'ambiente, Covestro, Dott. Gallina, Estate Development Italy, Hines, ING Real Italia, Le FondBelval, Legnolandia, Material Science, Milano Metropoli - Development Agency, Municipality of Bogliasco, Municipality of Castelnuovo Berardenga, Municipality of Cavallino - Treporti, Municipality of Muccia, Municipality of Sulzano, MU.VI. TA. - Museo Vivo delle Tecnologie per l'Ambiente, Peverelli - Giardini e Paesaggi d'Autore, Pirelli RE, Prelios, Settef, Ugolini.

2-Year Master of Arts in

# 04 DESIGN INNOVATION

*This two-year Master of Arts programme offers an innovative vision and approach to creativity and the design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.*

	YEAR 1	YEAR 2
COURSES	History of Design Contemporary Design Strategies for New Contexts History of Art Design Methodology	Design Management Theoretical Context Documented Art Direction Design Beyond Design
A-LABS	Design Tools Applied Innovation in Materials and Technology Design Laboratory 1	New Tools and Relationships Design Laboratory 2
WORKSHOPS	Design – Method and Context New Design Contexts Visual Communication	Design and Complexity Alternative Design Contexts Light Design
Additional Training Activities		Future Interventions: <ul style="list-style-type: none"><li>• Generative Design Boot camp</li><li>• Accelerator Boot camp</li></ul>
		DEGREE PROJECT

Design is undergoing a pivotal, paradigmatic shift as it moves into contemporary contexts.

As pressing social and environmental issues converge with the continuous development of advanced technologies, possibilities are expanding around what and how we design and the type of experiences we create.



SMART MESH by Doris  
Rodriguez, Kseniia,  
Dolgikh-Ocheret,  
Paloma Onaissi  
Moreno

## The programme embraces design as a cultural act, advancing strategies of innovation while promoting interdisciplinary methodologies in addressing and solving the challenges of tomorrow.

This Master of Arts Programme offers an innovative vision and approach to creativity and the industry.

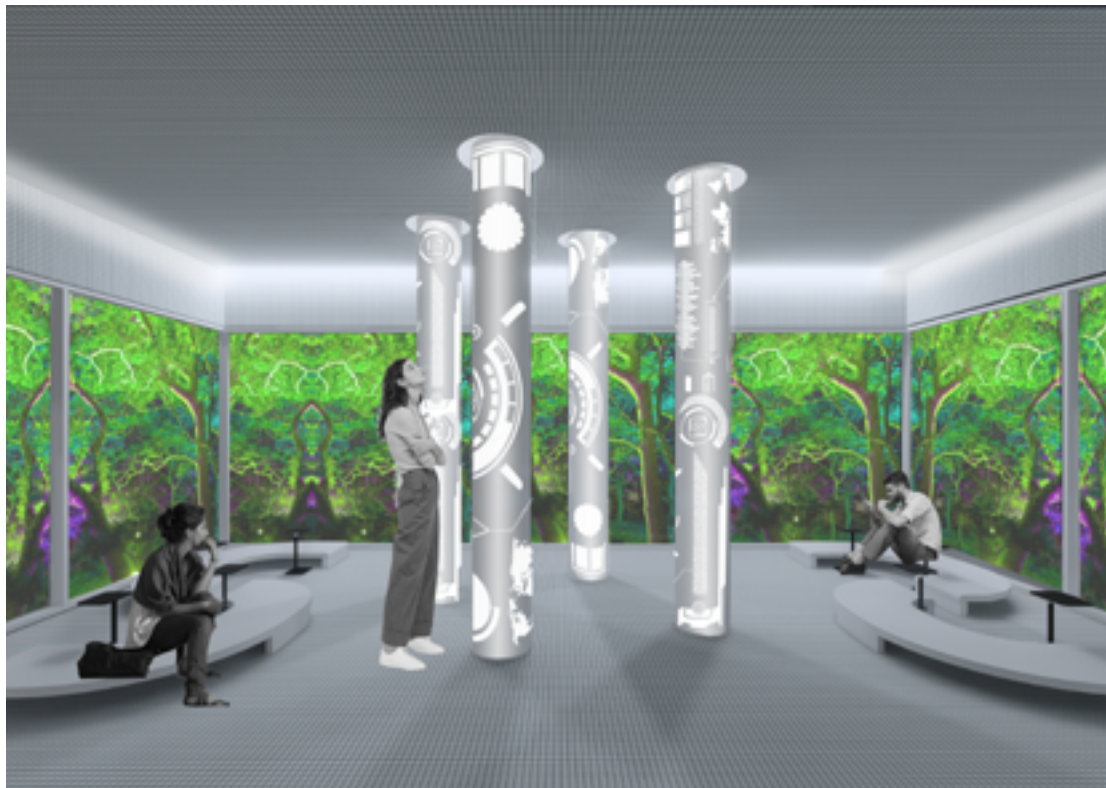
Candidates will explore technology throughout, including virtual, augmented, and extended reality; artificial intelligence, Web 3.0, and the ecologies of materials.

Students will also apply new design approaches and models to transversal and hybrid futures and to issues of sustainability, and circularity.

The Design Innovation programme focuses on:

- Strategy, vision, and design
- Humanity-centred design
- Technological advancements and new design propositions
- Application of interdisciplinary knowledge to disruptive directions within design

Students will engage in in-depth theoretical coursework that will be put into practice, tested and explored through an unconventional mix of workshops, seminars, specialized laboratories, and boot camps.



DESIGN INNOVATION

### FIRST YEAR

During the programme's first year, students will examine and contextualize the expanded role of design and critically explore strategies, convergences, and fields of action. The central theme of the designer as an enabler will guide your study of new methodologies, contexts, and tools and their relationship in producing thoughtful, synergistic interventions.

Theoretical course topics include the history of art, the phenomenology of contemporary design, and alternative design contexts.

Workshops and labs focus on new tools and relationships, strategies, materials research, and experimentation.

### SECOND YEAR

During second year, students will apply their knowledge of innovation and of complex relationships, tools, and technologies to current and future themes within the design world. Students will be expected to define and support your design propositions with solid theoretical foundations to deliver professional projects.

Students will have the chance to engage in workshops and labs, and in generative and accelerator Boot camps. The second year also includes a 12-credit final thesis project.

### TOPICS

New Tools and Relationships,  
Phenomenology of Contemporary Design,  
Materials Research & Experimentation,  
Radical Sustainability, Innovation  
Management, Digital Transformation,  
Transdisciplinary Boot camps

### TARGET AUDIENCE

If you're a young professional who is interested in innovation and new directions in the practice of design, this two-year programme is for you.

Candidates should hold a first-level degree in product design, architecture, or a related design field. Those with related knowledge, skills, and training are also encouraged to apply.

### PROGRAMME AIMS AND OBJECTIVES

The programme aims to:

- Form future design professionals capable of researching and applying creative design principles to explore innovative contexts and forge new propositions.
- Promote the analytical thinking needed to critically evaluate new design situations and contexts.
- Promote new design skills and knowledge needed for critical evaluation to integrate and manage innovation and new technologies from initial creativity through production and distribution.
- Develop business models that promote sustainability and ethical practices.
- Engage in interdisciplinary development to drive innovation and unprecedented solutions.

### CAREER OPPORTUNITIES

This programme can prepare students to launch a career in the following advanced roles within the industry:

- Product/strategic designer
- Materials innovator
- Design director
- R&D and process innovator
- Innovation & transformation manager
- Extended reality design specialist
- Generative design expert
- User experience designer

It will also prepare students to begin a PhD programme in the design area.

DOMUS ACADEMY MILANO



ACADEMIC MASTER'S PROGRAMMES  
and DOUBLE AWARD MASTER'S PROGRAMMES in:

- **05** FASHION DESIGN
- **06** FASHION STYLING & VISUAL MERCHANDISING
- **07** FASHION MANAGEMENT

2-YEAR MASTER OF ARTS in:

- **08** FASHION: DESIGN, ART AND TECHNOLOGY

# Fashion



# Fashion

Fashion is a world where the tendency towards social imitation is forever juxtaposed with the desire for individual differentiation. It reflects and combines the core of what it means to be human: culture, identity, body, imagination, production, consumption, experimentation, representation and dialogue.



## 05

Academic Master's Programme and Double Award Master's Programme in  
**FASHION DESIGN**

*The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.*

*The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.*

**THEORETICAL  
COURSES**

Fashion Culture  
Visual Representation  
Fashion Marketing &  
Management  
Professional Accelerator  
Activities

**CORE  
WORKSHOPS**

Fashion Identity  
Fashion Collection

**ELECTIVE  
WORKSHOP**

*One to be chosen among:*  
Fashion Brand Management  
Fashion Buying  
Fashion Styling  
Retail & Visual Merchandising  
Entrepreneurship through  
Design  
Digital Communication

**Fashion Design entails the ability to decipher what is 'contemporary' and translate it into meaningful and visionary manifestations. A design perspective in fashion means investigating different social, cultural and environmental phenomena which together with a sound experimentation and a clever manipulation foster a unique creative identity, where the essential components of Fashion: 'Poetic Charm' and 'Beauty' are always preserved.**

The Master in Fashion Design combines fashion studies and design thinking with extensive study and practice. Students will be taught to question, refine and strengthen their individual creative vision as well as to tackle the challenge of designing for existing fashion brands. Students will be engaged in the exploration of other disciplines to produce outcomes that combine conceptualization, textile manipulation, garment prototyping, sustainability, branding, visual storytelling and business intelligence. They will learn to understand the complexity of the fashion system, gaining a mature awareness of the various professions throughout its value chain, understanding that the value of fashion is not printed on the surface of a garment but it is in its function, wearability, inclusivity and ability to adapt to our contemporary needs.

RIGHT PAGE: ISN'T LESS ENOUGH? by Emre Pakel, Fashion Graduate Italia





FASHION DESIGN

**AUDIENCE**

The programme is directed at candidates who have a first level degree and/or professional experience in Fashion Design. The programme is also open to candidates with a background in other disciplines if strongly motivated to carry out in-depth research into the programme subject area and submit a rich portfolio able to illustrate the different phases of the fashion design process.

**LEARNING OUTCOMES**

On successful completion of this programme students will be able to:

- Tap into the fashion industry and culture to succeed in their career as fashion designers.
- Find their personal style and leverage cross-disciplinary approaches to business and creativity.
- Get a thorough grounding in fashion design theory, while also working with fashion designers and labels to develop and promote innovative design and collections.

The programme ensures students will gain the skills and attributes to:

- Become inspired fashion designers. Create innovative designs with a personal vision, backed by a thorough understanding of fashion history and current scenarios to anticipate new trends.
- Empower their creative-self. Develop critical thinking to evolve their own style and innovative collection design and development while adapting to changing multicultural environments, influences, technologies and consumers.
- Address present and future challenges. Learn the impacts of the fashion industry on society and the environment, to develop ethical and responsible solutions and contribute to a more sustainable fashion future.

**CAREER OPPORTUNITIES**

With a combination of in-class theory and valuable on-site practice at cutting-edge companies, students will get the knowledge, confidence and insight to pursue creative roles in the fashion industry. Start their own fashion businesses or explore a wide range of related roles, including:

- FASHION DESIGNER
- DESIGN MANAGER FOR TEXTILES AND PRINTS STYLIST
- COSTUME DESIGNER
- FASHION TREND RESEARCHER

**COMPANIES**

The Master in Fashion Design has collaborated with: A.N.G.E.L.O., Damir Doma, Diesel, Dondi Jersey, Fay, Fiorucci Love Therapy, Fondazione Gianfranco Ferré, Isko, Limonta, Luxury Jersey, Maison Margiela MM6, Max Mara, Napapijri, Reebok.

BRAND SYNESTHESIA by Tea Gelashvili

DOMUS ACADEMY MILANO



Academic Master’s Programme and Double Award Master’s Programme in

# 06 FASHION STYLING & VISUAL MERCHANDISING

The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.  
The Double Award Master’s Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.

## THEORETICAL COURSES

Fashion Culture  
Integrated Communication Strategy  
Fashion Marketing & Management  
Professional Accelerator Activities

## CORE WORKSHOPS

Retail & Visual Merchandising  
Fashion Styling

## ELECTIVE WORKSHOP

One to be chosen among:  
Fashion Buying  
Entrepreneurship through Design  
Identity Design

**Fashion Brands are focusing on coherent visual communication to be genuinely believable and highly recognizable. The booming craving for experience and interactive participation is challenging fashion brands to create original and always evolving and memorable experiences, aligned to the aesthetics of their DNA.**

The Master in Fashion Styling & Visual Merchandising covers at 360 degrees the visual communication of fashion brands envisioning and designing branded content for Omni-channel strategies; where the physical and digital touchpoints are merged together and each of them increases always more information during the customer journey. There is a growing demand for fashion brand image architects and visual communicators who can translate brand values into idiosyncratic and multifaceted projects that captivate the viewer attention and increase brand awareness.



LOVE RECIPROCATES by Anna Quirino, Aonratai Yangomut, Supagan Kuwachkapun





TOP: PLAYGROUND by Chiara Rosina, Hiral Arora, Mahak Gupta, Pooja Somani. Photo: A. Lo Faro

BOTTOM: DELIGHTED FUNERAL by Giuseppina Nuzzo, Namratha Rayadurgam Srinivas, Hojeong Son, Jiani Hou for Voguetalents

## AUDIENCE

The programme is directed at candidates who have a first level degree and/or professional experience in fashion design, photography, video making, architecture and communication. The programme is also open to candidates with a background in industrial design, journalism, media, fashion styling, visual merchandising, or equivalent fields. Furthermore, the programme is open to all candidates with a strong motivation and interest in tackling the programme subject areas.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Launch a career in the fashion visual communication industry. Become Visual Fashion Brand Communicators who create engaging concepts, innovative strategies, and powerful storytelling.
- Manage sophisticated aesthetic languages directing visual outputs on different platforms.
- Get a thorough grounding in fashion theory and practice including what motivates fashion consumers, how fashion visual communication works in the contemporary scene, and how new technologies are changing the future of fashion communication.

The programme ensures students will gain the skills and attributes to:

- Explore the market through practical classes and collaboration with companies to develop innovative solutions for visual communication of the brand DNA and products.
- Develop critical thinking skills. Evaluate brand values and identity to translate them into holistic projects that increase brand awareness.
- Create innovative and powerful communication projects. Work on appealing and contemporary storytelling to attract consumers through images and videos, shop windows, in-store and online displays, and multi-sensory retail experiences.

## CAREER OPPORTUNITIES

Students will get the abilities and skills to meet the increasing demand for Fashion Brand Image Architects and Visual Communicators. The programme will equip them with the core knowledge for a career in international fashion styling and visual merchandising field. Students will be able to consider a wide range of related roles, including:

- FASHION STYLIST
- E-STYLIST
- VISUAL MERCHANDISER
- E-MERCHANDISER
- ART DIRECTOR
- SOCIAL MEDIA MANAGER
- FASHION TREND RESEARCHER

## COMPANIES

The Master in Fashion Styling & Visual Merchandising has collaborated with: 10 Corso Como, Biffi Boutiques, Boglioli, Bonaveri, Cap 74024, Diesel, Freeda, Io Donna RCS, K-Way, L'Officiel Italia, Moncler, Oltrefrontiera progetti, Patrizia Pepe, PleatsPlease, Salvatore Ferragamo, Slowear, Stone Island, The Greatest, Trussardi, Versus Versace, Vogue Talents, YNAP.



07

Academic Master’s Programme and Double Award Master’s Programme in

FASHION MANAGEMENT

The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.  
The Double Award Master’s Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.

THEORETICAL  
COURSES

- Fashion Marketing & Management
- Integrated Communication Strategy
- Advanced Business for Design
- Professional Accelerator Activities

CORE  
WORKSHOPS

- Fashion Brand Management
- Fashion Buying

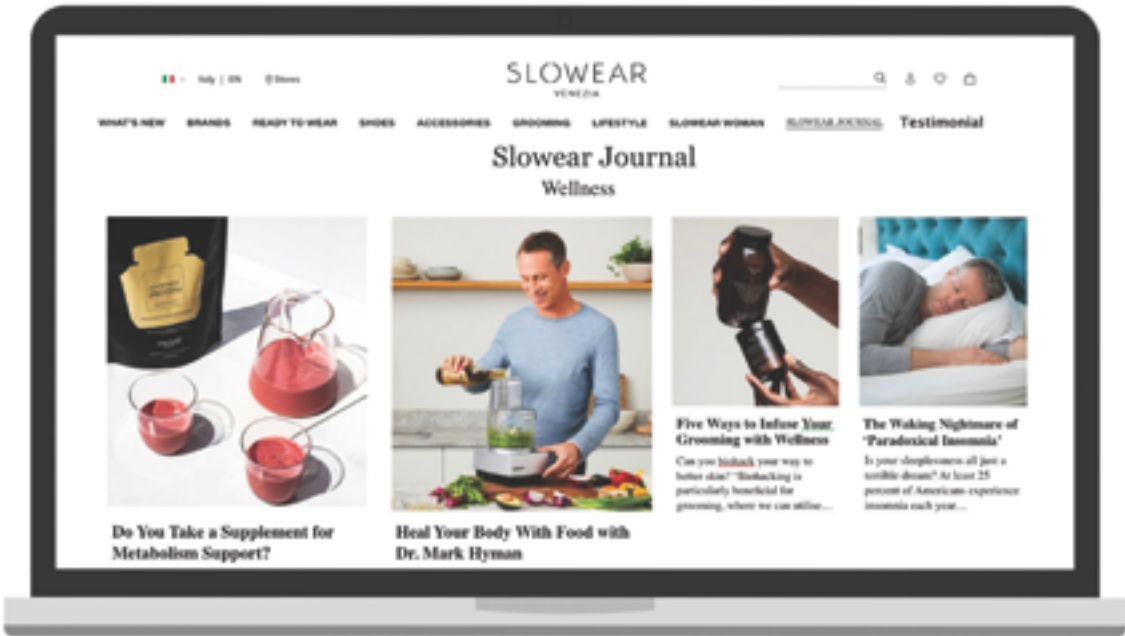
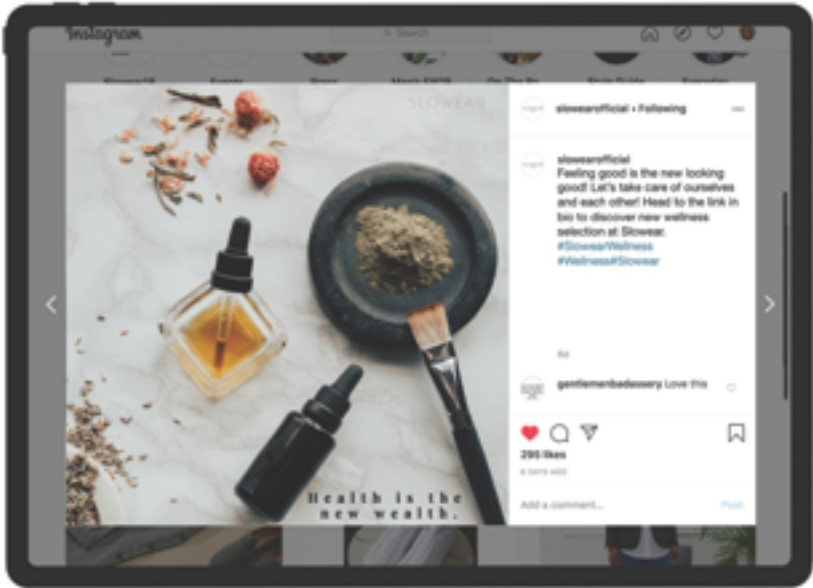
ELECTIVE  
WORKSHOP

- One to be chosen among:
- Fashion Styling
  - Entrepreneurship through Design
  - Retail & Visual Merchandising
  - Digital Communication

Fashion is dynamic and in perpetual flux, and it evolves with social, cultural, economic and technological shifts to adapt to the ever-changing needs of its consumers. Current and future managers must be able to detect and predict these global macro-trends. They need to create and implement imaginative solutions in order to succeed in this transitional world of fashion.

The Master in Fashion Management combines fashion studies with management principles covering aspects of buying, merchandising, communication, marketing, distribution and production.

Students are introduced to the language and the codes of the fashion world. They are guided to formulate and execute relevant research based projects, to analyse, evaluate and make informed decisions to arrive at creative and commercially viable strategies coherent with the brand identity. Students are given the opportunity to pitch their innovative proposals in written and visual formats.



LEFT PAGE: WELLNESS BY SLOWEAR by Daniela Vasquez, Veronika Lapina, Charvi Venkat, Nina Van Gossuin, in collaboration with Slowear



COEXIST by Arshika Singhal, Snigdha Rawat, Samiksha Gupta

## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in fashion and accessory design, art, the humanities, economics and business. The programme is also open to candidates with a background in other disciplines if they demonstrate adequate motivation and interest in tackling the programme's subject area.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Thrive in the fast-paced world of fashion management.
- Gain a broad view of the fashion industry by interacting with professionals and brands.
- Explore all areas of fashion brand management, from buying to store management, through to public relations and events.

- Apply management skills in a creative context and in challenging and complex business arena.

The programme ensures students will gain the skills and attributes to:

- Get familiar with the fashion culture, marketing tools and buying methods and engage in research projects to develop creative and financially viable strategies.
- Enjoy unique opportunities with professionals and cutting-edge labels to gain industry-relevant experience and transition their brand management knowledge from theory to practice.
- Analyse key values, products and financial parameters to produce innovative and creative business solutions that will make them stand from the crowd.

## CAREER OPPORTUNITIES

Mastering the culture and practices of the fashion business to progress to top management positions in the fashion industry. With many Alumni now working for innovative brands including Prada, Luis Vuitton and Ferragamo, students can aim high and aspire to a successful career in a variety of roles, including:

- FASHION BRAND MANAGER
- FASHION BUYER
- FASHION MERCHANDISER
- PRODUCT MANAGER
- RETAIL/STORE MANAGER
- PR AND EVENTS MANAGER

## COMPANIES

The Master in Fashion Management has worked with: 10 Corso Como, Albino, Antonia, Antonioli, Bonaveri, Calvin Klein Collection, Camera Italiana Buyer Moda, Felice Limosani, Fendi & Maserati, Google Italy, Hogan / Gruppo Tod's, L.A. Distribuzione, L'Oreal, Lambert & Associates, La Rinascente/ Tiziana Cardini, Maison Margiela MM6, Moncler, Montblanc Germany, Penelope Stores, Pleats Please, Privalia, Red Valentino, Roberto Cavalli, Salvatore Ferragamo, Sergio Tacchini International, Sisley - Fabbrica, Slam Jam, Slowear, Stone Island, Swarovski Elements, Sonae Sierra, The Firman, Trussardi, Versace Gioielli, Versus /VJC, Value Retail Group (Fidenza Village), Vionnet, Wemanage, Youtube, and others.



2-Year Master of Arts in

# 08 FASHION: DESIGN, ART & TECHNOLOGY

*This two-year Master of Arts programme offers an innovative vision and approach to creativity and the fashion industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes. The programme integrates art, fashion technology, and digital design within a new framework of multidisciplinary theory, practice, and experimentation.*

	YEAR 1	YEAR 2
COURSES	Art, History, Fashion and Style Art and Fashion: between Theory and Contemporary Practices Phenomenology of Styles Fashion, Society and Culture	Multimedia Languages Theoretical Context Documented Advanced Communication and Aesthetics Material Culture
A-LABS	3D Design and Form Making Materials Research and Experimentation Fashion Digital Design Processes New Manufacturing Processes	Fashion Laboratory 1 Fashion Laboratory 2
WORKSHOPS	Fashion Design: Research and Methodology New Materials Alternative Fashion Expression and Contexts Innovative Form Making	Fashion Design - Ethics and Innovation New Expressive Languages New Fashion Languages - Expanding and Emerging Technologies
Additional Training Activities		Future Interventions: <ul style="list-style-type: none"><li>• Generative Design Boot camp</li><li>• Accelerator Boot camp</li></ul>
		DEGREE PROJECT

STUDIO U by Hangrok Cho, Suhani Dagur, Vidhi Marda





The Programme focuses on innovative approaches within materials and workflow—with the aim of generating the next visionary leaders of the fashion system.

Students will explore technology throughout, including virtual, augmented, and extended reality; artificial intelligence, Web 3.0, and the ecologies of materials. Students will also examine new business models based on sustainability, circularity, and ethical practices.

The Fashion: Design, Art & Technology programme focuses on: experimentation and exploration of new fashion languages and contexts, innovative sustainability (both in business models and materials), application of interdisciplinary knowledge to disruptive directions within fashion.

Students will engage in in-depth theoretical coursework that will be put into practice, tested and explored through an unconventional mix of workshops, seminars, specialized laboratories, and Boot camps.

#### FIRST YEAR

During the programme's first year, students will consolidate and expand their knowledge and skills as fashion designers, introducing, experimenting with, and applying new methods of form-making that balance intention and function.

Students will learn digital design and manufacturing processes as an extension of traditional methods and tools. Theoretical course topics include the phenomenology of styles and the social and cultural context of fashion. Workshops and labs focus on alternative fashion expression, materials research, and experimentation.

#### SECOND YEAR

During second year, our expert faculty will challenge students to explore and defend their design concepts: the *what* and *how* alongside the *why*.

Courses focus on visual communication, the multimedia languages of fashion, materials innovation, and emerging technologies. Students will have the chance to engage in

workshops and labs, and in generative and accelerator Boot camps. The second year also includes a 12-credit final thesis project.

#### TOPICS

Contemporary and Future Practices, Art & Fashion, Alternative Fashion Approaches & Contexts, Materials Innovation, New Expression and Form, Theory into Practice, Transdisciplinary Boot camps.

#### TARGET AUDIENCE

If you're a young professional who is interested in developing an innovative personal vision and direction within the fashion industry, this two-year programme is for you. Candidates should hold a first-level degree and/or have significant professional experience in the areas of fashion, art, or other design disciplines. Those with related knowledge, skills, and training are also encouraged to apply.

#### PROGRAMME AIMS AND OBJECTIVES

The programme aims to:

- Form future fashion design professionals capable of researching and applying creative design principles to explore innovative contexts and forge new propositions.
- Engage in critical and analytical thinking



CODE INTRUSION by Ruling Ni, Santana Ilangovan, in collaboration with Cactus Magazine

about fashion design and the fashion system to strategize for success.

- Promote new fashion design skills and knowledge needed for critical evaluation to integrate and manage innovation and new technologies from initial creativity through production and distribution.
- Develop business models that promote sustainability and ethical practices.

Engage in interdisciplinary development to drive innovation and unprecedented solutions.

#### CAREER OPPORTUNITIES

This programme can prepare you to launch a career in the following advanced roles within the industry:

- Fashion designer
- Fashion entrepreneur
- Creative director
- Community/sustainability / CSR (fashion) manager
- Innovation & transformation (fashion) manager
- R&D process / materials (fashion) innovator
- Digital fashion designer / 3D modeling designer

It will also prepare you to begin a PhD programme in the fashion design area.



ACADEMIC MASTER'S PROGRAMMES  
and DOUBLE AWARD MASTER'S PROGRAMMES in:

→ **09** INTERACTION DESIGN

→ **10** SERVICE DESIGN

→ **11** VISUAL BRAND DESIGN

# Experience

DOMUS ACADEMY MILANO

# Experience

Experience Design is impacting behaviour through design.

It features a people-centred design approach and a contemporary vision of the design process in which curiosity is the key ingredient when developing future scenarios and experiences, perceptual spaces, services, strategies, storytelling, identity and brand perceptions.

It's where fiction meets reality.



## 09

Academic Master's Programme and Double Award Master's Programme in

## INTERACTION DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.  
The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.

### THEORETICAL COURSES

Storytelling & Visual Narrative  
Digital & Physical Prototyping  
Design Research Methods & Tools  
Professional Accelerator Activities

### CORE WORKSHOPS

Experience Design  
Tangible Interactions

### ELECTIVE WORKSHOP

One to be chosen among:  
Product Strategy  
Identity Design  
Entrepreneurship through Design  
Advanced Design & Processes  
Service Design

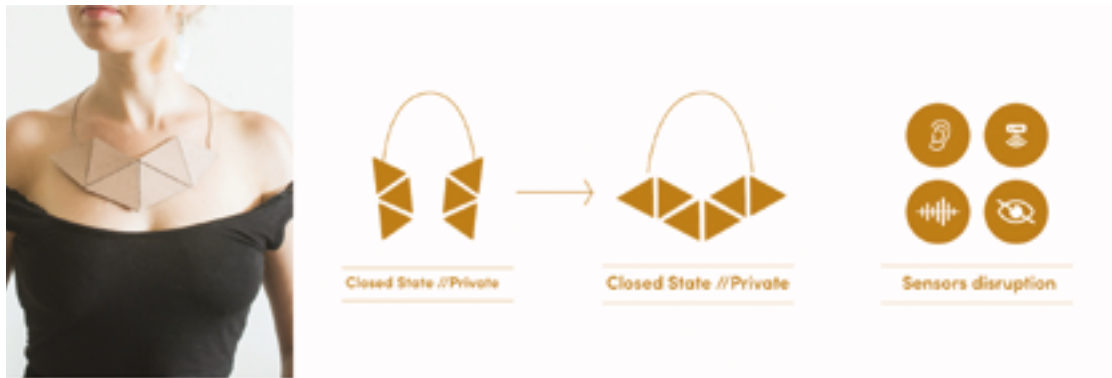
Interaction design is a discipline with many dimensions. It combines a way of thinking and a particular design perspective with a rigorous approach to shaping the experience of a potential user. The growth of the discipline has gone hand in hand with the increasing use of digital technology, and today it is applying that technology to real-life scenarios to design the future that matters.

The Master in Interaction Design helps students acquire knowledge, skills and the adeptness at defining problems and proposing solutions that relate to interaction and the user experience. Students will learn how to incorporate digital technology to create enriched experiences. They will be encouraged to experiment and will be guided in the use of various physical and digital prototyping platforms.

RIGHT PAGE, TOP: DRACMA by Elena Candelieri, Giulia Fuzinatto, Zilong Hou, Paula Uribe in collaboration with Sclak

RIGHT PAGE, BOTTOM: U.FARM By Arianna Galimberti, Aycal Cagri Ozen, Nihar Mehta, Sakshi Jain in collaboration with Sclak





TOP: HERMOD by Yaara Kass in collaboration with Sclak

BOTTOM: RIGENERAR URBAN RIGENERATION PLATFORM project by Riccardo Penco in collaboration with Khronos Group

## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in product design, service design, visual and graphic design, media and web design, architecture, computer science or engineering. The programme is also open to candidates who hold a degree or diploma in communication science, psychology, sociology or equivalent disciplines if they are motivated by a strong interest to carry out research into the programme's subject area and have an impressive portfolio.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Gain the interdisciplinary skills to succeed internationally in the interaction design field.
- Explore physical and digital prototyping and find the perfect technique to capture users' attention, incorporating new and evolving technologies, user expectations, and industry demands.
- Address current and future needs, developing new solutions that enhance the user experience and boost satisfaction.

The programme ensures students will gain the skills and attributes to:

- Develop and apply sophisticated design languages across different platforms for powerful user engagement.
- Combine communication science and technology. Design the way humans relate to and interact with products, systems, or services in a variety of dynamic and innovative applications.
- Address the evolving needs of human/machine interfaces. Investigate and analyse critical issues and the constant changes in the industry to come up with unique interactive user experiences.

## CAREER OPPORTUNITIES

Students are prepared to embark on a career as a self-employed consultants or entrepreneurs, or to consider a wide range of related roles in design consultancy firms, interaction design studios or tech start-ups,

including:

- INTERACTION DESIGNER
- USER EXPERIENCE DESIGNER
- DIGITAL DESIGNER
- DESIGN RESEARCHER
- CREATIVE TECHNOLOGIST
- BRANDING AND MARKETING CONSULTANT

## COMPANIES

The Master in Interaction Design has worked with: Accenture Digital, Adobe, BASE Milano, Bookrepublic, Canon, Cisco, Condé Nast, Fujitsu, IHC (Italian Hospitality Collection), International Training Center (ITC) of the International Labour Organization (ILO), Librerie Coop, Mattel, McKinsey Design, Meet the Media Guru, Midea, MIT Mobile Experience Lab, Motorola, MUBA (Milan Children's Museum), Nokia, Palladio Museum, Park Hyatt, RCS MediaGroup, Repower, Samsung, Studio Museo Achille Castiglioni, Technogym.



## 10

Academic Master's Programme and Double Award Master's Programme in  
**SERVICE DESIGN**

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.  
The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.

**THEORETICAL COURSES**

Storytelling & Visual Narrative  
Design Thinking  
Business for Design  
Professional Accelerator Activities

**CORE WORKSHOPS**

Experience Design  
Service Design

**ELECTIVE WORKSHOP**

One to be chosen among:  
Strategic Brand Management  
Entrepreneurship through Design  
Identity Design  
Envisioning  
Tangible Interactions  
Product Strategy

**New information and communication technologies are revolutionising the way services are offered and used, leading to constantly changing needs and desires, both in the public and private sectors. Service Design, applying an integrated and multidisciplinary approach, operates within this context and is tasked with dissecting and embracing social change in order to build solutions and experiences today that will meet the needs of a rapidly evolving tomorrow.**

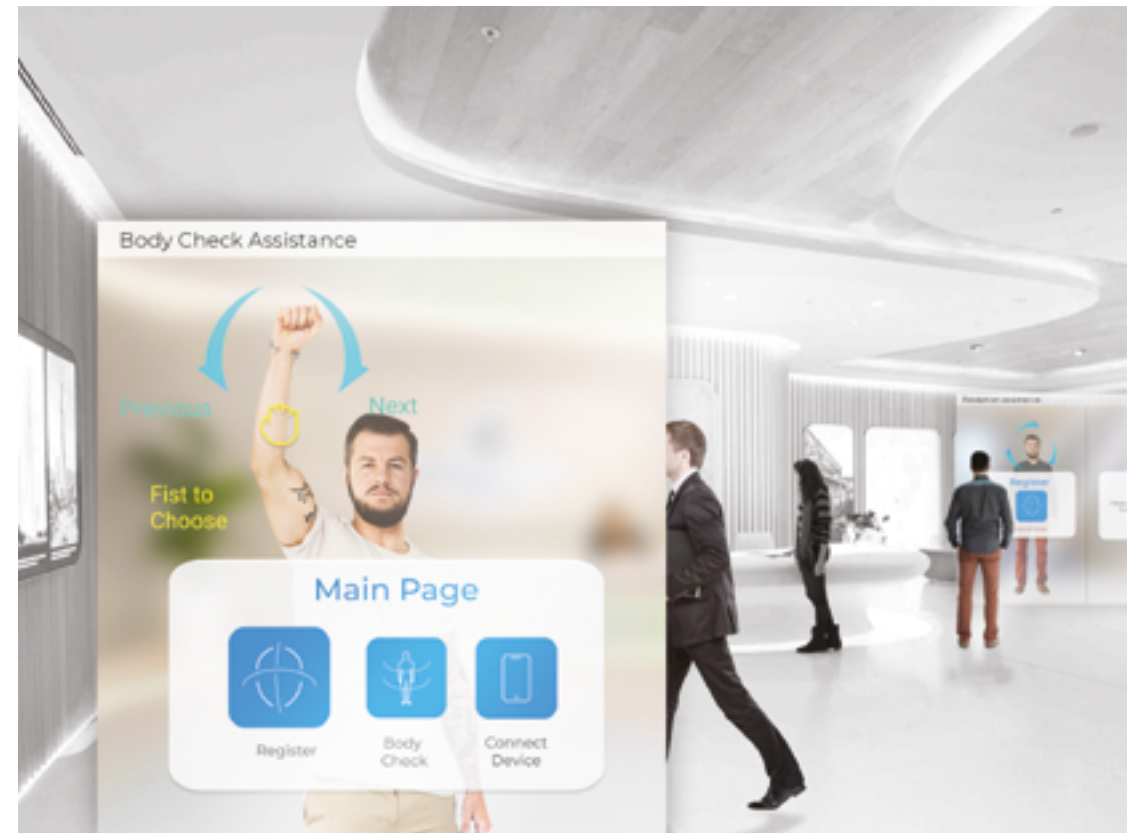
The Master in Service Design uses a cross-disciplinary approach, teaching prototyping skills, problem-solving and business design to help students develop innovative service ideas. Through field research and user observations, students will detect unmet user needs and develop compelling solutions to address them, gaining experience with the design of physical and digital systems, all while working in close contact with professionals, firms and public-sector organisations.



AMUNITY by Chialing Hsieh, Wenjun Ou, Wiphawee Maneengarm, Jingyi Yu in collaboration with Technogym

**SERVICE DESIGN**

MILEND by Mili Arvindbhai Rathod, Mohana Saraf, Mert Bozaydin, Chialing Hsieh, Yuxiang Sun in collaboration with Comune di Milano



MEDIMATE project by Wenjun Ou, Sheng-chi Huang, Vorapa Vorapanya in collaboration with Experientia

**DOMUS ACADEMY MILANO**



MAKERGREEN project by Wan-Ting Chuang, Wiphawee Maneengarm, Shruti Tarun Saha, Sreelakshmi Vinodkumar, Xue Mingjin in collaboration with Comune di Milano

## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in product design, visual and graphic design, interaction design, architecture and interior design. The programme is also open to candidates who hold a degree/diploma or have professional experience in communication science, psychology, sociology or equivalent disciplines if they are motivated by a strong interest to carry out research into the programme's subject area.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Develop innovative service ideas.
- Collaborate with companies and institutions to re-invent or transform existing businesses or services, develop cutting-edge solutions, stimulate debate and envision new market opportunities.
- Identify users' previously unmet needs and develop compelling, environmentally and socially sustainable physical and digital service experiences, with a focus on people and communities and the places they live in.

The programme ensures students will gain the skills and attributes to:

- Be game-changers. Envision systemic solutions capable of elevating the human condition at all levels, from the local to the global scale.
- Gain interdisciplinary skills. Acquire storytelling, prototyping and problem-solving abilities and combine them with a business design approach to develop innovative service ideas.
- Adopt a future-oriented approach. Analyse contemporary and future scenarios to deliver effective service design solutions that embrace social changes and predict the evolving needs and desires of users.

## CAREER OPPORTUNITIES

After the completion of their master's programme, students will get roles in design consultancies, corporations and service companies, as well as with NGO's, government agencies and research institutions, or embark on a career as a consultants or entrepreneurs. Jobs and career options students may want to consider include:

- SERVICE DESIGNER
- USER EXPERIENCE DESIGNER
- DESIGN RESEARCHER
- DESIGN STRATEGIST

## COMPANIES

The Master in Service Design has worked with: Accenture Digital, Cisco, IBM, International Training Center (ITC) of the International Labour Organization (ILO), McKinsey Design, Midea, Municipality of Bogliasco, Ostello Bello, Repower, Sharing Cities and 100 Resilient Cities for the Municipality of Milan.



## 11

## Academic Master's Programme and Double Award Master's Programme in VISUAL BRAND DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.  
The Double Award Master's Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.

### THEORETICAL COURSES

Storytelling &  
Visual Narratives  
Visual Cultures  
Personal Branding  
Professional Accelerator  
Activities

### CORE WORKSHOPS

Identity Design  
Product Strategy

### ELECTIVE WORKSHOP

One to be chosen among:  
Digital Communication  
Strategic Brand Management  
Entrepreneurship through Design  
Experience Design  
Retail & Visual Merchandising  
Service Design

Mixing creativity, graphic design and strategy, visionary branding starts with understanding the values of a company and culminates not just in the ability to convey meaningful stories, but takes the viewer to the edge and to the unexpected with an innovative, disruptive approach that combines an exciting visual representation and bespoke tone of voice, to build a memorable and lasting relationship with the public.

The Master in Visual Brand Design focuses on identifying the core values of a company and its future needs, to create communication strategies and promotional campaigns that will attract the attention of a specific audience. Students will be trained to pinpoint the identity of a given brand, cultivate a deep understanding of its products and services and master different marketing techniques and visual languages to apply to a project brief. This in order to design innovative and creative ways to engage with customers through physical, digital and social media channels.



CI VEDIAMO IN PIAZZETTA by Pitch Phoomsawat, Julia Gracjana Piotrowska, Casey Doran Lewis, Lalitha Kanthasamy in collaboration with Casa Martini



HOUSE OF PASTA by Laura Loria, Melissa Gisherman, Ghadir El Akliin collaboration with Barilla



BOOSTED by Nora Mosley, Andjela Jankovic, Chiara Pieri

## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in visual and graphic design, multimedia studies, communication and marketing/brand management. The programme is also open to candidates with a background in design, economics, management, the humanities or equivalent fields. Furthermore, they must be willing to carry out in-depth research into the subject area and possess an impressive portfolio on application.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Design innovative ways to communicate on physical, digital, and social media platforms with strategic knowledge and skills.
- Get an integrated vision combining visual design, storytelling, graphics tools, user needs and brand identity research to produce a meaningful story while engaging the audience.
- Develop critical thinking to understand a brand's core philosophy and manage different marketing techniques to innovate in the brand communications industry.

The programme ensures students will gain the skills and attributes to:

- Engage with creative directors, business and startup experts, storytellers and infographic designers to build their skills and create a personal network.
- Acquire the branding and digital tools to create relevant concepts, innovative strategies and integrated communication systems to stay relevant in the market.
- Develop cutting-edge and inter-disciplinary creative solutions to innovate in the brand communications industry.

## CAREER OPPORTUNITIES

This programme will teach students the culture and practices of branding processes and communication strategies, along with interdisciplinary skills to succeed in the international market. Students may choose to start their own business or consider a wide range of roles in visual design, art direction, brand strategy and advertising, including:

- GRAPHIC AND VISUAL DESIGNER
- BRANDING EXPERT
- DIGITAL COMMUNICATION DESIGNER
- UX/UI DESIGNER
- VISUAL BRAND DESIGNER
- ART DIRECTOR
- COMMUNICATION STRATEGIST

## COMPANIES

The Master in Visual Brand Design has collaborated with: Bastard, Bombay Sapphire, Casa Martini, Coca-Cola, Condé Nast Italia, Danone, Ducati, Fondazione Achille Castiglioni, Forevermark, Fundación Escultor Berrocal, Glamour, L'Uomo Vogue, Melissa, Mondadori, Park Hyatt, Royal Rose, Slowear, Smartbox, Technogym, Tucano, Unieuro.



ACADEMIC MASTER'S PROGRAMMES  
and DOUBLE AWARD MASTER'S PROGRAMMES in:

→ **12 BUSINESS DESIGN**

→ **13 LUXURY BRAND MANAGEMENT**

# Business

DOMUS ACADEMY MILANO



# Business

Business Design is a new and revolutionary way of approaching business.

Instead of shunning risk and avoiding change, this methodology harnesses disruptive innovation to frame new business models that can thrive in ever-shifting times.

Both corporate divisions and startups can rely on it to chase the many opportunities that the traditional ways of business can no longer catch.



12

Academic Master’s Programme and Double Award Master’s Programme in  
**BUSINESS DESIGN**

*The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.*  
*The Double Award Master’s Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.*

**THEORETICAL  
COURSES**

Entrepreneurship Business  
Modelling  
Advanced Business  
for Design  
Strategic Branding  
Professional Accelerator  
Activities

**CORE  
WORKSHOPS**

Entrepreneurship through  
Design  
Product Strategy

**ELECTIVE  
WORKSHOP**

*One to be chosen among:*  
Digital Communication  
Strategic Brand Management  
Experience Design  
Fashion Buying

**Change is the only constant. Established business and managerial standards are being disrupted, current business strategies are being reframed. The secret of today’s success on the market is not to merely create new customers, but to cater their needs in new ways so that new lines of products can emerge.**

**To make that possible, the business design methodology relies on the creativity and reliability of the design process to think outside the box and view things from different perspectives and think business differently.**

The Master in Business Design creates new connections between the worlds of business and design. Students will work on projects related to the business of design and the design of business. Enlightening and interdisciplinary, the programme focuses on how to apply design culture, methodology and sensitivity to a wide range of businesses, including established enterprises, large, medium and small-sized companies and start-ups. Students will learn about design-driven management strategies as they learn to draft plans for business development, branding, marketing and communication for the whole company as well as for specific product lines and new ventures.



SWAY by Lirika Krasniqi and Yuliya Onishchuk in collaboration with Kickstarter

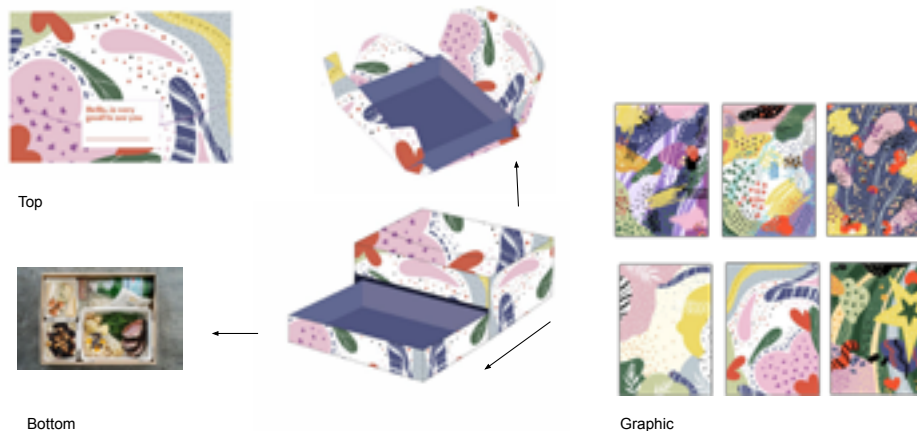
## Online channel - Instagram Stories



## Online channel - Instagram Post



## Design Packaging



## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in economics, management, the humanities and design. The programme is also open to candidates with a background in other disciplines. Furthermore, they must be willing to carry out in-depth research into the programme's subject area.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Re-think business models in international business scenarios with a visionary approach, design-thinking and creativity.
- Understand business and competition, learn strategic, organisational, and management skills and master key activities such as providing industry and trend analyses, designing experiments for market validation and prototyping, developing business models, and identifying risks and future strategies.

The programme ensures students will gain the skills and attributes to:

- Help organisations create new ways of being competitive, turn their ideas into ventures and design long-term viability and performance.
- Engage in inter-disciplinary development to drive innovation and digitalisation in businesses, products and strategies.
- Identify market opportunities and develop a design-thinking methodology combining business theories and frameworks with a human-centered approach.

## CAREER OPPORTUNITIES

This programme will equip students with the skills to secure roles in consultancy firms, research and development firms and start-ups, as well as to embark on a career as self-employed consultants or entrepreneurs. Students may also consider related roles including:

- STRATEGIST
- DESIGN AND INNOVATION MANAGER
- BUSINESS DEVELOPER
- RESEARCHER IN RESEARCH AND INNOVATION UNITS
- BRANDING EXPERTS IN COMMUNICATION AGENCIES
- CONSULTANT IN SERVICE COMPANIES

## COMPANIES

The Master in Business Design has worked with: 3M, Altreforme, Autogrill, Barilla, BTicino, Co.Import, Comieco, DB Apparel, Ebay Italia, Elica, Fondation Interieur, Italia Independent, MDF Italia, Moreschi, Pininfarina, Piquadro, Procter & Gamble, Rilastil, Royal Rose, Sevensgrams, Slowear, Sunstar, The Coca-Cola Company, Unieuro, Unilever, Veuve Clicquot, Wega.

LEFT PAGE: THIS IS STARBUCKS RESERVE by Serinelli Alessandra, Inocencio Joana, Leelanuch Chancheochingchai in collaboration with Starbucks Reserve Roastery Milano



13

Academic Master’s Programme and Double Award Master’s Programme in  
**LUXURY BRAND MANAGEMENT**

The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Workshop Project.  
The Double Award Master’s Programme path includes additional dedicated classes and a 6<sup>th</sup> module as Final Major Project.

**THEORETICAL COURSES**

- Strategic Branding
- Integrated Communication Strategy
- Advanced Business for Design
- Professional Accelerator Activities

**CORE WORKSHOPS**

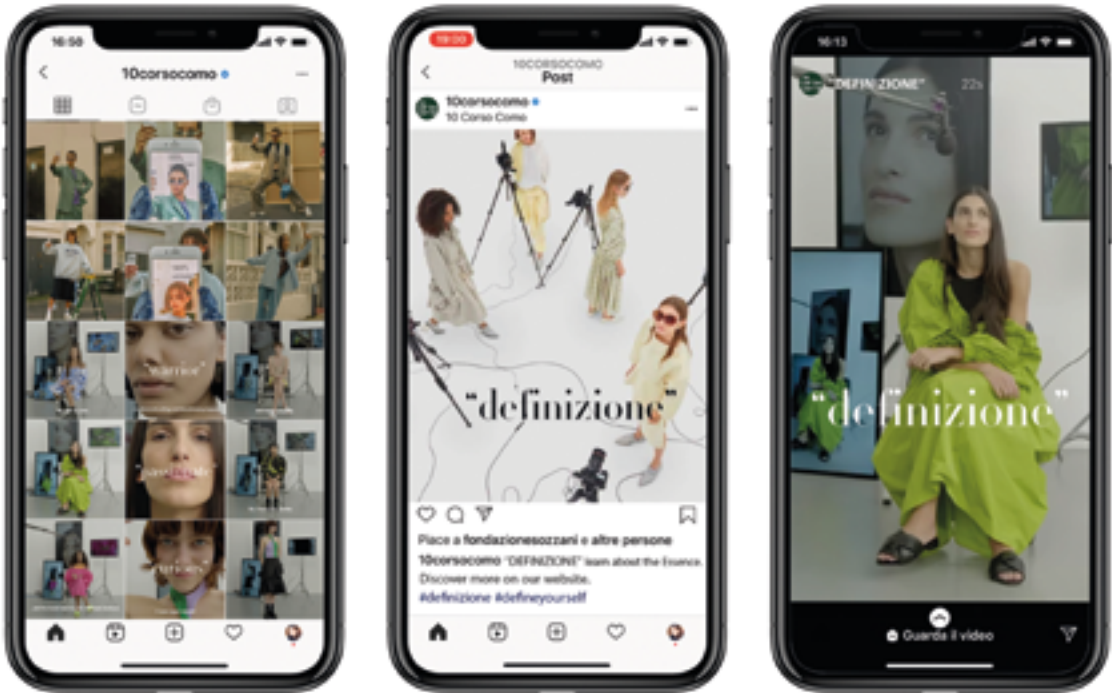
- Strategic Brand Management
- Digital Communication

**ELECTIVE WORKSHOP**

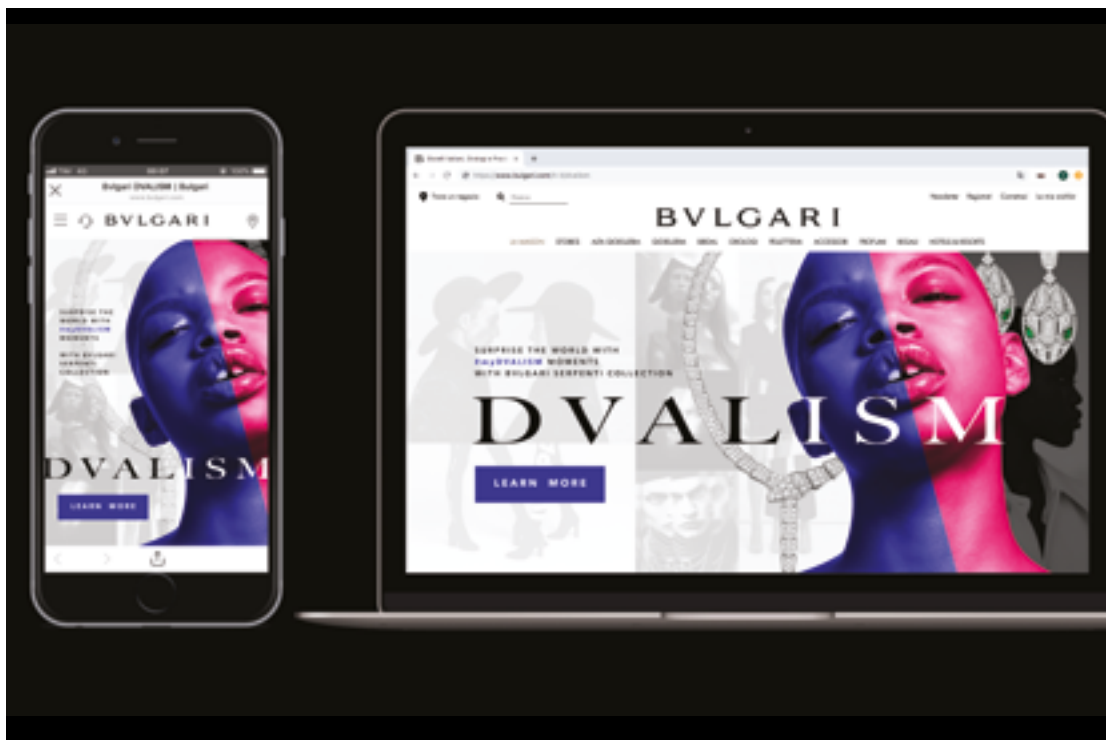
- One to be chosen among:
- Fashion Buying
  - Entrepreneurship through Design
  - Retail & Visual Merchandising
  - Product Strategy
  - Identity Design
  - Fashion Styling

Luxury goes beyond consumption: it is the narrative that surrounds the brand – its heritage, story and excellence. Luxury brands have their raison d’être in creativity. They add value to their products and services by offering their target audience deeper meaning and intangible value. Luxury has always been associated with the desire to express one’s status. While in the past this was expressed through physical goods, today it is increasingly conveyed through unique experiences.

The Master in Luxury Brand Management prepares students to manage the delicate balance between creativity and business for luxury brands. Students will learn how a brand’s purpose and range fits within a broader demographic, social and cultural landscape. Tomorrow’s luxury brand managers will explore the emerging values attached to the concept of luxury. Students will come to understand that branding is a mix of science and art, rationale and emotion. They will practice how to identify individual customer behaviours and social patterns and uncover powerful insights that will allow them to support luxury brands in developing unique points of view, meaningful values and strong emotional connections through engaging and memorable experiences.



DEFINIZIONE By Ankita, Alice Grammatica, Eleonora Picardi, Maksim Pigolev.



DUALISM by Selin Kasa, Hantian Li, Pitch Phoomsawat, Richa Shah, Ishita Tewari in collaboration with Bulgari

## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in art and design. Furthermore, the programme is also open to candidates with a background in economics, management, the humanities or equivalent fields provided they demonstrate adequate interest in the programme's subject area.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Gain a broad understanding of the luxury market through industry-based projects and interaction with professionals.
  - Design omni-channel strategies to narrate a brand's heritage, story, excellence and innovation in unique ways.
  - Recognise customer behaviours and social patterns and uncover powerful insights to help luxury brands grow their influence through engaging and memorable experiences.
- The programme ensures students will gain the skills and attributes to:
- Implement creatively innovative luxury brand concepts, scenarios, and solutions using cross-disciplinary creative and business approaches.
  - Acquire critical thinking to evaluate branding decisions and develop innovative strategic plans.
  - Pursue creative business solutions that respond to contemporary and future needs of consumers and brands.

## CAREER OPPORTUNITIES

Students will get a broad view of the luxury market to select their future career path. They will understand the culture and practices of international luxury businesses and learn the key skills that all brand managers need. Students will be able to pursue a management career and consider a wide range of related roles, including:

- LUXURY BRAND MANAGER
- PRODUCT MANAGER
- MARKETING MANAGER
- DIGITAL COMMUNICATION EXPERT
- COMMUNICATION AND PR MANAGER
- BRANDING AND MARKETING CONSULTANT

## COMPANIES

The Master in Luxury Brand Management has worked with: 10 Corso Como, Artemest, Bulgari, Christie's, De Beer's – Forevermark, Dodo, Italian Hospitality Collection, Krizia, L'Officiel Magazine, Moncler, Park Hyatt, Peck Milano, Salvatore Ferragamo Museum, See Me, Sergio Rossi, Slowear, Stone Island, Toscano Resort Castelfalfi, Trussardi, Vhernier, Yoox Net-A-Porter.







# Semester Courses

The Semester Courses are specifically thought for those who want to widen their knowledge and deepen their design studies in few weeks.

A journey that will lead students to join selected theoretical courses with professionals, active learning sessions and workshops working in international and cross-disciplinary teams and taking advantage of many networking occasions.

The Semester Course structure is organised in two modules. Each module includes one theoretical course + one workshop.

1<sup>st</sup> module

Course 1

Core Workshop 1

+

2<sup>nd</sup> module

Course 2

Core Workshop 2





→ FUTURE BASED INNOVATION COURSE

→ TAILORED COURSES

# Special Courses



## Future Based Innovation Course

*Master the design process and methods to lead future-oriented innovation*

The program aims to provide managers and entrepreneurs with the practical knowledge to use the design process and methodology to think differently about strategic and innovation decisions. It introduces design methods and tools for unleashing creativity and intuition in order to address uncertainty and manage innovation decision-making differently from business-as-usual. The program teaches a way of thinking through design to make effective decisions about future-oriented innovation.

### Audience

This program is targeted primarily to: Managers in profit and no-profit organisations, Managers in public institutions or similar, Entrepreneurs or managers in start-ups or small companies, Professionals. The course requires no specific background in design or related fields. All relevant concepts and methods will be explained in introductory talks that will enable an effective engagement of participants into planned practical activities.

### Programme Structure

A programme made up of 7 synchronous online sessions with a mix of theoretical and practical activities. 18 hours of learning + 12 hours of individual study.

### Learning Outcomes

Acquire a new mindset and master a creative approach to innovation. Recognize signals of change to envision future scenarios and identify new opportunities for innovation.

**SPECIAL COURSES**

## Tailored Courses

Domus Academy Tailored Courses address company, institution and university groups of students who wish to enhance their own study and work path with a highly formative experience.

They are dedicated programmes designed according to companies or institutions needs, involving our faculty and leading professionals.



**DOMUS ACADEMY MILANO**



# Alumni stories

Our graduates leave with rich, relevant experiences and portfolios able to boost their careers and enhance their network.



## JEAN-LOUIS SABAJI

*Master in Fashion Design, 2011*

*Owner and Designer at Jean-Louis Sabaji*

"Domus Academy was a major transition in my life. During my year there I learned to look at things in a different perspective and I was taught to analyse concepts in a whole new way. Domus Academy is one of the biggest reasons that I am a successful designer today. The amazing staff and teachers brought out in me new ways of creativity I never knew I had. It was the best decision I have ever made and I consider myself lucky to have pursued my studies in such an environment."



## RODRIGO TORRES

*Master in Product Design, 1999*

*Owner of Rodrigo Torres Design*

*Designer for Alessi, Cassina and Poliform*

"Domus Academy has played a fundamental role in my life and training as a designer. Everything started from there. In Domus Academy I learned to think differently and witness the key cultural, environmental and economical role of design in the development and improvement of our world."



## MADDALENA CASADEI

*Master in Product Design, 2002*

*Owner of Maddalena Casadei Studio*

*Designer for Marsotto Edizioni*

*Art Director at Fucina*

"Domus Academy: here ideas travel in an organised chaos, they meet each other, and then enriched go around searching for new reflections."



## AYSEGÜL DÖNMEZ

*Master in Business Design, 2014*

*Global Marketing Identity & Equity Manager at Barilla Group*

"I arrived at Domus Academy as an experienced Visual Communication Designer with many questions and doubts about marketing and business realities of brands. I came out as a strategic thinker and business involved designer able to question, understand and reshape or build brands with fresh perspectives."



## PABLO MOLEZÙN

*Master in Interior & Living Design, 2013*

*Project Manager at Studio Luca Guadagnino*

"I've always thought that our field, based on design and creativity, cannot be tied just to a formation through books; it needs to be experimented and researched. Through its workshops in collaboration with companies, Domus Academy gave me the professional approach that I expected from a postgraduate course. Design is everything: it surrounds us. Interior design has to be touched and it needs to be felt. I ended up at Domus Academy, let's say 'accidentally', and honestly I could not be happier."



## Eray Alan

*Master in Interaction Design, 2014*

*Design Lead / Head of Craft and Quality Fjord*

*Northeast Design Lead / Head of Craft and Quality*

*Fjord Northeast, at Fjord Milan & New York*

"Domus Academy was my first step into the Design world. I had the chance to work on interesting and challenging projects with very talented students from all over the world. It was definitely a strong first step!"



## Laura Inés Politi

*Master in Business Design, 2013*

*Program Manager at frog Milano*

"The Master in Business Design at Domus Academy has provided me the unique possibility to go beyond my original training and broaden my horizons towards new and unexplored fields. It is also thanks to Domus Academy that I first got in touch with frog, allowing me to later apply for a position and currently lead teams as Program Manager."

# Admission process

## 1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- **For the 1-year Academic Master's Programme and for the 2-year Master of Arts Programme:** holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme.
  - **For the Double Award Master's Programme:** holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification). Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel proving also one year of relevant work experience.
- Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.*
- **For the 2-year Master of Arts Programme:** at least 15 years of previous Education

## 2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Curriculum vitae
- Copy of Bachelor's Degree or Academic Diploma translated into English or official certificate of expected Graduation issued by the Institution
- Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet translated into English (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet
- Certificate of English language proficiency (for Academic Master's Programme and 2-year Master of Arts Programme: **IELTS 5.0 or equivalent**; for Double Award Master's Programme: **IELTS 5.5 overall and 5.5 in every single part or equivalent**)
- Motivational letter
- Copy of passport
- Portfolio of projects (not compulsory for Master in Business Design, Master in Fashion Management, Master in Luxury Brand Management, Master in Service Design)
- Essay Assignment for Master in Service Design only (for more information on the required essay, please refer to DEA on line application)
- Application fee of €100
- Two reference letters for Double Award Master's Programme only

## 3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

**[admissions.domusacademy.com/dadea/](https://admissions.domusacademy.com/dadea/)**

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

## 4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the **Enrolment Form** and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter.

Admissions office will inform students about documents needed for enrolment and matriculation to the course.

Domus Academy will assist students for visa application. **Non-European students** will need to apply for study visa via University ([www.universitaly.it](http://www.universitaly.it)) and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.



# Student services

Domus Academy offers a wide range of services to help students optimise their educational experience and maximise their talent and potential.

## HOUSING SERVICE

Available from the first day of enrolment, Domus Academy offers its students a free Housing Service to facilitate searching for and selecting accommodation for their stay in Milan. Thanks to agreements between Domus Academy and private landlords, double or single rooms in shared apartment, or full apartments are available for temporary stays. CONTACT: [info@milanhousing.it](mailto:info@milanhousing.it)

## DESIGN LAB

The Domus Academy Design Lab is open to students so they can work on models and projects that are required as part of their programme's coursework. The Lab is equipped with hi-tech machines and tools and a wide range of materials, giving students the resources they need to make their ideas a reality.

## FASHION LAB

Students in the Fashion Design programme can use the Fashion Lab to make models and prototypes. Fully equipped with sewing machines, mannequins, irons, sewing tables and other tools, as well as different kinds of leather and fabric, the Lab is where student designs take shape.

## LIBRARY

Domus Academy students have access to a superb library that houses more than 15.000 books and magazines covering subject areas including design, architecture, fashion

and business. The library also provides the students the access to important online databases related to the subject areas they study.

## COUNSELLING SERVICE

The service offers students a space for listening where they are supported when tackling any difficulties during their study path as well as any interpersonal relationship or their personal growth path they may be finding challenging (e.g. experiencing cultural differences, anxiety also related to the academic path and in general, difficulty in relationship with classmates, difficulties in relational/affective life, distance from home and loneliness, handling emotions, etc.). The Counselling service is a short cycle of individual consultations (approximately 10/12 sessions), once a week or every two weeks. Each consultation lasts approximately 50 minutes. The sessions can be conducted either in English or in Italian according to the student's preference. The service is provided by Mrs Silvia Signorelli, Professional Counsellor, at her professional studio in Milan, via Panfilo Castaldi 28 (Porta Venezia area). Students can have access to this service for free up to 3 sessions. After the 3<sup>rd</sup> session, a special price is granted to Domus Academy students for any subsequent sessions needed. You can directly contact Mrs Silvia Signorelli at [counselling@domusacademy.it](mailto:counselling@domusacademy.it) and +39 3475325819.



Domus Academy is part of the following associations:



Domus Academy is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine. Through its network of 54 schools, the group is present in over 91 campuses in 13 countries around the world and has over 170,000 enrolled students. It is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering. Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

*The information in this prospectus relating to study programmes is correct at the time of publishing and every attempt is made to ensure its accuracy.*

*However, it may be necessary for the school to make some changes to the information presented following publication – for example, in order to deliver the very highest quality programmes, courses are constantly reviewed to ensure an up-to-date curriculum. In making any such changes, the school will aim to keep changes to the minimum necessary to achieve the required quality of experience.*



