Think further,
Design beyond

DOMUS ACADEMY MILANO

A place for Envisioners

The school develops future leaders by encouraging creativity and innovation.

Cross-knowledge profiles

The curriculum blends deep expertise with broad, interdisciplinary skills.

Real international environment

The school offers a global, collaborative setting for interdisciplinary design work.

Unique experience and Career opportunities

Students gain diverse learning experiences and strong industry connections, leading to high job placement.

Iconic design school in the Design Capital

Iconic undergraduate and postgraduate fashion and design school in the fashion and design capital of Milan.

Studying in Milan

Design is part of the fabric of Milan. From the fashion tradition of the city to its new role as a start-up 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
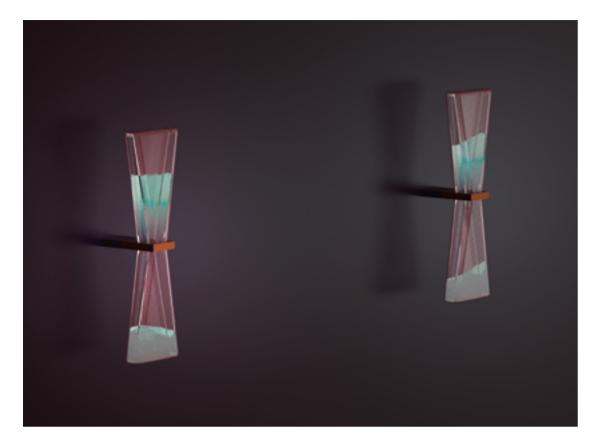
900+ FASHION AND DESIGN SHOWROOMS

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.

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, 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.

TOP: Aquo by Daniele Ficarra

BOTTOM: project by Shagun Choaria and Jamila Zhankovic

LEARNING BY DESIGNING

DOMUS ACADEMY MILANO

Accreditation and awards

Graduates from Domus Academy **Academic 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 **Dual 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 **2-Year Master of Arts Programmes** earn an internationally recognised qualification receiving a Master of Arts Degree (120 ECTS) accredited by the Italian Ministry for University and Research (MUR)*, in addition to a Domus Academy Diploma.

At the completion of the Programme, students of the **Bachelor of Arts** earn a First Level Academic Degree (180 ECTS) accredited by MUR.

> 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, the 2-Year Master of Arts Degree and the Bachelor of Arts are awarded by NABA, Nuova Accademia di Belle Arti

** The Master of Arts Degree, earned after completion of the Dual 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)
- Badges of Excellence in Learning Experience by **The Business of Fashion Assessment**
- Selected by **Azure magazine** as Top 8 Interior Design and Interaction Design Schools
- Listed by Domus Magazine as one of **Europe's Top 100 Schools** of Architecture and Design
- Listed as one of the **Best Design Schools** in the World by BusinessWeek
- Included in the **QS World University Rankings by Subject**
- Included in UI **Greenmetrics** World University Rankings
- Included in in **THE Impact Rankings**

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:

- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design and Master in Service Design): **Winners Compasso d'Oro Targa Giovani certification 2024**
- Christophe Pillet (Master in Product Design): **Winner Wallpaper* Magazine Design Awards 2023** (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): **Winner Wallpaper* Magazine Design Awards 2023** (Best Construction category)
- Elena Candeliere, Nicholas Aron, Wiphawee Maneengarm (Master in Interaction Design) and Wen-Heng Chang (Master in Product Design): **Included in ADI design index 2022**
- 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 30th Anniversary Contest 2019**
- Ana Gabriela Teran, Yara Ghaouch (Master in Fashion Styling & Visual Merchandising): **Winners Bodytelling contest by Marie Claire 2019**
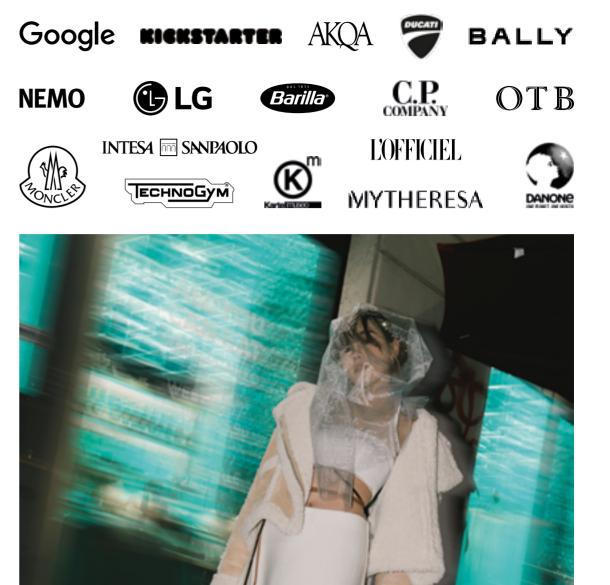
Industry network

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.

Aonratai Yangomut
Final Project

Google   KICKSTARTER   AKQA   DUCATI   BALLY

NEMO   LG   Barilla   C.P. COMPANY   OTB

MONCLER   INTESA SANPAOLO   TECHNOGYM   Km   L'OFFICIEL   MYTHERESA   DANONE

DOMUS ACADEMY MILANO

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.

96%
Employment Rate

91%
Job Satisfaction

98%
Dual Award Master's Programmes Employment Rate

Within 1 year from the Master diploma. Source: BVA Doxa.

DOMUS ACADEMY MILANO

Academic and Dual 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 worlwide 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 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.
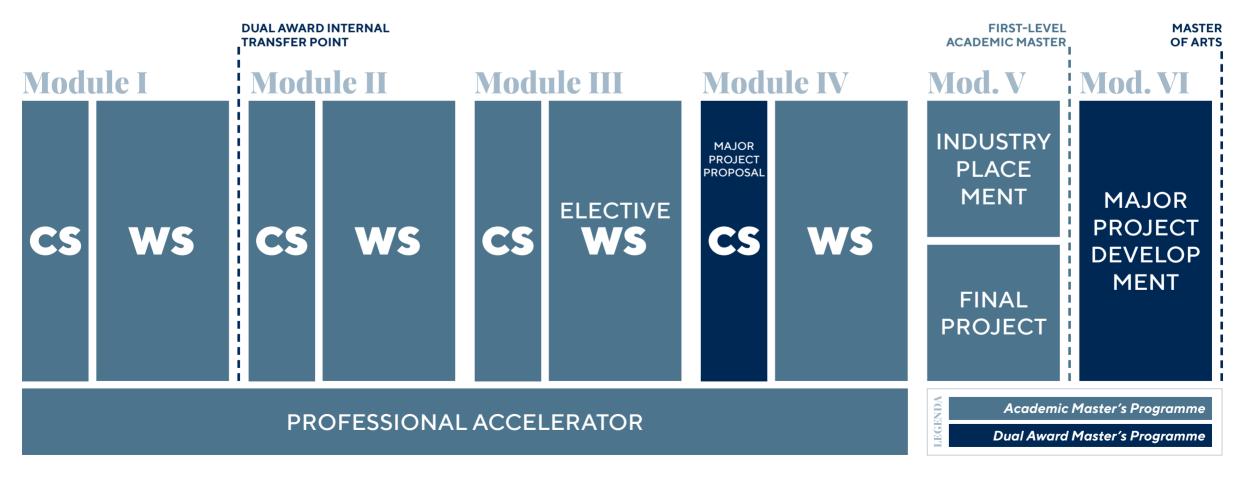
CRITICAL AND CREATIVE FRAMEWORK
In this module, students will undertake in-depth research on selected topics and themes. They will investigate new methodologies and integrate a critical perspective in the development of a research that represents reflections on the contemporary context and that will 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.

INTERNSHIP/PROJECT LEARNING 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.

DUAL AWARD INTERNAL TRANSFER POINT · FIRST-LEVEL ACADEMIC MASTER · MASTER OF ARTS

Module I — CS · WS
Module II — CS · WS
Module III — CS · ELECTIVE WS
Module IV — MAJOR PROJECT PROPOSAL CS · WS
Mod. V — INDUSTRY PLACEMENT / FINAL PROJECT
Mod. VI — MAJOR PROJECT DEVELOPMENT

PROFESSIONAL ACCELERATOR

LEGENDA: Academic Master's Programme / Dual Award Master's Programme

The Dual Award Master's Programme is under revalidation for the AY 2025-26

Combined Online Preparatory Programme + On-campus Academic or Dual 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 DUAL 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.

Design

DOMUS ACADEMY MILANO

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.
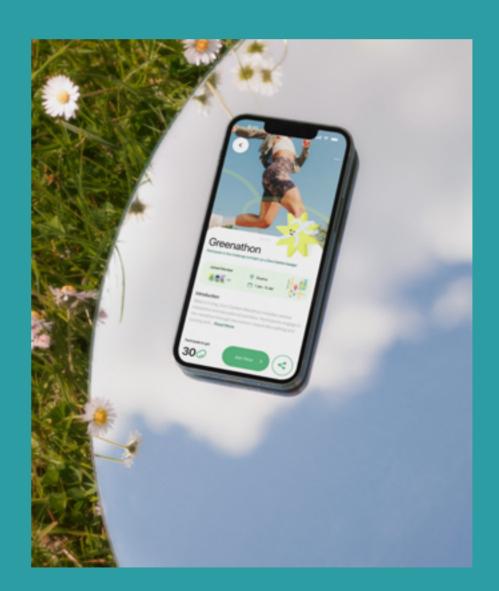
01

Bachelor of Arts in
DESIGN

The BA in Design is structured to support specialisation tracks by incorporating selected common modules that provide a foundational context for all students.

INTERIOR DESIGN & URBAN VISION SPECIALISATION COURSES

Interior Design

Public Spaces Design

Spatial Design

Spatial Systems & Materials

Interior Design & Urban Vision thesis workshop

PRODUCT DESIGN & VALUE SPECIALISATION COURSES

Product Design

Furniture Design

Value Driven Design

Production Systems & Technologies

Product Design & Value thesis workshop

UX DESIGN SPECIALISATION COURSES

User Experience Design

Digital Product Design

Information Design & Data Visualisation

UX Design thesis workshop

The Bachelor of Arts in Design offers a unique perspective on design, viewing it as a strategic act of shaping the world around us creating products, services, spaces, digital solutions and systems.

By integrating diverse disciplines and perspectives, the BA equips students with the awareness and sensitivity needed to address multiple business, social, and environmental challenges. Through hands-on making and creating, students will develop their skills by engaging in direct experience and experimentation.

The programme also prepares students to effectively use digital tools and technologies, enabling them to leverage digital media and technologies and drive innovation in their design practice.
Through this carefully curated structure, the BA provides students with differentiated specialised expertise and a comprehensive view of design, positioning them to thrive in a variety of professional contexts.
The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.

LEARNING OUTCOMES

- Develop a thorough understanding of the design process and methodologies, encompassing everything from research through concept and verification to final product, including sketching, model making, prototyping, and presentation.
- Acquire expertise in selecting and working with suitable materials and technologies to meet project objectives.
- Cultivate the ability to analyse and comprehend industry trends, technological advancements, and societal changes to inform design decisions and guide the creative process.
- Master digital tools and technologies that facilitate visual design, computer-aided design, fabrication, and interactive workflows.

CAREER OPPORTUNITIES

Students can become Interior Designers, Landscape Designers, Product Designers, UX Designers, creating innovative spaces, products, or experiences tailored to specific needs. As Design Consultants, they can provide expert advice and guidance on design-related projects across a range of industries. For those with an entrepreneurial spirit, becoming Design Entrepreneurs will allow them to launch their own brands or studios, bringing unique concepts to life and shaping their own paths in the market. Students can become Art Directors, overseeing and managing the visual aspects of projects, ensuring a cohesive aesthetic across various media. They may choose to specialise as Visual Designers, focusing on the visual elements of digital products and experiences.
Depending on their chosen specialisation, students can further tailor their career paths.

SPECIALISATIONS

Interior Design & Urban Vision

In this track, students will learn how to design Interior Spaces coherently with an Urban Vision creating and envisioning new forms of livability.
At the completion of the programme they will be able to design spaces starting from an analysis of how interior and exterior areas interact with one another.
Path career opportunities: Interior Designer, Urban Designer, Exhibition Designer, Landscape Designer, Lighting Designer, Retail Designer, Space Planner, City Planner, Hospitality Designer, Environmental Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

Product Design & Value

This track focuses on developing products and solutions that provide value to both users and businesses.
It emphasises the importance of understanding and aligning with what constitutes value for the market, prioritising qualitative improvements over quantitative ones. They will learn to create products that align reciprocal value and expectations between shareholders, stakeholders, and customers.
Path career opportunities: Product Designer, Lighting Designer, Digital Product Designer, Furniture Designer, Packaging Designer, Circular Product Designer, Product Lifecycle Manager, Product Development Manager, Smart Product Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

UX Design

This track immerses students in the design of digital products and services.
By understanding users, their journey and business needs, students will learn to leverage existing and emerging digital technologies to create innovative solutions that enhance user experiences.
At the completion of the programme, they will be able to create digital products, services, user experiences across different system levels.
Path career opportunities: User Experience (UX) Designer, User Interface (UI) Designer, Service Designer, Interaction Designer, Motion Graphic Designer, Product Designer, Digital Product Designer, Information Designer, Gamification Designer, Customer Experience Designer, Design Consultant, Generative Designer, Visual & Communication Designer, Art Director.

02

Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the 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
Envisioning
Advanced Design & Processes

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.

PRODUCT DESIGN

MYWALL by Arya Sejpal, Varun Embar Sainath

DOMUS ACADEMY MILANO

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.

TOP: VOLANO by Pallavitha Halaga Narayanamurthy, Varvara Erikhova in collaboration with Rotaliana

BOTTOM: PIEGA by Daan Snippe and Merve Balikcioglu, in collaboration with Fucina

PRODUCT DESIGN

DOMUS ACADEMY MILANO

03

Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.
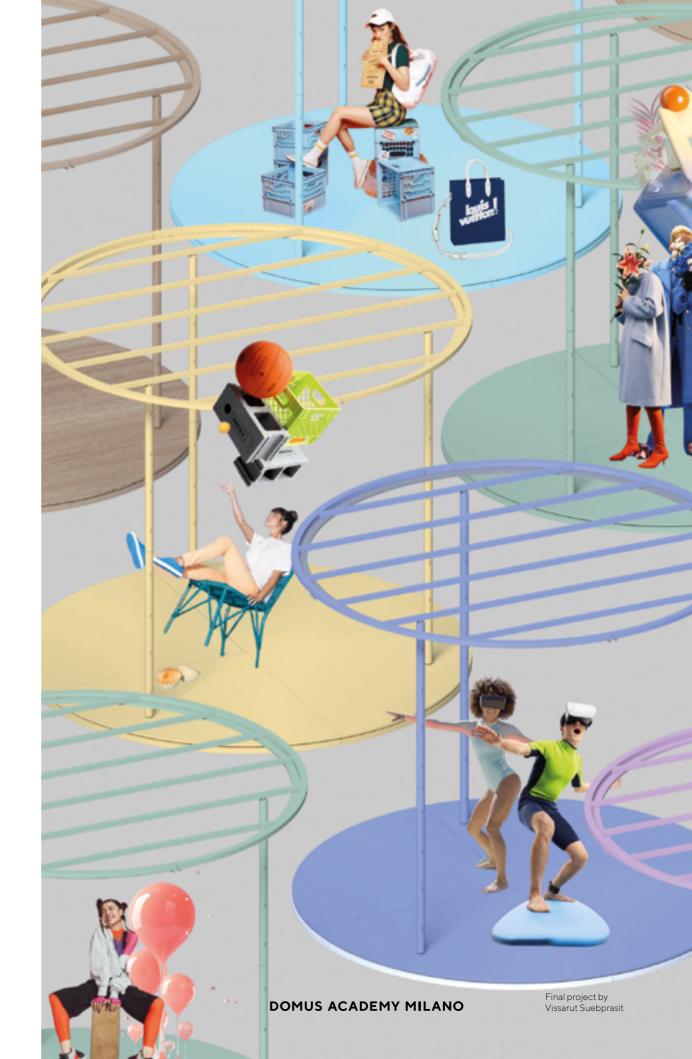
THEORETICAL COURSES

Design Culture
Design Formation
Personal Branding Portfolio
Professional Accelerator Activities

CORE WORKSHOPS
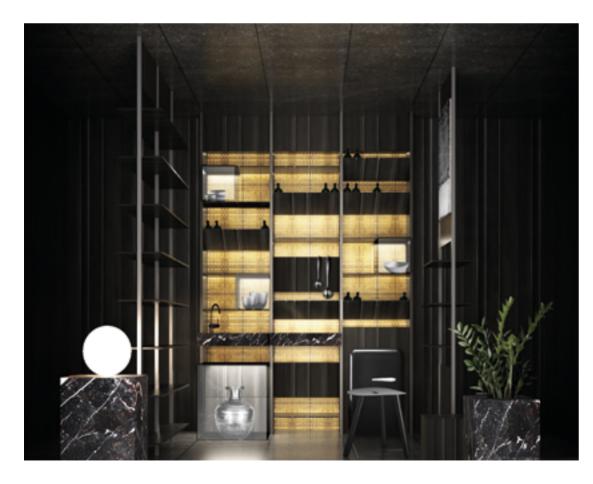
Design of Spaces
Envisioning

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.

DOMUS ACADEMY MILANO

Final project by
Vissarut Suebprasit

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.

TOP: DYNAMIC OCEAN by Fangyi Chen, Vissarut Suebprasit, Hangrok Cho in collaboration with Kult

BOTTOM: TAOFAI_ COOK + KEEP, HESTIA_TRIM AS HOST by Jedsada Baiya and Maryana Heilman in collaboration with Laurameroni

INTERIOR & LIVING DESIGN

DOMUS ACADEMY MILANO

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

04 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the 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
Urban & Landscape Design
Architectural Design

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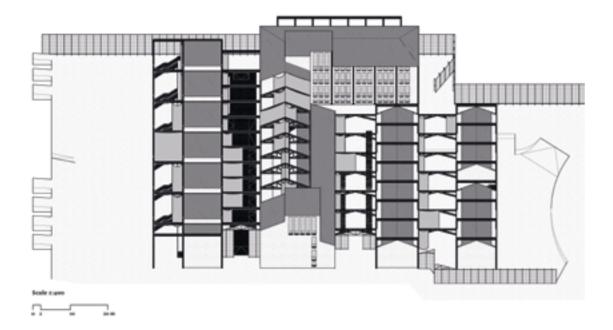Furthermore, students will learn flexible and ingenious methodologies that they can apply to their work, to their critique of design and to the communication of their final landscape, urban, rural and architectural design proposals.
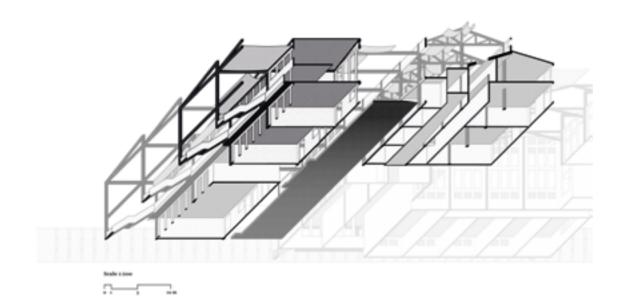

SYMBIOSIS CAMPUS
by Fernando Carrera

Scale 1:500

Scale 1:200

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.

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

05

Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the 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:

New Product Strategies

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.

TOP: DRACMA by Elena Candeliere, Giulia Fuzinatto, Zilong Hou, Paula Uribe in collaboration with Sclak
BOTTOM: U.FARM By Arianna Galimberti, Aycal Cagri Ozen, Nihar Mehta, Sakshi Jain in collaboration with Sclak

A day in life of Giovanni

Gestures Library:

Open Point with 2 fingers and swipe up	**Close** Point with 2 fingers and swipe down	**Zoom in** Open 3 fingers	**Zoom out** Close 3 fingers
Rotate Use 2 fingers and rotate wrist	**Rotate in 3D** Use 3 fingers and rotate wrist	**Back** Point with 2 fingers and swipe left	**Skip** Point with 2 fingers and swipe right
Activate navigation bar Double tap at shortcut	**Use navigation bar** Grab with 2 fingers and throw at display	**Delete** Grab with 2 fingers and throw down	**Copy / Paste** Grab with 3 fingers and place
Pause Raise open hand	**Play** Point towards display	**Stop** Clench fist	**Confirm** Bring thumb and index finger together
Dislike Thumb down	**Keyboard** Pull towards body with both hands	**Fast forward** Wave hand to the right	**Rewind** Wave hand to the left
Mute Double tap ear twice with 2 fingers then clench fist	**Volume up** Double tap ear with 2 fingers then motion upwards twice	**Volume down** Double tap ear with 2 fingers then motion downwards twice	**Listen** Double tap ear with 1 finger then speak

CAHOOTS by Mary Margaret Murphy and Dima Wehbe

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.

06 SERVICE DESIGN

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

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

THEORETICAL COURSES

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

CORE WORKSHOPS

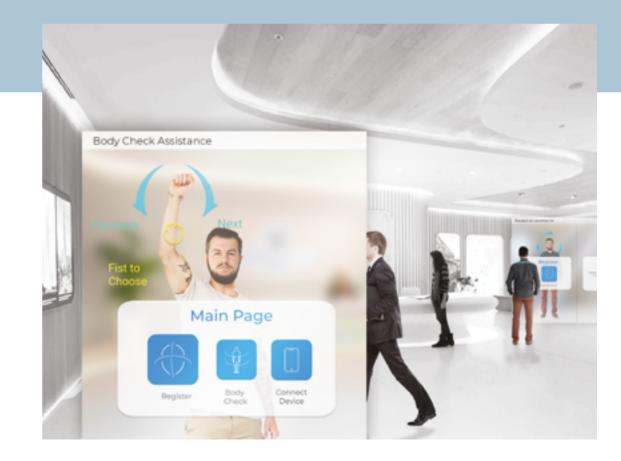Experience Design
Service Design

ELECTIVE WORKSHOP

One to be chosen among:
Strategic Brand Management
Entrepreneurship through Design
Identity Design
Envisioning
Tangible Interactions
New Product Strategies
Experience Design
Service Design

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.

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

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

MakerGreen initiative is a green initiative to promote the adoption and implementation of green roofs across the city of Milan. Join this green community and let's create a network of green roofs

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.

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

SERVICE DESIGN

07

Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

THEORETICAL COURSES

Storytelling & Visual Narratives
Visual Cultures
Personal Branding
Professional Accelerator Activities

CORE WORKSHOPS
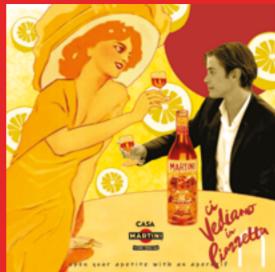
Identity Design
Product Strategy

ELECTIVE WORKSHOP

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

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

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.
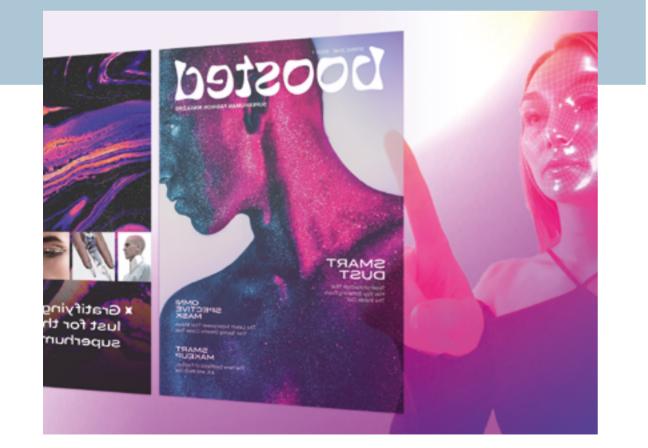
AUDIENCE

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.

TOP: HOUSE OF PASTA by Laura Loria, Melissa Gisherman, Ghadir El Akli in collaboration with Barilla

BOTTOM: BOOSTED by Nora Mosley, Andjela Jankovic, Chiara Pieri

2-Year Master of Arts Programme in

08 DESIGN INNOVATION

This 2-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.
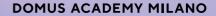
SEMESTER I

Course	CFA	Type
DESIGN 1	12	T/P
Contextualising Design	6	WS
Design Tools Applied	6	WS
PROJECT METHODOLOGY	12	T/P
Design Methodology	6	WS
Digital Fabrication	6	WS
HISTORY OF DESIGN	6	T
Contemporary Design	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER II

Courses	CFA	Type
DESIGN 2	12	T/P
Regenerative Design	6	WS
Sustainable Materials	6	WS
BRAND DESIGN	12	T/P
Brand Identity	6	WS
Communication Design	6	WS
HISTORY OF ART	6	T
Contemporary Art	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER III

Course	CFA	Type
DESIGN 3	12	T/P
Design Futures	6	WS
Generative Design	6	WS
ART DIRECTION	6	T
Creative Direction	6	CS
LIGHT DESIGN	6	T/P
Light Data Visualisation	6	WS

1 ACTIVITY TO BE CHOSEN BY THE STUDENT:

Additional training activities:

	CFA	Type
Transforming Realities	6	BC
or		
The Rise of DAOs	6	BC
or		
Accelerator	6	BC
TOTAL CREDITS SEM. III	30	

SEMESTER IV

Course	CFA	Type
DESIGN 4	12	T/P
Systemic Design	6	WS
Tangible Interaction	6	WS

1 ACTIVITY TO BE CHOSEN BY THE STUDENT:

Additional training activities:

	CFA	Type
DESIGN MANAGEMENT		T
Design Leadership	6	CS
or		
Internship / Project Learning Experience	6	
THESIS	12	
Eligibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	

DOMUS ACADEMY MILANO

Design is undergoing a paradigmatic shift moving forward in the 21st century. A convergence of urgent phenomena, from the risk of marginalising social issues and environmental concerns to the continuous development of advanced technology, has expanded possibilities of what and how we design and the kinds of experiences we create.

The Master of Arts programme broadens the scope of design research and practice as a cultural and social act, advancing innovation strategies, expanding methodologies and acknowledging the co-opetition of different disciplines, perspectives and approaches in facing and solving the challenges of tomorrow.

Students will explore Regenerative Design, Artificial Intelligence, design and complexity, and designing for emergent futures. They will also focus on tangible interaction, decentralised ownership, and hybrid experiences.

During the Domus Academy 2-Year Master of Arts students will deepen their mastery of multidisciplinary design approaches over a longer curriculum. They will work in a hybrid "phygital" environment, employing tools like artificial intelligence, algorithms, Web 3.0, and 3D printing to reshape the creative process. They will learn to interact across a variety of audiences developing horizontal skillsets and lateral thinking abilities as requested by the latest market trends.

AUDIENCE
Designers/Professionals aiming at:

- Investigating and exploring new design approaches, processes, technologies and softwares
- Exploring critical thinking and research with academics and professionals
- Getting design mastery in specific fields
- Creating and developing their own academic and professional network
- Having a wider access to PhD programmes

LEARNING EXPERIENCE
- Lessons, Workshops, Boot camps
- Final Thesis (Research + Project)
- 12 months placement support
- Best Thesis awarded by FRAME Magazine
- Internship/Project Learning Experience

LEARNING OUTCOMES
The programme aims to:

- Shape 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

CAREER OPPORTUNITIES
This programme prepares students to a career in the following advanced roles:

- Product / Strategic designer
- Materials innovator
- Design director
- R&D and Process innovator
- Innovation and 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.

TOP: SMART MESH by Doris Rodriguez, Kseniia, Dolgikh-Ocheret, Paloma Onaissi Moreno
BOTTOM: 4 SQUARED by Himanshu Deore, Sonia Redon , George Goginashvili in collaboration with ALMA

DESIGN INNOVATION

DOMUS ACADEMY MILANO

BACHELOR OF ARTS IN
→ **09** FASHION DESIGN

ACADEMIC MASTER'S PROGRAMMES
and DUAL AWARD MASTER'S PROGRAMMES in:
→ **10** FASHION DESIGN
→ **11** FASHION STYLING & VISUAL MERCHANDISING

2-YEAR MASTER OF ARTS PROGRAMME in:
→ **12** FASHION: DESIGN, ART & TECHNOLOGY

Fashion

DOMUS ACADEMY MILANO

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.

09

Bachelor of Arts in
FASHION DESIGN

The BA in Fashion Design is structured to support specialisation tracks by incorporating selected common modules that provide a foundational context for all students.

TEXTILE & ACCESSORY DESIGN SPECIALISATION COURSES

Clothing & Accessory Design

Textile Technology Applications

Accessory Materials

Identity Collection

Model Creation

Textile & Accessory Design thesis workshop

FASHION & LUXURY MANAGEMENT SPECIALISATION COURSES

Branding & Marketing Strategy

Distribution Systems & Value Chain

Product Category & Merchandising Planning

International Market Strategy

Data-Informed Strategic Planning

Fashion & Luxury Management thesis workshop

FASHION PRODUCT DEVELOPMENT SPECIALISATION COURSES

Manufacturing Planning

Product Innovation & Sustainability

Fabric Printing

Product Lifecycle

Quality Assurance and Fit

Fashion Product Development thesis workshop

The Bachelor of Arts in Fashion Design encompasses the multifaceted and evolving fashion design system, preparing students to create clothing and accessories collections, develop strategies and marketing plans for fashion and luxury businesses, and gain experience in fashion product development.

Fashion is a dynamic and complex global industry, deeply intertwined with historical and social contexts that shape personal and cultural values. The Fashion Design undergraduate programme embraces this diversity, preparing students to become versatile and creative professionals. Graduates will become creative designers, innovators and experts in sustainable practices, ready to meet the demands of the professional world. Adopting a methodology that encompasses comprehensive research, concept development, and project execution, the Bachelor of Arts programme aims to boost creativity, cultivate innovation, and emphasise craftsmanship and originality, culminating in the creation of a complete clothing collection as the final achievement.
The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.

FASHION DESIGN

DOMUS ACADEMY MILANO

LEARNING OUTCOMES

- Develop a comprehensive understanding of the fashion design process, from research and concept to the final product, including forecasting, sketching, pattern making, and prototyping.
- Gain expertise in selecting appropriate materials and sourcing them effectively to meet design and production requirements, ensuring quality and sustainability standards.
- Acquire the ability to analyse fashion trends and conduct market research to create relevant and innovative designs and develop a merchandising plan.
- Master digital tools and technologies, such as computer-aided design, digital drawing and illustration.

CAREER OPPORTUNITIES

Graduates can embark on careers as Fashion Designers, creating original clothing, accessories, or footwear collections, often for a brand, retailer,
or as independent designers.
They may choose a career as Fashion Creative Director shaping the creative vision and overall aesthetic of a fashion brand.
Students can become Fashion Entrepreneurs launching their own brand or Fashion and Luxury Managers/Consultants, overseeing strategy, buying, planning and marketing of product lines, ensuring products meet customer needs and align with business goals.
Additionally, graduates may choose to become Fashion Product Developers supervising the creation and development of fashion items, collaborating with designers, suppliers, and manufacturers to source materials, refine prototypes, and manage timelines from concept to production.
Depending on their chosen specialisation, students can further tailor their career paths.

SPECIALISATIONS
Textile & Accessory Design
This track focuses on the integration of creative and ethical considerations in fashion design both in apparel and accessory. Students will learn to combine aesthetics with sustainability, manufacturing products that are both visually appealing and environmentally responsible. They will acquire the principles of sustainable and ethical design, the use of eco-friendly materials and socially responsible production methods to design conscious and contemporary fashion and accessories collections.
Path career opportunities: Accessory Designer, Fashion Designer, Digital Fashion Designer, Textile Designer, Knitwear Designer, Pattern Maker, Creative Director, Sustainable Fashion Designer, Fashion Illustrator.

Fashion & Luxury Management
It focuses on Fashion & Luxury Businesses to interpret new consumer behaviours and develop strategies and marketing plans. Students will learn to conduct market and data analysis to identify new trends, consumer preferences, enhance brand awareness, develop business plans, and demonstrate team leadership, all aimed at driving brand growth and achieving commercial success in the fashion industry. They will be able to design and implement strategies for managing the lifecycle and supply chain of fashion and luxury products, focusing on improving customer experience, boosting sales through market insights, data analysis, and strategic planning.
Path career opportunities: Fashion Designer, Collection Merchandiser, Retail Marketing Specialist, Digital Fashion Designer, Fashion/Luxury Buyer, Fashion/Luxury Manager, Luxury Customer Experience Manager, Creative Director, Fashion/Luxury E-Commerce Manager, Fashion Buyer, Fashion Consultant.

Fashion Product Development
This specialised track emphasises the role and collaboration of product development with creative direction in transforming design concepts into market-ready products and defining merchandising strategies for developing long-term production plans. They will gain expertise in all stages of product development and acquire technical skills in overseeing prototypes and samples, selecting and sourcing materials, and ensuring quality and sustainability in design and production.
Path career opportunities: Fashion Designer, Digital Fashion Designer, Product Manager, Fashion Product Developer, Collection Merchandiser, Sourcing and Production Coordinator, Quality Assurance Specialist, Supply Chain Expert, Creative Director.

10

Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the 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 Merchandising & Buying
Fashion Styling
Retail & Visual Merchandising
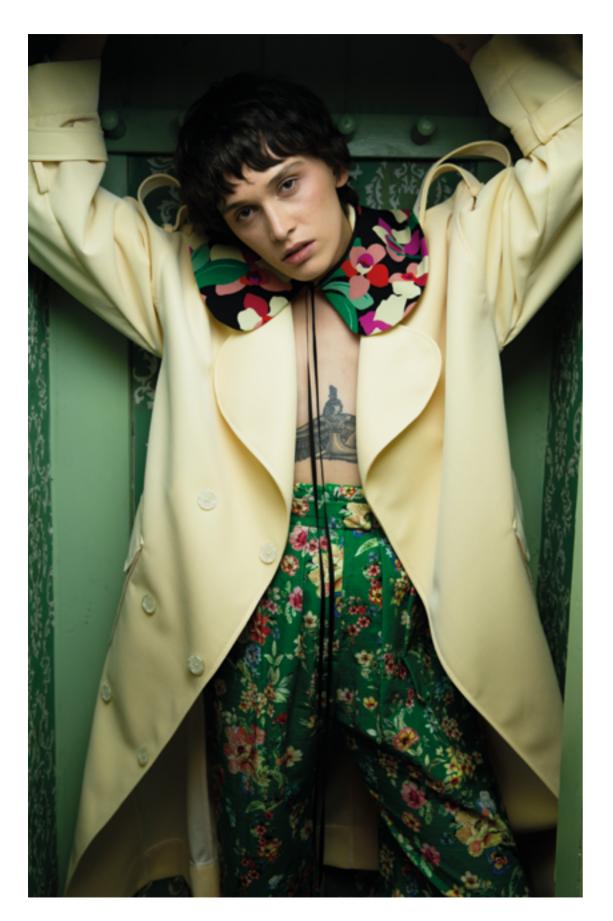Entrepreneurship through Design
Digital Communication

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.

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

FASHION DESIGN

DOMUS ACADEMY MILANO

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
SYNESTHESIAC
by Tea Gelashvili

FASHION DESIGN

DOMUS ACADEMY MILANO

11

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

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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

THEORETICAL COURSES

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

CORE WORKSHOPS

Fashion Styling
Retail & Visual Merchandising

ELECTIVE WORKSHOP

One to be chosen among:
Fashion Brand Management
Fashion Merchandising & Buying
Design of Spaces
Identity Design
Fashion Collection

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

FASHION STYLING & VISUAL MERCHANDISING

DOMUS ACADEMY MILANO

FASHION STYLING & VISUAL MERCHANDISING

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.

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

STUDIO U by Hangrok Cho, Suhani Dagur, Vidhi Marda

12

2-Year Master of Arts Programme in

FASHION: DESIGN, ART & TECHNOLOGY

This 2-Year Master of Arts Programme offers an innovative vision and approach to creativity and the fashion and design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.

SEMESTER I

Course	CFA	Type
FASHION DESIGN 1	12	T/P
Fashion Design Research and Methodology	6	WS
Pattern Creation	6	WS
TEXTILE DESIGN	12	T/P
Materials Experimentation	6	WS
Innovative Textile Technologies	6	WS
STYLE, HISTORY OF ART AND COSTUME	6	T
Fashion Landscape	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER II

Courses	CFA	Type
FASHION DESIGN 2	12	T/P
Conscious Clothing Design	6	WS
Fashion Drawing	6	WS
PATTERN MAKING	12	T/P
Advanced Form Making	6	WS
Digital Manifacturing Processes	6	WS
PHENOMENOLOGY OF STYLES	6	T
Fashion Trend Forecasting	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER III

Course	CFA	Type
FASHION DESIGN 3	12	T/P
Design for the Fashion System	6	WS
Cradle-To-Cradle Fashion Making	6	WS
PROJECT METHODOLOGY OF VISUAL COMMUNICATION	6	T/P
Fashion Digital Communication	6	WS
MATERIAL CULTURE	6	T
Next-Generation Textiles	6	CS

1 ACTIVITY TO BE CHOSEN BY THE STUDENT:

Additional training activities:

Transforming Realities	6	BC
or		
Generative Design	6	BC
or		
Accelerator	6	BC
TOTAL CREDITS SEM. III	30	

SEMESTER IV
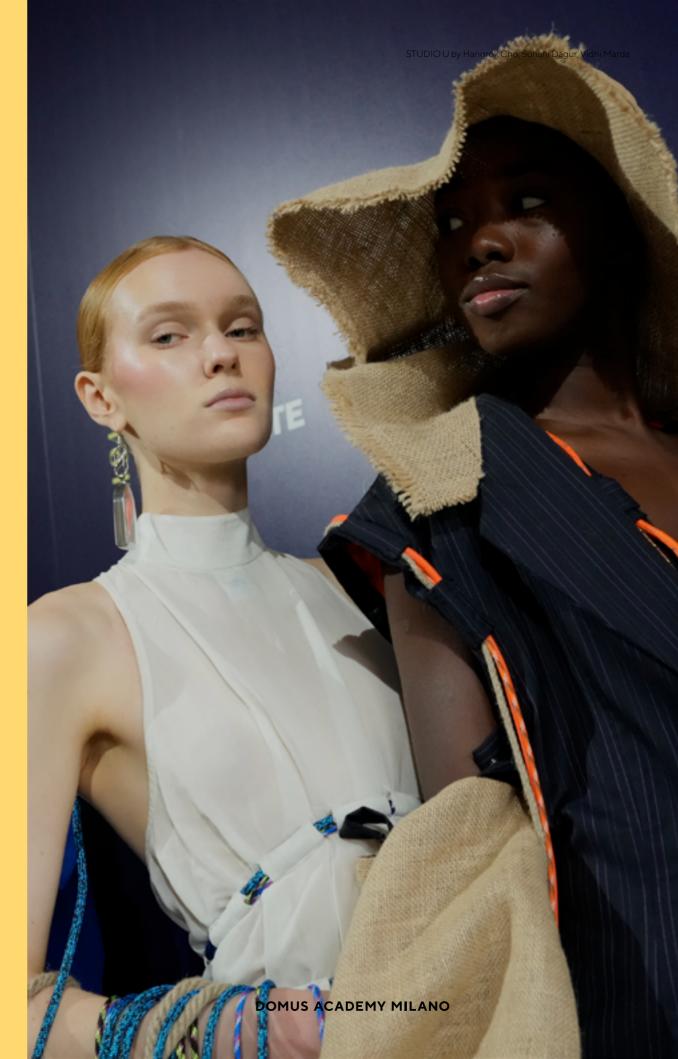
Course	CFA	Type
FASHION DESIGN 4	12	T/P
Digital Couture	6	WS
Printed Designs	6	WS

1 ACTIVITY TO BE CHOSEN BY THE STUDENT:

Additional training activities:

MULTIMEDIA LANGUAGES	6	T
Interactive Media	6	CS
or		
Internship / Project Learning Experience	6	
THESIS	12	
Elegibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	

DOMUS ACADEMY MILANO

In the contemporary landscape, where style and clothing play a paramount role in defining individuality and serve as a powerful medium for driving societal transformation, the 2-Year Master of Arts in Fashion: Design, Art & Technology introduces an innovative approach to creativity and the fashion industry.

The programme unlocks cross-cultural perspectives within multifaceted themes related to fashion design. It delves into the progressive convergence of fashion with new technologies, cutting-edge materials, and artificial intelligence, resulting in captivating immersive experiences and highly desirable tangible and virtual products. Students will have the opportunity to explore and apply fashion that projects towards the future through an immersive journey encompassing revolutionary technologies for design representation, digital design, and a conscious and sustainable product vision.

During the Domus Academy 2–Year Master of Arts students will deepen their mastery of multidisciplinary design approaches over a longer curriculum. They will work in a hybrid "phygital" environment, employing tools like Artificial Intelligence, algorithms, Web 3.0, and 3D printing to reshape the creative process. They will learn to interact across a variety of audiences developing horizontal skillsets and lateral thinking abilities as requested by the latest market trends.

AUDIENCE
Designers/Professionals aiming at:

- Investigating and exploring new fashion & design approaches, processes and technologies, also through learning to use new softwares
- Furtherly exploring critical thinking and research with academics and professionals
- Getting design "Mastery" in specific fields
- Creating and developing their own academic and professional network
- Having a wider access to PhD programmes

LEARNING EXPERIENCE

- Lessons, Workshops, Boot camps
- Final Thesis (Research + Project)
- 12 months placement support
- Best Thesis awarded by FashionUnited
- Internship/Project Learning Experience

LEARNING OUTCOMES
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
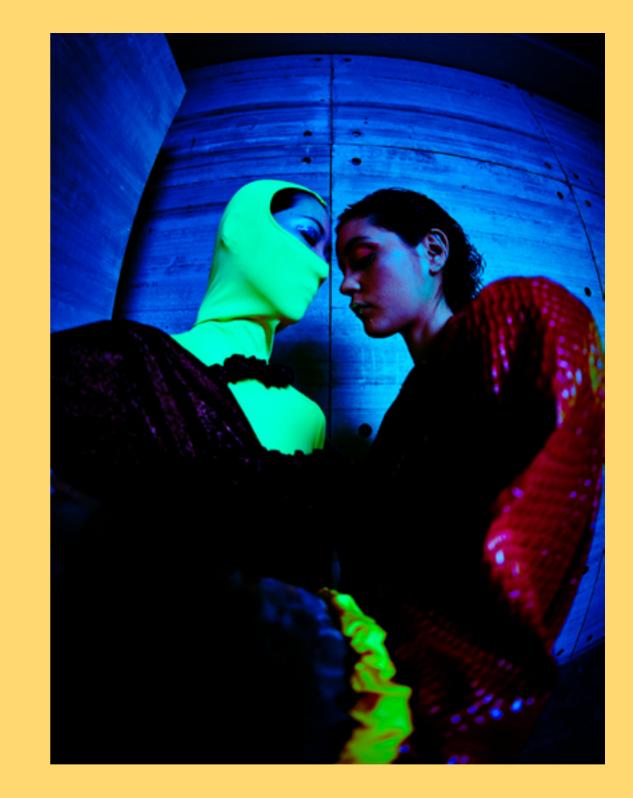
- Engage in critical and analytical thinking about fashion design and the fashion system to develop strategies for success
- Promote new fashion design skills and knowledge needed for critical evaluation to integrate and manage innovation and new technologies, from initial creativity through production 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 prepares students to a career in the following advanced roles:

- 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 students to begin a PhD programme in the fashion design area.

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

**ACADEMIC MASTER'S PROGRAMMES
and DUAL AWARD MASTER'S PROGRAMMES in:**

→ **13** BUSINESS DESIGN

→ **14** FASHION MANAGEMENT

→ **15** LUXURY BRAND MANAGEMENT

2-YEAR MASTER OF ARTS PROGRAMME in

→ **16** DESIGN LEADERSHIP & STRATEGY

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.

13
Academic Master's Programme and Dual 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 Project.
The DUAL AWARD Master's Programme path includes additional dedicated modules, as the ⁶th module related to the Final Major Project.

THEORETICAL COURSES

Entrepreneurship: Business Design Tools

Advanced Business for Design

Strategic Branding

Professional Accelerator Activities

CORE WORKSHOPS

Entrepreneurship through Design

New Product Strategies

ELECTIVE WORKSHOP

One to be chosen among:

Digital Communication

Strategic Brand Management

Experience Design

Fashion Merchandising & 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.
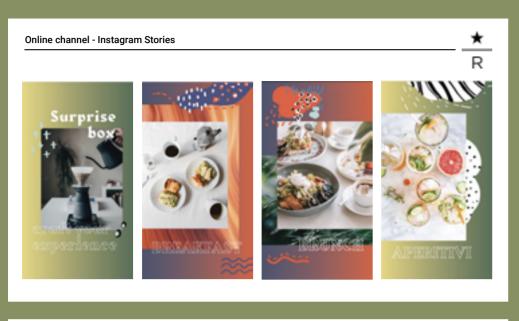
To make that possible, the business design methodology relies on the creativity and reliability of the design process to think outside the box and view things from different perspectives and think business differently.
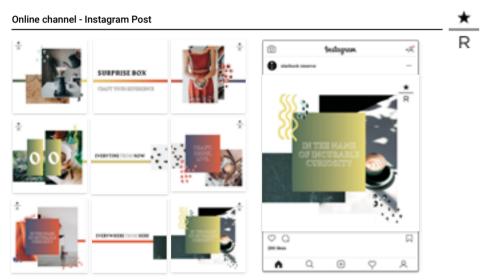
The Master in Business Design creates new connections between the worlds of business and design. Students will work on projects related to the business of design and the design of business. Enlightening and interdisciplinary, the programme focuses on how to apply design culture, methodology and sensitivity 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

DOMUS ACADEMY MILANO

Online channel - Instagram Stories

★ / R

Online channel - Instagram Post

★ / R

Design Packaging

★ / R

Top

Bottom

Graphic

BUSINESS DESIGN

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, Sevengrams, Slowear, Sunstar, The Coca-Cola Company, Unieuro, Unilever, Veuve Clicquot, Wega.

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

DOMUS ACADEMY MILANO

14
Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

THEORETICAL COURSES

Fashion Marketing & Management

Integrated Communication Strategy

Advanced Business for Design

Professional Accelerator Activities

CORE WORKSHOPS

Fashion Brand Management

Fashion Merchandising & Buying

ELECTIVE WORKSHOP

One to be chosen among:

Fashion Styling

Entrepreneurship through Design

Retail & Visual Merchandising

Digital Communication
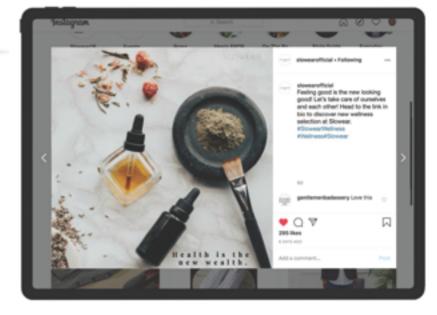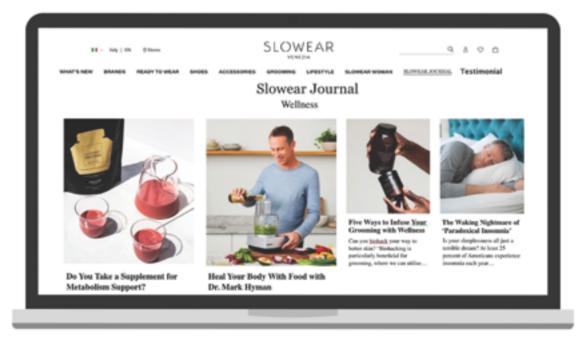

Fashion is dynamic and in perpetual flux, and it evolves with social, cultural, economic and technological shifts to adapt to the ever-changing needs of its consumers. Current and future managers must be able to detect and predict these global macro-trends. They need to create and implement imaginative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

WELLNESS BY SLOWEAR by Daniela Vasquez, Veronika Lapina, Charvi Venkat, Nina Van Gossum, 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 – Fabrica, 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.

15

Academic Master's Programme and Dual 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 Project.
The Dual Award Master's Programme path includes additional dedicated modules, as the ⁶th module related to the 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 Merchandising & 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.

2-Year Master of Arts Programme in

16 DESIGN LEADERSHIP & STRATEGY

This 2-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.

SEMESTER I

Course	CFA	Type
DESIGN 1	12	T/P
Designing Product Strategies	6	WS
Business Innovation by Design	6	WS
PROJECT METHODOLOGY	12	T/P
Business & Design Intersections	6	WS
Design Methodologies	6	WS
HISTORY OF DESIGN	6	T
Modernism to Contemporary Design	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER II

Courses	CFA	Type
DESIGN 2	12	T/P
Design for Futures	6	WS
Prototyping Tomorrow's Organisations	6	WS
BRAND DESIGN	12	T/P
Communication Design	6	WS
Brand Identity	6	WS
HISTORY OF ART	6	T
Digital Media Art	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER III

Course	CFA	Type
DESIGN 3	12	T/P
Entrepreneurship by Design	6	WS
Design & Ethical Leadership	6	WS
ART DIRECTION	6	T
Personal Branding	6	CS
LIGHT DESIGN	6	T/P
Light Data Visualisation	6	WS

1 ACTIVITY TO BE CHOSEN BY THE STUDENT:

Additional training activities:

	CFA	Type
Accelerator	6	BC
or		
Extended Reality	6	BC
or		
Design for Sustainability and Social Impact	6	BC
TOTAL CREDITS SEM. III	30	

SEMESTER IV

Course	CFA	Type
DESIGN 4	12	T/P
Systemic Design	6	WS
Regenerative Business	6	WS

1 ACTIVITY TO BE CHOSEN BY THE STUDENT:

Additional training activities:

	CFA	Type
DESIGN MANAGEMENT	6	T
Design Direction	6	CS
or		
Internship/Project Learning Experience	6	
THESIS	12	
Eligibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	

DOMUS ACADEMY MILANO

Design Leadership is shaping a project and knowing how to carry it forward. It is vision, competence, and direction.

The new Master of Arts in Design Leadership & Strategy offers an interdisciplinary educational experience to guide students through the dynamic intersection of design, strategic leadership, and entrepreneurship. Students will become agents of change, launching businesses and leading companies and organisations, mixing methodologies and tools from various disciplines.

They will develop a design-driven and ethically conscious mindset applying creative and strategic skills to create impactful businesses and solutions. The programme focuses on cultivating a design-driven approach to address and frame strategic issues, envision innovative solutions, and facilitate communication among diverse disciplines by merging business and design perspectives. The Master of Arts in Design Leadership & Strategy equips participants to act as change-makers, ethical leaders, and future entrepreneurs, shaping unconventional visions and transforming existing realities.

During the Domus Academy 2–Year Master of Arts students will deepen their mastery of multidisciplinary design approaches over a longer curriculum. The Design Leadership & Strategy MA Programme focuses on: Business Innovation by Design, Design Leadership, Entrepreneurial Culture, Designing socially and environmentally impactful businesses and solutions, Applying interdisciplinary knowledge to societal and complex challenges. They will learn to interact across a variety of audiences developing horizontal skillsets and lateral thinking abilities as requested by the latest market trends.

AUDIENCE
Designers/Managers/Professionals aiming at:

- Leading design-driven processes, blending creativity and strategy within corporations and organisations
- Launching business ideas with an ethically conscious strategic mindset
- Exploring critical thinking and research methodologies from both academic and professional perspectives
- Mastering design in specific fields
- Creating and developing an academic and professional network
- Gaining access to PhD programmes

LEARNING EXPERIENCE

- Lessons, Workshops, Bootcamps
- Final Thesis (Research + Project)
- Internship/Project Learning Experience
- 12 months placement support

LEARNING OUTCOMES
The Programme aims to:

- Encourage design exploration by applying creative design processes and methods to investigate innovative business contexts and models to develop new propositions
- Design new strategies for business organisations to enhance decision-making and future-readiness
- Develop innovative brand and product strategies for customer engagement and market impact
- Foster socially and environmentally impactful business solutions at various scales of complexity, employing cross-disciplinary approaches
- Promote an entrepreneurial culture by effectively managing all phases of the design process, from problem-setting to solution implementation
- Cultivate leadership skills and engage in interdisciplinary collaborations, preparing participants to lead companies and organisations by integrating approaches from diverse disciplines, while emphasising an ethically conscious strategic mindset

CAREER OPPORTUNITIES
This programme prepares students to a career in the following roles:

- Design leader
- Brand manager
- Design entrepreneur
- Design strategist
- Creative director
- Design manager
- Social responsibility expert
- Regenerative business leader

It will also prepare students to begin a PhD programme in the leadership and business design areas.

→ **SEMESTER COURSES**

→ **ADVANCED COURSES**

→ **ON DEMAND COURSES**

→ **TAILORED COURSES**

→ **SUMMER COURSES**

Special Courses

DOMUS ACADEMY MILANO

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.

Students earn 24 ECTS. ECTS credits will be indicated in the final transcripts upon successful completion of the course and officially delivered to students enrolled in the accredited path only; those credits will be used in case of a student's request for progression to a Master's Programme inside Domus Academy and might be validated at the option of the chosen University of reference in case of a transfer's request to a postgraduate programme.

SPECIAL COURSES

Advanced Courses

Domus Academy Advanced Courses are high-standard programmes in the areas of Design, Fashion, Business and Experience. Each course consist of a approx. 16-weeks journey that will lead students to deepen your knowledge through forward-thinking and futures oriented approaches and methodologies. The programmes include theoretical courses, active learning sessions and workshops in collaboration with international and cross disciplinary professionals and teammates.

The Advanced Course structure is organised in two modules lasting one semester. Each module includes one theoretical course and one core workshop.

Students earn 24 ECTS and after the Advanced Course they can access the correspondant Master's Programme:
- After the Advanced Course in **Design Futures** students can progress to Domus Academy Service Design Master's Programme
- After the Advanced Course in **Designing AI Connected Ecosystems**, students can progress to Domus Academy Interaction Design Master's Programme
- After the Advanced Course in **Design for Complexity** students can progress to Domus Academy Service Design Master's Programme
- After the Advanced Course in **Leadership by Design** students can progress to Domus Academy Business Design Master's Programme

ECTS credits will be indicated in the final transcripts upon successful completion of the course and officially delivered to students enrolled in the accredited path only; those credits will be used in case of a student's request for progression to a Master's Programme inside Domus Academy and might be validated at the option of the chosen University of reference in case of a transfer's request to a postgraduate programme.

DOMUS ACADEMY MILANO

Advanced Course in **Design Futures**

	Module 1	
Module 1	Emergent futures THEORETICAL COURSE 1	Envisioning alternative futures CORE WORKSHOP 1
Module 2	Design futures research THEORETICAL COURSE 2	Tomorrow interventions CORE WORKSHOP 2

Designing Futures means envisioning alternative future scenarios and going back to the present to start transformation and enable change today. It starts from creating a future vision with a long-term perspective while traditional Design methodologies (Design Thinking, Double Diamond,...) start from the present to strategise and innovate.
Designing Futures is an alternative and recent approach which offers wider possibilities of transformational change and disruptive innovation. It can critically address and solve futures complex challenges of a company, industry or society at large.

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 consultancies, corporations, Public Organization, Design Studios, Research institutions or start-ups, including: **Futures Researcher, Speculative Designer, Design Researcher, Innovation Consultant, Design Strategist, Futures Designer.**

Advanced Course in **Design for Complexity**

Module 1	Understanding complexity THEORETICAL COURSE 1	Complex systems CORE WORKSHOP 1
Module 2	Systemic change methods THEORETICAL COURSE 2	Designing systemic interventions CORE WORKSHOP 2

Explore the intersection of systems thinking and design in our Advanced Course in Design for Complexity.
Learn to zoom out, understanding the intricate relationships within complex systems and organisations. Engage with interventions that drive transformative change, addressing grand challenges and redesigning systems for resilience and regeneration.
Embrace the art of systemic design and emerge as a resilient, transformative designer, equipped to drive systemic change.

Tailored for designers, creative leaders, strategists, researchers, policymakers, and innovators committed to creating positive impact.
Suitable for professionals with a background in **business design, service design, social sciences,** or related fields, eager to redefine approaches to complex problems and contribute to business and societal transformation.

Advanced Course in
Designing AI Connected Ecosystems

Module 1	Connected objects THEORETICAL COURSE 1	Designing interconnected systems CORE WORKSHOP 1
Module 2	Multimodal interaction THEORETICAL COURSE 2	Shaping embodied experiences CORE WORKSHOP 2

Learn the art of crafting connected products and services.
Explore the complexities of designing intelligent brand, product, and service ecosystems enhanced by AI. Through hands-on learning and expert guidance, master the fusion of creativity, technology, responsible AI and sustainability, shaping a connected world that resonates with innovation and purpose.

Designed for creative thinkers, tech enthusiasts, and design professionals eager to explore the endless possibilities of connected product/service ecosystems. Ideal for individuals with a background in **product design, interaction design, creative technology,** or related fields, who want to enhance their skills in designing intelligent, AI-enabled products and services.

SPECIAL COURSES

DOMUS ACADEMY MILANO

On Demand Courses

Intensive short courses, aimed at offering the opportunity to experience Domus Academy educational methodology.

The workshop structure, made of lectures, visits, case histories held by professionals and company testimonials, completed by practical training, drive students and professionals to build a sensitive professional soul on a solid, strategic design basis.

SPECIAL COURSES

Tailored Courses

Customised programmes for companies, institutions and university student groups designed starting from their specific learning needs and timeframe requirements.

These dedicated pathways follow Domus Academy learning methodology based on a "learning by designing" approach with the aim of boosting knowledge and skills with a highly formative experience.

Fashion Graduate Italia 2023
Project by Bipasha Biswas
Photo: Daniele Venturelli

DOMUS ACADEMY MILANO

Summer Courses

Domus Academy runs a unique series of intensive short courses, aiming at offering to the most talented students and promising international designers the opportunity to experience the Domus Academy learning methodology.

The workshop structure, made of lectures, visits, case histories held by professionals in the field, as well as practical training, enables students to invest their time into an intensive experience, an "open mind" deepening into those design issues that will help students in their last years of an undergraduate program, postgraduate students and recent graduates to build a sensitive professional soul on a solid, strategic design basis.

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."

MADDALENA CASADEI
Master in Product Design 2002

Maddalena Casadei Studio owner
Designer for Marsotto Edizioni, Art Director at Fucina – Included in AD100/2022

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

"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!"

ERAY ALAN - *Master in Interaction Design, 2014*
Design Director and North America Interaction Design Practice Lead for Accenture Song

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."

"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."

AYSEGÜL DÖNMEZ
Master in Business Design, 2014

Global Marketing Identity & Equity Manager at Barilla Group

"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."

PABLO MOLEZÙN
Master in Interior & Living Design, 2013

Project Manager at Studio Luca Guadagnino

RODRIGO TORRES
Master in Product Design, 1999

Owner of Rodrigo Torres Design, Designer for Alessi, Cassina, 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."

Undergraduate Programmes Admission process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- The title is an official upper secondary school leaving qualification of the foreign education system of reference;
- The qualification allows entry to first-cycle academic courses in the foreign education system of reference;
- The qualification has been conferred after an overall path of at least 12 years of schooling*;
- Where foreseen in the country of origin, students are also requested to pass an academic suitability test /national university entrance exam

In the calculation of the twelve years a pre-school year may be considered as long as the programme includes the teaching of reading and writing of the language of the Country and the first elements of arithmetic (Peru, Colombia, Costa Rica and Venezuela)

For certain educational qualifications and systems, specific requirements or conditions are identified by the Italian Ministry of Education, Universities and Research, please get in touch with Counsellors before applying if you are under one of the following categories:

- 11-year High School Diploma
- US High School Diploma
- British qualifications
- International Baccalaureate
- National Swedish High School Diploma
- Students who attended more than one upper secondary education institution

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Personal Statement (specific guidelines in the application form)
- Copy of High School Diploma or certificate of enrolment to last year of high school translated into English*
- Copy of High School Diploma's official transcript/mark sheet or most updated official transcript/mark sheet if not graduated yet translated into English*,
- Only if applicable: copy of official documentation pertaining specific requirements such as 11-year High School Diploma, US High School Diploma, British Qualifications, International Baccalaureate, National Swedish High School Diploma, students who attended more than one upper secondary education institution (please get in touch with Counsellors for further information)
- English language certificate IELTS 5.0 or equivalent
- Copy of passport
- Payment receipt of Euro 100 application fee

Alternative accepted languages: Italian, French, Spanish and Latin

3. SUBMIT THE APPLICATION

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

admissions.domusacademy.com/dadea/

Please notice that if you are supported by an external educational counsellor 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 on 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 Universitaly

www.universitaly.it

and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.

Postgraduate Programmes 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 Dual 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/resume
- Artistic and professional portfolio of projects (not mandatory for Master's Programmes in Fashion Management, Luxury Brand Management, Business Design)
- Motivational letter
- *(only for Master of Arts in Design Leadership & Strategy)*
  A comprehensive list of academic and/or professional experiences. This list should include brief descriptions of key courses, projects, or thesis work undertaken during your Bachelor's degree, and may include supporting visual materials if available. We would like you to provide us with a detailed explanation of your educational background and significant coursework or projects in a list and/or any related and significant work experience that will make us better understand your potentiality in the field of design leadership and strategy.

- Copy of Bachelor's Degree or Academic Diploma translated into English* or official certificate of expected graduation issued by your Institution if not graduated yet
- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet translated into English* or Diploma Supplement if available or most updated official transcript/mark sheet if not graduated yet (listing subjects and exams, with corresponding number of hours/credits, final grade CGPA or Class if graduated, grading scale)
- Two reference letters only for Dual Award Master's Programmes
- Certificate of English language proficiency (for Academic Master's Programme and 2-Year Master of Arts Programme: IELTS 5.0 or equivalent; for Dual Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)
- Copy of passport
- Payment receipt of Euro 100 application fee

*Alternative accepted languages: Italian, French, Spanish and Latin.

3. SUBMIT THE APPLICATION

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

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 Universitaly (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

Domus Academy is committed to support students in finding an appropriate accommodation for their stay in Milan through special agreements with housing providers.
Find more information at *https://www. domusacademy.com/housing-services/*

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.

STUDENT WELLBEING
Individual Counselling
Psychological Desk

The two services are aimed at facilitating students in dealing with specific moments in their personal lives and thus leading to a more serene experience at the Academy. Both are free services that can take place in person on campus or remotely and offer a series of meetings (50 minutes duration each) and a possible induction to an external therapeutic path.

In details, the INDIVIDUAL COUNSELLING is a confidential space, managed by a professional Counselor, where the student can deal with the difficulties that might emerge in various areas of life. The meetings are held in remote modality.
Contact: counseling@domusacademy.it

The PSYCHOLOGICAL DESK is managed by a team of psychologists and psychotherapists with different specializations able to provide support in facing different forms of psychological discomfort and suffering. Access to the psychological desk can occur both spontaneously at the very moment in which the student perceives the difficulty (even in an emergency situation) and by appointment agreed via email between the student and the psychologist/psychotherapist.
The desk is available from Monday to Friday from 10 am to 1 pm at Building E, first floor.
Contact: well.desk@naba-da.com

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.

www.domusacademy.com