DESIGN FOR TRANSITIONS

IED

International Scholarships

Undergraduate and Foundation Courses

CONCEPT

EXAMPLES

The following projects have been selected among the works of Undergraduate students who graduated in 22/23, as they are related to the theme of the scholarship competition.
We reconstructed the steps required by the Briefing and imagined providing a design response through these works.
The research and development phase of the project presented was voluntarily omitted from this description and space was given only to the concept to provide candidates for the scholarship competition with an idea and an example on how to build the scenario for which to design the concept required by the competition.

BRIEF

Choose one of the following scenarios for the development of your project and one or more related themes:

THE REAL WORLD: IDENTITY - SOCIETY - ENERGY - ECOLOGY
THE VIRTUAL WORLD: METAVERSE - AVATARS - OBJECTS - SPACES - EXPERIENCES
THE HYBRID WORLD: THE TRANSITION BETWEEN REAL AND VIRTUAL

- State the scenario and the theme/themes.
- Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.
- Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition.

FASHION

CRISALIDA

Undergraduate in Fashion Design - Elisa Serrano

- **State the scenario and the theme/themes.**
  Real world: identity.

- **Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.**
  The individual transition from childhood to adulthood
  How to consciously face the transition?

- **Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition.**
  Crisalida is an intimate collection that reflects the student's personal and creative evolution, establishing a comparison with the metamorphosis of butterflies. For this purpose a palette of bright colors such as brown, purple, green and orange and a blend of fabrics such as taffeta, velvet and silk are used.

Piano (B)dimensionale

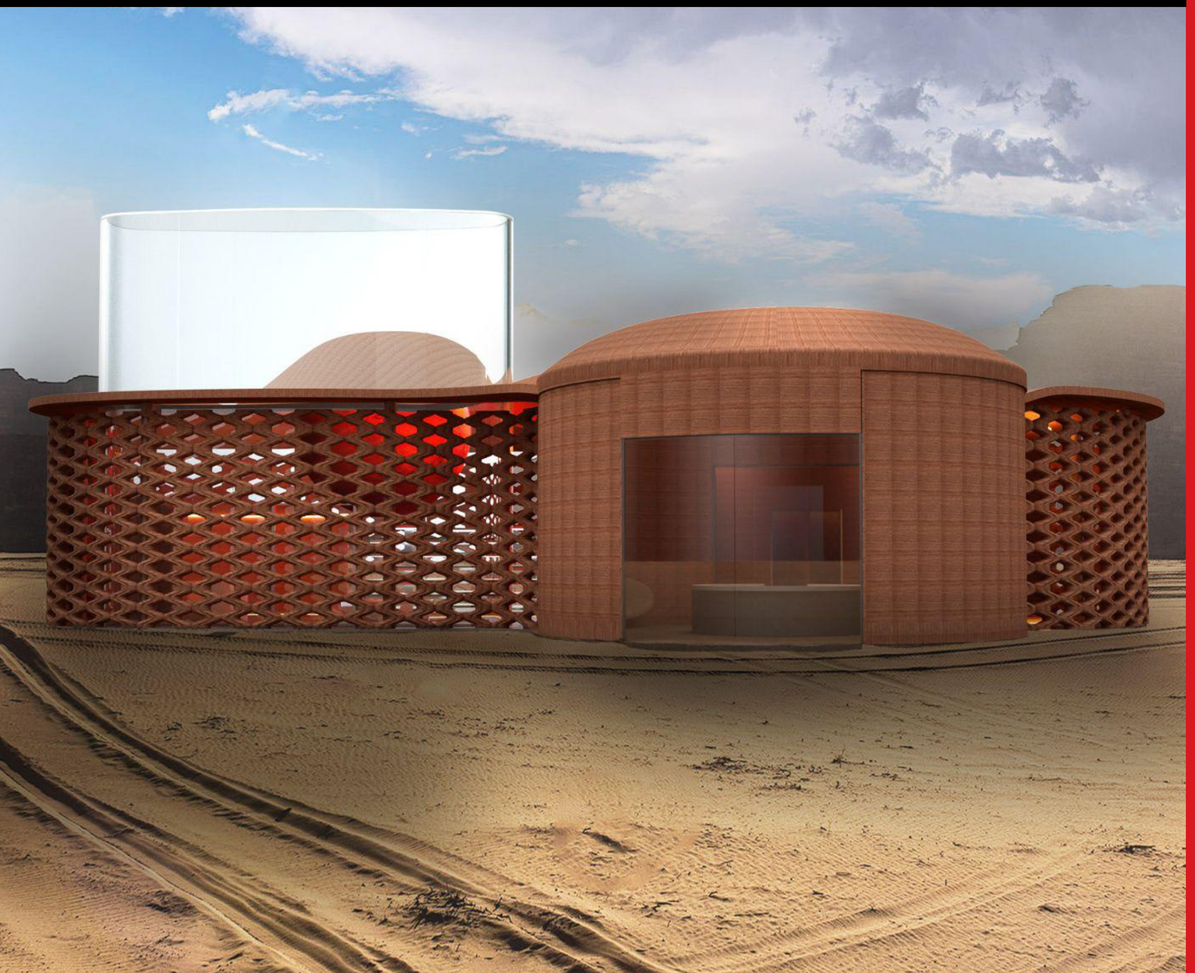
Undergraduate in Fashion Stylist - Carolina Cervara, Annalisa Fabbrucci, Vittorio Giargiana

- **State the scenario and the theme/themes.**
  Hybrid world: transition between real and virtual.

- **Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.**
  Development of a new representation of physicality through digital. Switch from 3D to 2D.

- **Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition.**
  We are used to living in a three-dimensional world, where depth, complexity, are a symbol of avant - garde and innovation, while everything that is flat is placed in the background or even seen as regression.
  We want to prove that representing an idea on two dimensions instead hides multiple potentials and is one of the countless methods, often among the most underestimated, to express oneself at best.

DESIGN



Maven

Undergraduate in Interior Design - Malak Sherif

- **State the scenario and the theme/themes.**
  Real world - ecology and society.

- **Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.**
  Colonization of Mars. The transition process to a new world is complete but how can we accompany the movement of people to a new habitat?

- **Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition.**
  To understand the characteristics of the Martian habitat and compare them with those of the Earth. A plan for creating a space that offers a learning experience for humans to prepare for the necessary tasks to survive and thrive on Mars in the future.

Blank Interface

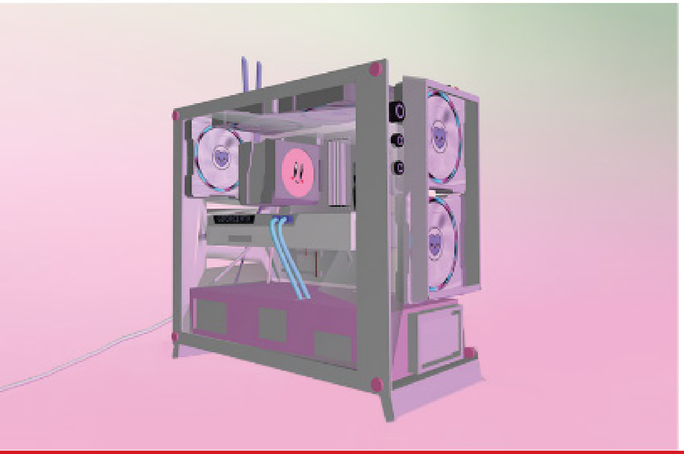
Undergraduate in Transportation Design - Ivana Mulanovich

- **State the scenario and the theme/themes.**
  Hybrid world - transition from real to virtual.

- **Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.**
  Hypothesizing a transition into the future of sports racing, planning the transition to a new concept of sports racing in the digital age from the point of view of mobility.

- **Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition.**
  This project reinvents a future where racing is an extreme virtual simulation. The concept is based on the creation of a competition in which the participation of the pilots must be improvised, without strategies. Random obstacles and augmented reality simulations must be overcome, leading the pilot to experience true adrenaline sensations that test his mental strength. Inspired by the purity, the play of light and shadow of nature and highlighting the characteristic and elegant lines of the Cupra brand, the vehicle wants to be assimilated to the supersonic ships and jets typical of science fiction.

VISUAL ARTS



Beta
Undergraduate in Graphic Design - Lucas Batalla

- **State the scenario and the theme/themes.**
  Virtual world - avatars, spaces, experiences.

- **Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.**
  Detaching from the real body, the designer accelerates the trend of the transition towards the concept of avatar.

- **Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition.**
  This project tells the story of a character who lives in a virtual world. The user has control over the narration and can interact with different elements on a web page. Issues relating to the advent of the metaverse and the possible changes it will cause are addressed, from an aesthetic, ironic and somewhat macabre point of view.
  Website: **https://beta.lucasbatalla.com/**

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