DESIGN FOR TRANSITIONS

IED

International Scholarships
Master Courses

CONCEPT

EXAMPLES

The following projects have been selected among the works of Master students 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.
- Describe the transition process: the initial starting equilibrium phase, the elements of change that identify the transition, possible future evolutions.
- 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.

ART

unBOXED

Master in Arts Management

Araujo Forléo Carolina
Cutillo Roberta
Danias Ioannis
Danzer Anna
Dimitrova Velizara
Fortunato Alessia Maria Alberta
Ramírez Abitia Andrea Georgina
Santos Stoque Lara
Tang Jennifer Ho Chi
Valero Llavata Amanda Maria
Wu Junyan
Yazici Izgi
Zipoli Gaia

State the scenario and the theme/themes:
Real world, identity and genders.

Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes:
Overcome cultural bias related gender, exploring that concept in contemporary societies through the lens of art.

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:
Art in all its forms opens up a dialogue and, without claiming to find an easy answer, poses a question: why do we need to be categorized at all costs in the 'rigid boxes' of gender stereotypes? Audio and photographic installations, workshops and moments of performance build an art installation trying to offer a response.

COMMUNICATION

HYBRID LOVE

Master Fashion Styling and Communication
Josefina Maiza Andrea Conejeros

State the scenario and the theme/themes:
Hybrid world, evolution of love, feelings in a
hyper-connected world.

**Identify an ongoing transition process, be it on
an individual, societal or historical level related
to the chosen scenario and themes:**
to recreate and explore how the definition of love
will change in the next 20 years.

**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:**
It is a fashion film that, through real interviews
with people of different ages, genders, nationalities,
sexual orientations, etc., seeks to recreate and explore
how the definition of love will change in the future.
By the hand of the audiovisual piece and as a complement
of it, a fashion editorial is made in order to summarize
the story of the fashion film into photographs.

DESIGN

A CHAIR? A JAR?
Master in Product Design
Miguel Egaña

State the scenario and the theme/themes:
Real world, breaking with the pre-established ideas - connected to semiotics - that humans have by creating an abstract functional design.

Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes: The proposal creates two abstract objects, a chair and a vase, that are not defining any shape: just offer their functionality. A halfway between the final representation and the idea of an everyday object.

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: What are objects nowadays? How can we recognize a chair in our mind? Can we imagine the same exact chair design in our minds as we read this question? By using the dazzle technique - a geometric shape pattern used during World War I for camouflage, the two-object collection creates a dialog between the idea of a product and their final result. The purpose is to make the user think about the mental idea that we have of a product and how it can be transformed into an abstract object offering a precise design and its usability.

FASHION

Visa Exempted

Master Fashion Design
Anna Albergiani

State the scenario and the theme/themes:
Real world, social impact.

Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes:
The internal and external journey to the new destination for immigrants is the main inspiration: the emotion they experience, companionship, lack of resources, dehumanized government policies, etc.
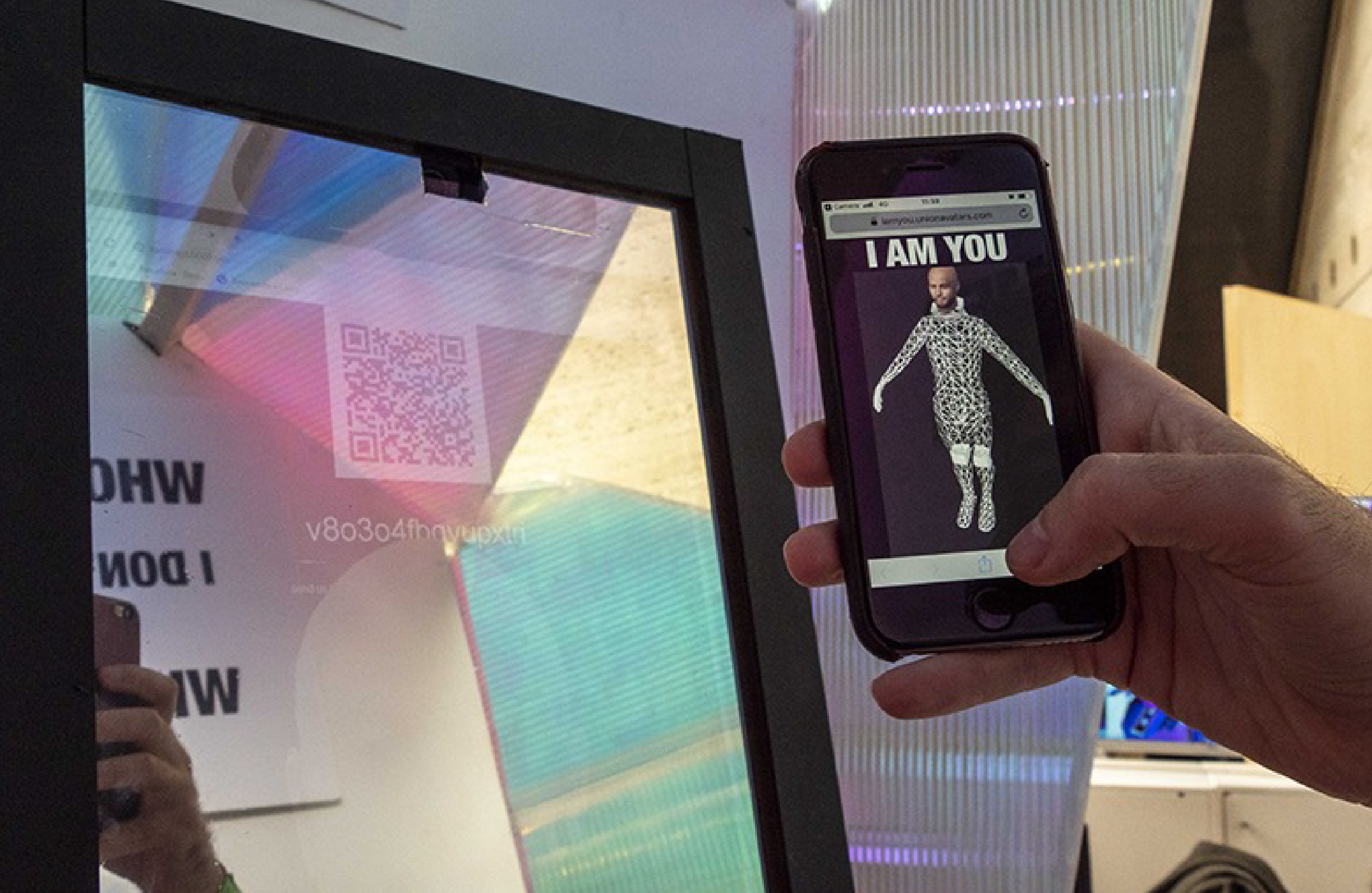
Present the concept of a project related to the course you are interested in that takes into account the elements just described: a design to accompany or overcome the transition:
This is a fashion collection designed to create an impact on the lack of action towards the current immigration policies. The garments represent some of the objects people deal with when forced to leave their country in order to find a better future: a life jacket converted into a bomber jacket or a suit made with neoprene.

VISUAL ARTS

I AM YOU

Master in Interaction Design

Anastasia Lapotko, Mine Sürger Asik,
Sidhasila Naik, Alp Nisan Baskin,
Thomas John Butzke and Myriam Chamoun

State the scenario and the theme/themes:
Virtual world, to create our own avatar.

Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes:
A reflection on the impact that immersive technologies will have on the development of the metaverse and the evolution of our identity in digital versions.

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:
The installation invites spectators to create their own virtual identity for the metaverse in real time.