

International Scholarships Competition

Master Courses

REGULATION

DEADLINE: March 8th, 2023

IED Istituto Europeo di Design, I.L.E.M. srl - Accademia di Belle Arti "Aldo Galli" (hereinafter referred to as Galli Academy) and Kunsthal Centro Superior de Diseño SL (hereinafter referred as Kunsthal) invite young creatives to convert their ideas into projects by taking part in the International Scholarship 2022/2023 contest.

There are **57 scholarships** available, covering the 50% of the tuition fees for Master Courses in Design, Fashion, Visual Arts, Communication and Management held in Milan, Barcelona, Florence, Madrid, Rome, Turin, Como and Bilbao exclusively to international students*.

How to apply

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

To take part in the Scholarship contest, students must register and upload the required material by **March 8th, 2023**.

- Step 1.** Read the Regulation carefully.
- Step 2.** Choose the course you are applying for.
- Step 3.** Get registered by filling in the form available at: ied.edu
Once registered, you will receive a confirmation email with the link to enter your Personal Area, where you can upload the required documents.
- Step 4.** Start to arrange the required documents, respecting the guidelines reported in the briefing.
- Step 5.** Once all materials are collected, enter your Personal Area and upload the required documents.
- Step 6.** In case you win the scholarship, you will have 3 days to confirm your acceptance and 5 days to complete your enrolment.

Good luck!

** Students residing in Italy can only apply for the scholarship for Master courses offered in Spain while students residing in Spain can only apply for Master Courses offered in Italy. All other international students can apply either for Master courses in Italy or Spain.*

DESIGN FOR TRANSITIONS

Concept

The word *Transition* describes the moment of transition from one way of being to another, from one situation to another, different condition, both in a static and dynamic sense.

It is possible to talk about *transition in several areas*:

- **In the human and social sphere**, both an *individual* (human life and its ages, identity) and a collective level (the historical and social evolution of a more or less restricted group of people).
For example, they talk about being in a period of transition or they talk about the transitional years between adolescence and adulthood.
Just as a period of transition is one that marks the passage from one civilisation to another, during which new social forms and customs, new cultural, literary and artistic concepts and productions mature, such as the age of transition between the Middle Ages and the Renaissance.
- **Geographically speaking**, one speaks of zones, areas of transition for those between neighbouring regions, in which therefore different forms of life and language meet and are present, with reciprocal influences.
- **In science**, in chemistry, physics, geology and mathematics, two types of transitions are encountered: those moments of changing state in which a “before” and an “after” can be recognised; those elements that cannot be attributed to well defined types, but represent terms of transition from one type to another.

More generically, **in any process, an intermediate phase of the process is considered and referred to as a transition phase, in which the condition, mostly of approximate equilibrium, that existed in the initial phase is altered, and which then gives rise to a new equilibrium condition.**

Transition therefore seems to be the most appropriate word to describe a moment of change, without losing sight of the complexity that all changes inevitably entail, since every transition is the result of the need to adapt in order to design a different future. Every transition is a process of search and compromise. A theme that spans the contemporary world and is layered on an individual, collective and historical level.

Brief

Develop your project based on the following briefing:

What role can designers play in processes of transition? Should we look to the future and the end state? Should we focus on the present by thinking about solutions to be adopted during the change? Should we speed up or simply follow the transition?

In line with the **IED Square** e meeting programme involving the final year students of IED Undergraduate courses, IED is asking its future students to reflect on this theme and propose design solutions according to the following Briefing.

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

1. State the scenario and the theme/themes.
2. Identify an ongoing transition process, be it on an individual, societal or historical level related to the chosen scenario and themes.
3. Describe the transition process: the initial starting equilibrium phase, the elements of change that identify the transition, possible future evolutions.
4. 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 concept should be presented with visual and textual elements, you can use the techniques and media of your choice.

TERMS AND CONDITIONS

Academic Years 2023/2024

1. Preconditions

- 1.1 IED - Istituto Europeo di Design S.p.A, Istituto Europeo di Design S.L. (hereafter referred as IED), I.L.E.M. srl "Aldo Galli" Academy of Fine Arts (hereinafter Galli Academy) and Kunsthal Centro Superior de Diseño SL (hereafter referred as Kunsthal) aim at supporting young creatives through activation and promotion of specific meritocratic contests for the attribution of scholarships in the fields of design, fashion, visual arts, communication and management.
- 1.2 Following this purpose, IED, Galli Academy and Kunsthal promote the contest "International Scholarships" through the website ied.edu (hereafter referred to as website) and the dedicated social networks.
- 1.3 The purpose of the contest is the assignment of **57 scholarships** covering the 50% of the tuition fee of IED Master Courses, for the academic year 2023/2024.
- 1.4 The meritocratic contest "International Scholarships" is ruled by this Regulation and will take place from **February 6th, 2023** – same date of Regulation publication – until **March 8th, 2023**, following the steps described below. Winners' ranking will be published on the website by **April 12th, 2023**: ied.edu

2. Participation requirements and deadlines

- 2.1 Participation in the contest is subject to registration on: ied.edu
- 2.2 Participation is strictly reserved to all young creatives who have reached 18 years of age at the moment of application, in possession of a bachelor degree or - equivalent qualification - or having a job experience in the relevant field. Graduands are eligible, as long as they obtain the academic diploma within 30 days before the discussion of the Master course's Thesis project. Candidates have to meet the specific requirements fixed in the guidelines and informative materials of each single course.
- 2.3 Students who are already enrolled in a 1st Level Master course are not allowed to be enrolled in a Master course or in other academic and Afam courses at the same time.
- 2.4 Participation is strictly reserved to candidates applying for the 2023/2024 Academic Year.
- 2.5 Candidates must show proficiency in the language of the course (required B2 as minimum level).
- 2.6 IED, Galli Academy and Kunsthal employees and consultants are not allowed to take part to the Contest.
- 2.7 Providing the personal data required for registration, the Candidate is aware of the legal consequences entailed by supplying false data, thus she/he is committed to provide accurate, complete, true and correct data.
- 2.8 Processing of personal data will be respectful of the attached information as per **D. Lgs. n. 2016/679** on personal data protection. None of the data required for registration can be considered sensible under the abovementioned decree.
- 2.9 The Candidate will be held liable or accountable for any damage and damaging consequence occurred to IED, Galli Academy and Kunsthal for the infringement of the rule stated above.

- 2.10 The Candidate is informed that knowledge of his Username and Password by third parties will grant them access to the Candidate's personal area of the site in his name. The Candidate is thus bound to keep the secrecy of his access data with the maximum diligence.

3. Contest and creative works ("Concept") of the candidate

- 3.1 Any registered Candidate can take part in the Contest, by filling in the registration form, indicating the location where the course is held and the course for which she/he is applying in the scholarship contest. Once received the access link, the Candidate will be required to upload in the Personal Area her/his Project ("Concepts") constituted by images and videos, together with a presentation text. Specific instructions will be given via mail after registration. Deadline for the upload is **March 8th, 2023 at 11:59 p.m. (GMT+1 – Italian time)**. The uploaded documents must respect the characteristics and the formats described at art. 4 and the contest's object indicated in the Topic of the Contest described within this Regulation.
- 3.2 Each candidate may apply for only one course and with only one concept.
- 3.3 The Candidate grants the Concepts submitted to the website are the result of her/his personal work and, aware of the legal consequences implied by false declarations, also grants that the Concepts:
 - are only and specifically created for the participation in the contest "International Scholarships" and they are not being presented for the participation in other contests;
 - are the fruit of his personal and original intellectual work, and do not constitute counterfeiting and/or plagiarism;
 - do not infringe law, order and public decency;
 - do not violate any third parties intellectual or industrial property right, both registered or not, such as, but not limited to, copyrights, brands, patents, ornamental paintings and utility models;
 - do not violate any right of third parties accorded by law, contracts, customs and traditions;
 - were made with all necessary authorizations or releasing from all individuals involved in their realization.
- 3.4 The Candidate grants her/his full personal liability for the content, lawfulness, nature, quality and truthfulness of the Concepts, expressly releasing IED, Galli Academy, Kunsthal and their assignees from any duty of verification and control on them.
- 3.5 The Candidate grants to hold IED, Galli Academy, Kunsthal and their assignees harmless, materially and in court, from any loss, damage, liability, cost or expense, including legal costs, deriving from any violation of the former points of this article.

4. Concepts features and format

- 4.1** The Candidate must upload/send images, pictures, scans or paintings representing their creativity, connected with the contest's object indicated in the Topic of the Contest contained inside this Regulation and the ideas and motivations expressed in their presentation letter.
- 4.2** All the material must be included in only one .pdf or .docx file of maximum 8 mb.
The file can contain images, pictures, scans or illustrations representing the Concept. Candidates can also include a link to a file or a video already published on Youtube.com or Vimeo.com (optional).

5. Required documents

- 5.1** In order to be considered eligible, each candidate will be asked to provide:
- Curriculum Vitae;
 - University Transcripts;
 - A motivation letter in the language of the chosen course;
 - Copy of ID card or passport;
 - Certificate of knowledge of the language in which the course is held, if different from the mother tongue (alternatively is possible to have a Skype interview in the language of the chosen course). To be admitted to the course is required B2 level as minimum;
 - Concept as described in the briefing;
 - Portfolio, with candidate's previous works, if necessary.

6. Scholarships

- 6.1** IED, Galli Academy and Kunsthal offer **57 scholarships** covering the 50% of the tuition fees of the chosen course. Winners of 50% scholarships have to pay the enrollment fee plus the half of the tuition.
- 6.2** For biennial courses, the renewal of the Scholarship is guaranteed (exception made for the enrolment fee, which is always excluded from Scholarships) only if the student passes all the exams planned in the study plan for the first year with an average mark not lower than 28/30. If this conditions is not satisfied, the Scholarship will not be confirmed.
- 6.3** The scholarship will cover just 50% of the tuition fees, as mentioned above. Enrolment fee, housing and all other costs shall be covered by the winners.
- 6.4** Evaluation will occur exclusively according to the unquestionable judgment of the panel. IED, Galli Academy and Kunsthal reserve themselves the right not to assign one or more scholarships, in case the submitted projects are not considered suitable considering the briefing, according to the unquestionable judgment of IED.
- 6.5** IED, Galli Academy and Kunsthal reserve themselves the authority to revoke the scholarship, after its attribution, if any violation of this Regulation made by the designated Candidate emerges.

- 6.6** IED, Galli Academy and Kunsthal reserve the right not to activate one or more Courses, in case the minimum number of students is not being reached or if the necessary requirements for didactic logistic and administrative support fail for any reason.
Should this happen, the Scholarships for the courses that haven't been activated will not be reassigned; winners will not have the right to ask for any kind of reimbursement or compensation.
- 6.7** The combination of the reductions and facilitations mentioned in the former articles is not allowed.

7. Scholarships locations and courses

List of the eligible Master Courses within the contest:

IED Milano

Communication

Brand Strategy and Management - *English*

Design

Design - Innovation, Strategy and Product - *English*

Interior Design - *English*

Transdisciplinary Design - *English*

Fashion

Fashion Communication and Styling - *English*

Fashion Design - *English*

Fashion Marketing - *English*

IED Firenze

Communication

Arts Management - *English*

Brand Design for Hospitality - *English*

Curatorial Practice - *English*

Fashion

Creative Direction for Fashion - *English*

Fashion Brand Management - *English*

Fashion Business - *English*

Fashion Merchandising and Buying - *English*

Fashion Trend Forecasting - *English*

Visual Arts

Graphic Design - Focus on New Media - *English*

IED Roma

Fashion

Fashion Design - *English*

Jewelry Design - *English*

Design

Interior Design for Hospitality - *English*

IED Torino

Design

Transdisciplinary Design - *English*

Transportation Design - *English*

Yacht Design - *English*

Accademia di Belle Arti Aldo Galli - Como

Fashion

Textile Design - *English*

Visual Arts

Painting and Digital Art - *English*

IED Madrid

Communication and Management

Comunicación y Moda - *Spanish*

Dirección de Marketing Digital - *Spanish*

Design

Design and Innovation - *English*

Dirección Creativa para Retail - *Spanish*

Diseño de Producto - *Spanish*

Diseño de Interiores - *Spanish*

Fashion

Fashion Styling and Communication - *English*

Dirección y Gestión de Empresas de Moda - *Spanish*

Dirección y Gestión de Producto de Moda - *Spanish*

Diseño de Moda - *Spanish*

Diseño Textil y de Superficies - *Spanish*

Moda Digital - *Spanish*

Visual Arts

Professional Photography - *English*

Branding y Comunicación Visual - *Spanish*

Diseño de Servicios y Productos Digitales - *Spanish*

IED Barcelona

Communication and Management

Design Management - *English*

Fashion Management - *English*

Dirección Estratégica y Creativa de Comunicación de Marca - *Spanish*

Diseño Estratégico, Innovación y Emprendimiento - *Spanish*

Marketing y Comunicación de la Moda - Enero - *Spanish*

Marketing y Comunicación de la Moda - Octubre - *Spanish*

Design

Design for Urban Environment - *English*

Interior Design for Commercial Spaces and Retail - *English*

Diseño de Interiores de Hoteles y Espacios Gastronómicos - *Spanish*

Diseño Sostenible e Impacto Social - *Spanish*

Fashion

Fashion Creative Direction - *English*

Design for Sustainable Fashion Technology - *English*

Diseño de Moda - *Spanish*

Visual Arts

Design for Virtual Reality - *English*

Interaction Design - *English*

Kunsthall - Bilbao

Design

Diseño de Interiores para Espacios Comerciales,

Hosteleros y de Trabajo - *Spanish*

Food Design- *Spanish*

Diseño para el Cambio - *Spanish*

Visual Arts

Motion Graphics - *Spanish*

8. Publication, Selection of winners and Panel

8.1 Concept evaluation will be carried out by a Panel made of directors and teachers coming from the Schools of Design, Fashion, Visual Arts, Communication, Management.

8.2 Evaluation will occur according to the unquestionable judgment of the panel.

8.3 The Panel will evaluate projects with a score from 0 to 5, according to the following criteria:

- knowledge of the contemporary scenario;
- critical awareness of the design scenario;
- ability to contextualize personal design activities.

8.4 Candidates who got a minimum score of 9 points will be invited to take an online selection interview with the course coordinator and will be evaluated with a score from 0 to 5 according to the following criteria:

- motivation of the candidate;
- Intellectual vividness and personal interest;
- design aptitude;
- portfolio (if required);
- skills related to the course of interest.

The total score of all evaluations represents the final ranking.

8.5 Winners will be notified by email by IED, Galli Academy or Kunsthall representatives. The winners must answer the email with a formal acceptance letter, within three days after the result is received. In case the winner fails to meet this requirement, the scholarship will be automatically considered as “refused” and the Panel may decide, unquestionably, to grant it to another Candidate. After the winner accepts the scholarship, she/he will have a 5-day deadline to enroll in the course for which the scholarship was granted paying the enrollment fee of the course, following the application procedure.

8.6 In case the concept is selected by the panel, before proceeding with the admission interview, Candidate must complete the registration on admission.force.com filling in all the required parts.

9. Conditions and general terms of participation

9.1 Incomplete applications will not be accepted.

9.2 Incomplete Concepts which do not meet the requirements, do not include the elements referred above, contain wrong or unreadable data, or sent after **11:59 p.m., on March 8th, 2023, 2022 (GMT+1 – Italian time)**, will not be accepted.

9.3 IED, Galli Academy and Kunsthall discharge any external responsibility such as delays due to malfunctioning of devices.

10. Property and right concerning concepts

- 10.1** The intellectual property rights of the Concepts always pertain to the author.
- 10.2** By participating in the Contest, the Candidate, gives up a ny indemnity and/or refund and independently from the awarding of a prize, relinquishes for free and permanently to IED, Galli Academy and Kunsthal the right to use submitted Concepts to promote and divulge the website and IED, Galli Academy and Kunsthal activities, with mention of the Concept's author.

11. Exclusion of warranties

- 11.1** IED, Galli Academy and Kunsthal do not state nor grant that the website and its functions are flawless or satisfy certain standards, needs or requests of the User.
- 11.2** IED, Galli Academy and Kunsthal do not state nor grant that the use of the website and its functions will be prompt, uninterrupted, assured or flawless, nor that the information and contents on the website are correct, truthful and/or reliable.
- 11.3** Under no circumstance, IED, Galli Academy and Kunsthal will be held liable or accountable towards Candidates or third parties for any damage consequent, accidental, indirect or of any other nature, predictable or unpredictable, deriving from the use or the impossibility to use the website.
- 11.4** IED, Galli Academy and Kunsthal will not be liable for imprecisions, inaccuracies or delays due to force majeure.
- 11.5** IED, Galli Academy and Kunsthal are not liable for improper use of the website and do not grant nor authorize its use in any application potentially dangerous for people or properties.
- 11.6** The Candidate grants that he will hold IED, Galli Academy and Kunsthal harmless from any consequence deriving for improper, illicit or undue use of the website.
- 11.7** Consequently, the Candidate declares himself/herself solely liable towards IED, Galli Academy and Kunsthal, and third parties for any and every behavior or fact punishable by law during the utilization of the website.

12. Obligations of the candidate

- 12.1** The Candidate binds himself:
- not to divulge or cede, directly or indirectly, usernames, passwords, and login data to the website;
 - not to reproduce, copy, distribute in part or in whole, by commercial or non-commercial ends, the website, the Concepts and IED, Galli Academy and Kunsthal Contents published on the website, by no means, not electronic or printable;
 - not to perform any action that can compromise the security of IED, Galli Academy and Kunsthal website.

12.2 It is forbidden to the Candidate:

- to submit, upload and/or publish material protected by copyright, unless the Candidate is the owner of such right or has been authorized by the owner;
- to submit, upload and/or publish material that disclose industrial secrets unless the Candidate is the owner of such secrets or has been authorized by the owner;
- to submit, upload and/or publish material that violates intellectual property rights, privacy rights or rights deriving from advertising contracts;
- to submit, upload and/or publish material that is illicit or against law, order and public decency;
- to submit, upload and/or publish material containing improper expressions or violating someone else's dignity or decency;
- to submit, upload and/or publish sexually explicit material;
- to submit, upload and/or publish promotional material, junk mail, spam or any other unrequested or unauthorized form of solicitation;
- to falsify his identity;
- to submit, upload and/or publish material containing computer viruses and/or other codes or files or programs created to interrupt, destroy, damage or limit the operation of software, hardware, websites or telecommunication installations belonging to IED, Galli Academy and Kunsthal or third parties.

12.3 Each violation of the requirements stated by this article will allow IED, Galli Academy and Kunsthal nullify the present agreement, with the right of IED, Galli Academy and Kunsthal, or third parties to be refunded for the damage.

13. Law and jurisdiction

- 13.1** This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with Italian law.
- 13.2** The court of Milan shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).