

Scholarship Competition Undergraduate and Foundation Courses

Deadline: May 6th, 2025

Fondazione Francesco Morelli, IED Istituto Europeo di Design S.p.A. and Accademia di Como Aldo Galli call for young people between the ages of 18 and 26 to learn about and reward their ideas on the Planet and Design expressed through their creativity.

Up for grabs are **132 Scholarships** covering 100% or 50% of the tuition fees for Undergraduate and Foundation courses in Design, Fashion, Visual Arts, Communication, Cinema and for Five-year Diploma Course Restoration held in Milan, Cagliari, Florence, Rome, Turin and in Accademia di Como Aldo Galli.

How to apply

In order to apply for the Contest, participants are required to develop a “Concept”, following the guidelines indicated below, whose reference theme is “Commons”.

“Commons are defined as the set of material and immaterial resources that multiple communities of people interact with and that can therefore be considered the collective heritage of humanity.

Examples of commons include land, water, forests, and even the atmosphere, climate, and biodiversity, as well as knowledge, patents, local wisdom, the internet, the transportation system, healthcare, and food security”.

To take part in the Scholarship contest, students must register and upload the required material by **May 6th, 2025 at 11:59 pm (GMT+1 - Italian time)**:

- Step 1.** Read the regulations carefully.
- Step 2.** Choose the course and the location you are applying for.
- Step 3.** Get registered by filling in the form available at ied.edu/scholarships/undergraduate
Once registered, You will shortly receive the link to enter your reserved online area where you can easily upload the required documents to apply for the contest.
- Step 4.** Submit the assignment following the guidelines listed in section 3 of Terms and Conditions (see below).
- Step 5.** Once the material collection is ready, enter your Personal Area and upload your project and 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 application at IED.

Good luck!

**CLICK ON THE COURSE AND FIND OUT
THE BRIEF**

IED COURSES

DESIGN AREA

Interior Design: Milan, Cagliari, Florence, Rome, Turin

Interior and Furniture Design: Florence

Product Design: Milan, Cagliari, Rome, Turin

Transportation Design: Turin

VISUAL ARTS AREA

Photography: Milan, Rome, Turin

Sound Design: Milan, Rome

Video Design: Milan

Video Design and Filmmaking: Rome

Media Design: Milan, Cagliari, Rome

CG Animation: Milan, Rome

Graphic Design: Milan, Turin

Graphic Design- Motion Graphic: Rome

Illustration and Animation: Milan, Rome

Illustration: Florence, Turin

FASHION AREA

Fashion Marketing and Communication: Milan, Florence, Rome

Fashion Stylist: Milan, Florence

Fashion Stylist and Editor: Rome

Jewelry Design: Milan, Rome

Jewellery Design and Accessories: Turin

Fashion Design: Milan, Cagliari, Florence, Rome, Turin

COMMUNICATION AREA

Communication Design: Milan, Cagliari, Rome, Turin

Visual Communication Design: Florence

Comunicazione e Valorizzazione del Patrimonio Artistico

Contemporaneo: Milan

AREA CINEMA

Cinema: Milano

ACCADEMIA DI COMO ALDO GALLI COURSES

- **Restoration**
- **Fashion e Textile Design**
- **Academic Foundation Year - Italian Creativity & Design**
- **Academic Foundation Year Italian Creativity in Rome**
- **Academic Foundation Year Italian Creativity - Firenze**
- **Painting and Visual Languages**

DESIGN AREA COURSES

- **Interior Design**
- **Interior and Furniture Design**
- **Product Design**
- **Transportation Design**

Brief

Design can help include everyone by respecting differences and showing that we all have a responsibility to take care of what belongs to everyone. Everything is connected: our choices impact the environment and society, therefore we need to find smart ways to live in balance with each other and with nature.

Try to devise a project that helps protect and improve common goods—resources that belong to all of us, such as water, air, nature, but also the web, knowledge, and public transport.

The goal is to create solutions that make these resources more accessible, sustainable, and fair for everyone. Use the techniques and tools you feel most comfortable with to express your ideas: for example, drawings, sketches (hand-drawn or digital), images, or photos of 3D models.

Then add a short text explaining the meaning behind your project. Your project should aim to strengthen the sense of community, promoting solidarity and collaboration. Because only by working together can we build a fairer, more sustainable, and open future for all.



VISUAL ARTS

AREA COURSES

- **Photography**
- **Sound Design**
- **Video Design**
- **Video Design and Filmmaking**
- **Media Design**
- **CG Animation**
- **Graphic Design**
- **Graphic Design - Motion Graphic**
- **Illustration and Animation**
- **Illustration**

Brief

As geographer Franco Farinelli once wrote: a boundary is more than just a line on a map, it is a cultural choice.

In today's interconnected world, the idea of a border takes on new nuances: physical and mental barriers, divisions imposed or embraced, distances that stretch or shrink depending on who we are and where we come from.

Tangible borders exist: walls, national frontiers, oceans. Then there are the invisible ones, drawn by language, society, and economic differences. Passports do not have the same value for everyone, and freedom of movement is not a universal right. Some cross borders by choice, others out of necessity; while some find new opportunities, others encounter closed doors.

We live in an age of contrasts: global-local, open-closed, accessible-inaccessible.

Art has the power to tell all this. It can delve into the border as a limit or as an opportunity, a threshold to overcome, or a space for connection. It can turn a rigid frontier into a porous line, a meeting point for several stories, cultures, and visions.

Try to share your own way of being in a world of movable and mutable borders through the language that you feel closest to you: images, symbols, sounds, or movements. Which borders do you see? Which ones do you wish to cross? And which ones would you choose to redefine?



FASHION AREA COURSES

- **Fashion Marketing and Communication**
- **Fashion Stylist**
- **Fashion Stylist and Editor**
- **Jewelry Design**
- **Jewellery Design and Accessories**
- **Fashion Design**

Brief

Context

Common goods, shared resources managed by communities of individuals, are a collective heritage of inestimable value. Their protection and enhancement are based on principles of equity, sustainability, interconnection, and collective responsibility. In contemporary fashion and visual culture, these values are becoming central in redefining practices and narratives, influencing materials, production processes, and modes of representation.

The concept of the common good extends beyond natural resources to include knowledge, local expertise, and new communication tools, weaving together tradition and innovation.

Objective

Through this brief, we invite you to develop a concept that explores the relationship between fashion, art, and the common goods, translating the ideas of inclusivity, responsibility, and solidarity into a visual and textual proposal. Your work should illustrate how fashion can serve as a means of expression and social transformation without necessarily depicting it directly. You can explore connections between sustainability and craftsmanship, between digital and nature, and between individual and collective identity.

Required Output

A) visual research:

- Use images, photographs, scans, collages, or other expressive tools to construct a coherent visual narrative.
- Focus on symbols, materials, colors, and textures that evoke the themes of the common goods and their values.
- Experiment with techniques and languages that best allow you to convey your vision.

B) Explanatory Text (150-300 words):

- Explain the idea behind your moodboard, motivating the aesthetic, conceptual, and technical choices you have made.

Guidelines

- Start with an in depth research on how the concept of the common goods has been addressed in the worlds of art, fashion, and design.
- Choose an approach that reflects your expressive language: you may emphasize historical, social, technological, or environmental aspects.
- Maintain consistency between images and text to build a strong and immediate proposal.
- Feel free to explore connections between different disciplines and integrate personal or cultural references that enrich your narrative.

COMMUNICATION AREA COURSES

- **Communication Design**
- **Visual Communication Design**
- **Comunicazione e Valorizzazione del Patrimonio Artistico Contemporaneo**

Brief

Common goods are defined as the set of resources, material and immaterial, with which multiple communities of people relate and which can therefore be considered as the collective heritage of humanity.

Examples of common goods are: land; water; forests; the climate; knowledge; patents, local knowledge; Internet; the transport system; healthcare; food and social security.

In an increasingly global world, where information is available anywhere and at any time, can communication tools force everyone - message producers and the public - to have a more ethical and transparent approach? Or can't they? Choose a case from recent global news and create a moodboard with images from digital media and social networks, citing its source for each image and write a text (between 150 and 300 words) to analyze the phenomenon and support your point of view.



CINEMA

AREA COURSES

Cinema

Brief

“Cinema is the creation of an emotional space that exists in time and the sharing of this space with the spectator”
Carlos Reygadas.

The fairy tale “The Grasshopper and the Ant” is not only the opposition between the carelessness of the future and the hard-working prescience: there are figures, silhouettes, names and sounds that endlessly germinate resources of meaning that concepts could not let emerge...in the end the truth of the fairy tale always exceeds the meaning that its moral provides...”
Jean-Luc Nancy

Cinema is emotional space, sound space and light that shines on stories, conditions, existences. It does not give answers but stimulates questions. Cinema is synthesis and openness: in your opinion, can cinema tell the “oppositions” of the present which we can summarize in the opposition included/excluded? Can you take charge of the emotional implications that this opposition stimulates in a non-didactic way?

Starting from these questions and in order to take part in the competition, you can:

1. Write a short narrative text that is the idea for a film, series, short film (60 characters for 30 lines – 1800 characters).
Or:
2. Make a one-minute film (as the inventors of cinema, the Lumiere Brothers, did) in one fixed shot containing a story.
Or:
3. Make a story-board page (graphic representation, in the form of drawn sequences, of a story).
Or:
4. Making a mood-board page (or style board, a series of images joined together like a collage, to tell a story).
Or:
5. All of the above.”

Restoration

Brief

RESTORATION: PRESERVING THE PAST, INNOVATING THE FUTURE

For Accademia di Como, restoring is a mission: through the preservation, recovery, and enhancement of our cultural heritage, the restorer brings artwork's story to life and passes it on to future generations. In 2025, conservation and technology are increasingly intertwined. Innovative softwares now allow the creation of three-dimensional models of artworks, artifacts, and monuments through digital scans, collecting crucial data for every stage of the restoration process. This interactive approach enables restorers to analyze, document, hypothesize, and intervene with greater precision and efficiency while also sharing valuable information with a broader audience. As a result, cultural heritage becomes more engaging and accessible to all.

YOUR CHALLENGE

Starting with these insights, we invite you to develop an idea that can contribute innovatively to the protection and dissemination of cultural heritage, making it more accessible to everyone.

SOME QUESTIONS TO INSPIRE YOU:

How can we improve access to cultural and historical heritage? Which tools can we use to responsibly engage more people in the preservation and promotion of art? How can technology make restoration more inclusive and accessible?

HOW TO PRESENT YOUR PROJECT:

Visual Concept → Express your idea through graphic images, photographs, cutouts, scans, texts, drawings, or any other format that best communicates your vision. Project Description → Write a text of 150-300 words explaining your project, the motivations behind it, and the representation techniques you have chosen.

Think big! → There are no limits to creativity: every idea can contribute to improve access to conservation of cultural heritage. Show us your vision and help us preserve the beauty of the past with the ideas of the future!

Fashion e Textile Design

Brief

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