



DOMUS ACADEMY MILANO

IN COLLABORATION WITH



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PROGRAMS



MASTER'S IN SERVICE DESIGN COMPETITION

SEPTEMBER 2020 INTAKE

THE COMPANY

Technogym is the leading company in the fitness and Wellness sector. Technogym is known all over the world as “The Wellness Company” - a company that has helped develop the concept of “fitness” into a complete Wellness lifestyle. Living the “Wellness” lifestyle means getting regular physical activity, correct nutrition, and having a positive mental attitude.

Technogym’s mission is to help people live better by providing the best possible fitness equipment, services, content and programs. All of these solutions use technology to connect to one another so users can experience Wellness no matter where they are. Technogym calls this the “Wellness on the go” because everyone can find their own content and training programs on any Technogym equipment and personal device.

Thanks to the modularity of the solutions that Technogym offers, Wellness professionals and their customers can enjoy the same Wellness Experience anywhere: gyms, hotels, medical practices, schools. In order to achieve this, Technogym provides operators with all the tools they require, from financial services to interior design guidance, and from after sales assistance to marketing support. Furthermore, both operators and private individuals can enjoy access to the world’s most complete range of fitness equipment, for cardio training, strength training, functional training and group activities.

Thanks to this extensive range of products and solutions, Technogym is able to help people achieve their sporting and wellbeing goals. Whether the goal is weight loss, strength training, or stretching, users can achieve all of this, and much more with Technogym products.

The quality of Technogym products is a direct result of the decades of experience gained as the official supplier to six Olympic and Paralympic Games. Anyone choosing Technogym products can rest assured that they are training on equipment of the very highest level, just like a professional athlete. Technogym’s goal is to make Wellness accessible to everyone, everywhere, regardless of age, this is why the TECHNOGYM logo is synonymous with WELLNESS worldwide.

MASTER’S DESCRIPTION

In the Master’s in Service Design programme, you will learn new skills in storytelling, prototyping, problem-solving, and business design that you can apply to developing intuitive and relevant service ideas.

Through observing users, you will detect unmet customer needs and develop physical and virtual systems of service experience, working in close contact with professionals from private and public sector organizations.

AUDIENCE

The competition is open to candidates who want to join the Domus Academy Master’s in Service Design for September 2020 Intake.

The programme is addressed to candidates who have a first-level degree and/or professional experience in visual and graphic design, interaction design, architecture, or creative coding.

It is also open to candidates with a background in business design, communication science, new media, psychology, sociology, or equivalent, if they are motivated by interest in service design and have a strong portfolio.

MATERIALS REQUIRED

- Portfolio of projects
- Curriculum vitae
- Motivational letter
- Domus Academy Application form*
- Bachelor’s degree in Italian or English language
- Bachelor’s transcripts in Italian or English
- Copy of passport
- IELTS test official score report
- Essay Assignment (see guidelines in the application form)

The candidates are asked to send their materials in one sole file in .PDF format.

* *Application fee is waived for competition participants*

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master’s programme
- One scholarship covering 50% of the total tuition fee of the Master’s programme
- One scholarship covering 40% of the total tuition fee of the Master’s programme
- Two special mentions covering 20% of the total tuition fee of the Master’s programme

DEADLINE

The works must be sent to Domus Academy by and no later than April 3rd, 2020.

Candidates will be informed about the results of the competition by e-mail on April 23rd, 2020.

ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

competition.domusacademy.com

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at:

competitions@domusacademy.it

ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor’s degree, or who are about to graduate within the academic year 2019–2020.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- Materials sent to Domus Academy will not be returned.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.