

**UNDERGRADUATE**

# DOMUS ACADEMY, A DESIGN HABITAT FOR THE 21<sup>ST</sup> CENTURY

**Domus Academy is more than a design school.**

**It is a place where the designers of tomorrow can produce wonders and surprises as they learn to meet the design challenges of the 21<sup>st</sup> century.**

**It is a place where students can discover new realities, boost their careers, and invent professional trajectories aligned with tomorrow's market demands.**

From the very beginning, Domus Academy was created as a unique institution. The founders envisioned a school where designers from different cultures and backgrounds would meet and exchange ideas, and where education and research would be closely integrated. They envisioned a school with an open environment conducive to reflection and criticism - one that would bring together students and companies to pursue real-world projects addressing the most important aspects of contemporary life. This is still the mission of Domus Academy today.

Yet, since the birth of Domus Academy in the Eighties, when design leveraged advances in manufacturing, the design habitat has radically changed. With the proliferation of digital devices, information technology has become a commodity that is available to everyone. As

a result, design is morphing and adapting; it is proposing new avenues of creative thinking, interactions between people, and possible realities. Today's designers are able to influence the landscape of interaction and to actively participate in shaping the future.

"Made in Italy" is a key aspect of our teaching at Domus Academy. Italian design has long been renowned for its creativity, originality, innovation, and beauty, as well as its capacity to adapt rapidly to the changing market. Domus Academy's contemporary interpretation of Italian design remains faithful to this tradition by responding to ever-evolving situations and the merging of different cultures. We not only challenge design solutions - we believe equally in the task of revealing new problems. Design has a voice in problem defining, not only in problem solving.

The Domus Academy methodology, "learning by designing", is made possible through our strong collaborative relationships with companies and our faculty of industry professionals.

By working on real projects, our students develop a framework for reflecting on society and for thinking and acting through design, while meeting the problems and the opportunities that are created by rapid technological changes.

As designers of tomorrow, we need to reinvent creative thinking to interpret and generate new forms of information, and to fully exploit the growing capabilities of technology. At the same time, we need to cultivate our curiosity about all the design disciplines, thus inspiring our deepest creativity and innovation.

Contexts are changing daily, and we welcome you at Domus Academy to become part of a circuit that engages in designing tomorrow's realities through questioning and creating.

Line Ulrika Christiansen  
*Dean*



# 10 REASONS TO ENJOY DOMUS ACADEMY

## 1 EARN A GLOBALLY RECOGNIZED DEGREE

When you graduate from Domus Academy Master Programs, you'll receive a degree that is recognized in Europe and around the world - the Academic Master's Degree, accredited by the Italian Ministry of Education, Universities and Research (MIUR). You'll also earn a second valuable qualification: the Domus Academy Master's Diploma.

## 2 STUDY AT A HIGHLY RANKED ACADEMY

In 2016 Domus Academy Fashion School was selected by Business of Fashion as one of the Top Global Fashion Schools. In their 2012, 2013, and 2014 Masterclass guides, Frame Publishers named Domus Academy among the world's top 30 graduate schools for design, architecture, and fashion. Every year since 2012, Domus magazine has listed Domus Academy as one of the top 100 European schools of architecture and design. In 2006, 2008, and 2009, BusinessWeek named Domus Academy among the top design schools in the world.

## 3 LEARN FROM INDUSTRY EXPERTS

Our faculty boasts some of the most intriguing leaders of international fashion and design: the designer and architect Patricia Urquiola, Gaia Trussardi (creative director of Trussardi), Massimo Banzi (Arduino), industrial designer Ross Lovegrove, Jan Christoph Zoels (Experientia), Sara Maino (Vogue), Antonio Mancinelli (Marie Claire), and Martino Scabbia Guerrini (VF Corporation).

## 4 GAIN HANDS-ON EXPERIENCE WITH REAL PROJECTS

Fully 90 percent of the Domus Academy curriculum is delivered through intensive hands-on projects. You'll work to solve actual design problems for Italian and international companies - the best way to gain practical experience in your field and accelerate your career. Our students have worked on projects with Maserati, Motorola, Swarovski, Versace, Bayer, P&G, Adidas, Fiat, Tommy Hilfiger, BMW Design, De Beers, Trussardi, and more.

## 5 MEET THE MOST IMPORTANT NAMES ON THE GLOBAL SCENE

Students have a chance to meet and learn from members of Domus Academy's Metaphysical Club, composed of the most important innovators on the international design, art, and architectural scene. Like a high-level salon, the Metaphysical Club guides the practical activities and future direction of the school.

## 6 INTERN WITH A LEADING DESIGN COMPANY

A key feature of all Domus Academy master's programs is your internship at a design studio or company, where you can get an insider's view of the industry and make valuable connections. Non-EU students are also eligible to participate in the internships; they may extend their visa to work in Italy for up to one year after completing their degree.

## 7 DEVELOP A GLOBAL PERSPECTIVE ON DESIGN

94 percent of our students are international, representing more than 45 different nationalities. At Domus Academy, you'll collaborate and share ideas with your peers from all over the world. And you'll learn to view design from a global perspective informed by multicultural approaches to your craft.

## 8 FOLLOW IN THE FOOTSTEPS OF SUCCESSFUL ALUMNI

Renowned alumni of Domus Academy include Vogue editor-at-large Anna della Russo, furniture designer Philippe Bestenheider, world-famous interior and product designer Christophe Pillet, and many other graduates who have used Domus Academy as a springboard to a brilliant career. Our more than 3,000 alumni are working at leading international design companies such as Nokia, Whirlpool, Frog Design, LG Electronics, Gucci, Microsoft, Unilever, Samsung, Giorgio Armani, Max Mara, Ford Motor Company, and IDEO - to name a few.

## 9 WORK IN OUR STATE-OF-THE-ART FACILITIES

Our design laboratories provide the tools you need to create great work: equipment for computer graphics, video editing, 2D and 3D modeling, sound design, printmaking, painting, light design, tailoring, and model-making.

## 10 STUDY IN MILAN, THE WORLD CAPITAL OF DESIGN

What could be more stimulating to your creativity and your career than studying in Milan, the world capital of design? Milan's streets pulse with the energy of fashion and innovation. You'll be immersed in the industry, with the chance to participate in international design contests and events. Domus Academy is an academic, cultural, and professional center where Milan meets the world.

# CAREERS & PLACEMENT

The Domus Academy Career Service helps students in their transition from the academic to the professional world. Through orientation meetings, advice and training sessions, the service assists students in determining their professional goals, assessing their personal strengths and artistic skills, and identifying their best employment opportunities.

Every student enrolled in a Domus Academy Master program is guaranteed an internship experience. Internships represent a great way to develop subject knowledge and specific skills, providing a unique tool that facilitates the development of a network of personal relationships within the chosen design field, thereby allowing students' confidence to build within a real working environment. Non-EU students may also take part in internships and can extend their permit of stay to work in Italy for up to one year after completion of their degree.

Internships can take two forms:  
— Internship in professional environments such as a manufacturing and service company, public institution, design studio or consultant organization.  
— On-campus work experience in collaboration with a company during the program.  
We understand that employers assess the skills and abilities of candidates by evaluating their previous experiences. In today's extremely competitive job market, completing internships or on-campus work experiences before graduation can provide a candidate with a distinct advantage over others.

100% of our students complete intern placements in some of the most important Italian and international brands in design, fashion, business and architecture, including:

Alberta Ferretti  
Bastard  
BMW Design Group  
Borbonese  
Condé Nast  
Continuum  
Costume National  
Crea International  
De Beers  
Design Innovation  
Diego Dolcini  
Dsquared

Elica  
Emilio Pucci  
Fiat  
Flos  
Frog Design  
Futurebrand  
Karl Lagerfeld Amsterdam  
La Triennale di Milano  
Matteo Thun & Partners  
Moncler  
Neil Barrett  
Pambianco

Proenza Schouler NY  
RCS Media Group  
Studio Lissoni  
Studio Urquiola  
Tommy Hilfiger Amsterdam  
Triumph Switzerland  
Trussardi  
Valentino  
Versace  
Vivienne Westwood  
Whirlpool  
Zara

# FACTS&FIGURES

Top ranked Design School by prestigious **magazines** and **opinion leaders.**

**DOMUS MAGAZINE**  
**FRAME PUBLISHER**  
**BOF - BUSINESS OF FASHION**



CLUSTERS  
**DESIGN**  
**FASHION**  
**BUSINESS**  
**EXPERIENCE**

**12** MASTER programs  
**3** UG programs

**94%**  
International students

**45** Nationalities represented

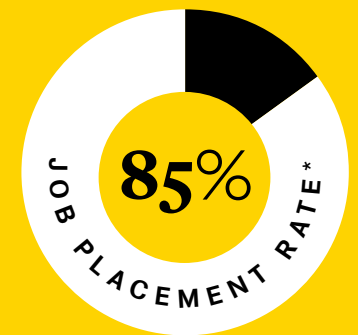
**100%**

INTERNSHIP

PLACEMENT

RATE

**300** COMPANIES involved in internships agreement processes



\* certified by Demoskoepa



# MILANO

There is no better place to pursue a truly superb design education than Milan, the city where the passion for design is part of the fabric of life. In Milan you will be immersed in a stimulating creative culture and thriving commercial design industry. A restless rhythm is part of Milan, so much so that it is difficult to stay unmoved and detached from all the cultural and social activities.

**+800**  
innovative startups

**1** International  
Milano Design  
Week

**4** Fashion  
WEEKS

**New skyline and neighbourhoods  
by Zaha Hadid, Daniel Libeskind**

**+900** Fashion and Design Showrooms

You will be inspired by the trend-setting work of the world's leading designers.

You will have access to Italy's finest artisans and the production and fabrication facilities responsible for renowned Made in Italy craftsmanship.

Milan is the worldwide capital for fashion and design where you can always find innovative and creative people, emerging label boutiques and chic concept stores.

Milan's center is full of all the most important fashion and design flagship stores, including Cappellini, Triade, Kartell or Versace, Armani and Valentino. Milan is vibrant with life. Every year, during Fashion Week and the International Furniture Fair, Milan becomes a large showroom where exhibitions, performances, parties and conferences involving lots of international guests take place all day long. Milan is a creative environment like no other.



**Domus Academy  
presents three new  
Undergraduate  
Programs:**

- Experience Design**
- Fashion Business**
- Interior Design**

**WHY**

To have a unique and immersive experience

To have a cross-disciplinary approach

To immediately work with companies on real projects

To experience the famous learning by designing approach of Domus Academy in your undergraduate path

To live three years in an international design environment

# Undergraduate Program in EXPERIENCE DESIGN

**Experience design is built on many dimensions. It is a way of thinking and a particular design approach with a rigorous attitude to qualify the experience of a potential user. The growth of experience design has mirrored the increased use of digital technologies and is today applying technology to life-scenarios by designing new futures.**

The Undergraduate Program in Experience Design (XD) includes an array of different disciplines and skills, such as interaction design, service design, UX, information architecture, graphic and visual design, prototyping, physical computing, creative coding, scenario building and storytelling. XD is essentially the process of designing both digital and physical systems and products which are enabled to function in this omni-channel world where customer experience is an increasing challenge and designers must engage in technological as well as social problems.

## AUDIENCE

This Undergraduate program is addressed to candidates with a recognized high school diploma and a strong interest in a future career in the creative industries. Art & Design Foundation and relevant working experience are a plus.

## OUTCOMES

The Undergraduate Program in Experience Design prepares students to envision future scenarios, use state-of-the-art technologies, and design services, products and software. Graduates may continue as Interaction Designers, Service Designers, UX Designers, Design Consultants, Strategists, Information Designers, or generate new career opportunities yet to be discovered. Graduated students may also continue to complete a postgraduate study to specialize in a connected field.

## LEARNING FOCUS: EXPERIENCE DESIGN

- Research and Design Methodologies
- Tools and technical skills for digital systems
- Communication Design
- User Experience and Service Design
- Interaction Design and innovative Technologies
- Prototyping and material experimentation
- Innovative processes
- Business design and marketing strategies

**COMPANIES** During the UG program students will have the opportunity to be involved in workshops, working closely with renowned companies and prestigious firms.

# Experience Design Study Plan

## 1st year: Semester one (all course based)

- International and Italian Design culture
- Research and Design methodologies I
- Integrated Design Seminar
- Digital Systems I
- Design criticism

## 2nd year: Semester one (all workshops modules)

- Experience Design studio II
- Communication Design II
- Innovative Technologies I
- Prototyping and Materials
- Envisioning

## 3rd year: Semester one (all workshops modules)

- Intensive Project modules
- Experiential workshops
- Cross-disciplinary Electives

## 1st year: Semester two (80 % course based)

- Research and Design methodologies II
- Communication Design I
- Digital Systems II
- Experience Design Studio I (workshop module)

## 2nd year: Semester two (all workshops modules)

- Experience Design studio III
- Innovative Technologies II
- Innovative Processes
- Business Design

## 3rd year: Semester two (all workshops modules)

- Advanced Research for Experience
- Open Elective
- Thesis



## Undergraduate Program in

# FASHION BUSINESS

**The Fashion Industry is facing major challenges worldwide: accessible luxury, designer sportswear, sustainable fast fashion, mass customization, mobile-commerce, hyper social media.**

Design and production are integrated with distribution and communication. Hybrid roles are on demand: creative professionals who can collaborate with sociologists, data scientists and technologists to conceive and implement creative and sound strategies. The Undergraduate Program in Fashion Business includes a broad range of competences across several disciplines: fashion management, merchandising, marketing, branding, communication and distribution, with a focus on technological innovation and cross-fertilization with other fields. Students grow the ability to analyze the market, forecast upcoming trends, generate new opportunities, and develop creative and sustainable omni-channel solutions, thanks to the collaboration with real fashion businesses. Fashion Business graduates will have a deep understanding of the global fashion industry, starting from the Italian one. They will be equipped with the knowledge, skills and tools to tackle the ever-changing challenges faced by international fashion brands as well as start-ups.

### AUDIENCE

This Undergraduate program is addressed to candidates with a recognized high school diploma and a strong interest in a future career in the Fashion Industry.

### OUTCOMES

Graduates can qualify for jobs in the fields of Product and Quality Management, Merchandising, Marketing, Brand Management, Communication and Media (traditional and digital), by promoting cross-fertilization with other disciplines. It is also possible to take a postgraduate program in Fashion Design, Fashion Styling and Visual Merchandising, Fashion Management or in a connected area.

### LEARNING FOCUS: FASHION BUSINESS

- History of Fashion
- Brand Management and Fashion Communication
- Fashion Systems & Processes
- Digital Storytelling
- Design Thinking and Business Model Innovation
- Product & Supply Chain Management
- Retail Buying & Merchandising
- Big Data Analysis

**COMPANIES** During the UG program students will have the opportunity to be involved in workshops, working closely with renowned companies and prestigious firms.

## Fashion Business Study Plan

### 1st year: Semester one (all course based)

- International and Italian Design culture
- Research and Design methodologies
- Integrated Design Seminar
- History of Fashion (Business & Design)
- Design criticism

### 2nd year: Semester one (all workshops modules)

- Design Thinking & Business Model Innovation I
- Brand Management II
- Product & Supply Chain Management I
- Retail Buying & Merchandising I
- Fashion Communication II

### 3rd year: Semester one (all workshops modules)

- Intensive Project modules
- Experiential workshops
- Cross-disciplinary Electives

### 1st year: Semester two (80 % course based)

- Brand Management I
- Fashion Communication I
- Fashion System & Process
- Digital Storytelling (workshop module)

### 2nd year: Semester two (all workshops modules)

- Product & Supply Chain Management II
- Retail Buying & Merchandising II
- Design Thinking & Business Model Innovation II (Business Planning)
- Big Data Analysis

### 3rd year: Semester two (all workshops modules)

- Brand Management III
- Open Elective Thesis



Fashion Styling, project by Irina Belous, Teodora Maracineanu, Nabeena Nusrath in collaboration with The Greatest Magazine. Master in Fashion Styling & Visual Merchandising 2016



## Undergraduate Program in

# INTERIOR DESIGN

**As technology moves forward the perception of place is changing. Our reality calls to advance design processes and accelerate the interaction between the physical and digital realms. The program in Interior Design aims to investigate, experiment and create meanings for the spaces of the future.**

Students in the Undergraduate Program in Interior Design experiment and practice with design at different scales, from large to micro interventions from urban scale to interior design to the elements of artifacts. The student evolves on knowledge, technical skills and organizational abilities to be autonomous for group leadership or creative direction. Through this Undergraduate Program students integrate soft and hard skills, which prepare them for current and upcoming career opportunities in a global arena and encourage them to generate new disciplines within the realities of space yet to be discovered.

### AUDIENCE

This Undergraduate program is addressed to candidates with a recognized high school diploma and a strong interest in a future career in the creative industries. Art & Design Foundation and relevant working experience are a plus.

### OUTCOMES

The Undergraduate Program in Interior Design nurtures students to become professionals who are capable to conceive and develop design projects in architecture, design studios, research & development departments, and creative arts and design, engineering and manufacturing. Graduated students may continue to complete a postgraduate study to specialize in a connected field.

### LEARNING FOCUS: INTERIOR DESIGN

- Research and Design methodologies
- Creative Foundation tools and technical skills
- Communication tools
- Digital & Physical Systems
- Space and materiality
- Sustainable systems
- Innovative Processes
- Business Design and marketing strategies

**COMPANIES** During the UG program students will have the opportunity to be involved in workshops, working closely with renowned companies and prestigious firms.

## Interior Design Study Plan

### 1st year: Semester one (all course based)

- International and Italian Design culture
- Research and Design methodologies I
- Integrated Design Seminar
- Creative Foundation I
- Design criticism

### 2nd year: Semester one (all workshops modules)

- Creative Foundation III
- Physical Systems II
- Digital Fabrication
- Communication II
- Design studio II

### 3rd year: Semester one (all workshops modules)

- Intensive Project modules
- Experiential workshops
- Cross-disciplinary Electives

### 1st year: Semester two (80 % course based)

- Communication I
- Creative Foundation II
- Physical Systems I
- Design Studio I (workshop module)

### 2nd year: Semester two (all workshops modules)

- Design studio III
- Digital & Physical Systems
- Innovative Processes
- Business Design

### 3rd year: Semester two (all workshops modules)

- Advanced Research for Design
- Open Elective
- Thesis



The kitchenatory, project by Farida El Benhaw, Marwan Helal, Kan Sivapuchpong, Aysu Zerenoglu. Master in Interior & Living Design 2015

# STUDENT SERVICES

**Domus Academy offers a wide range of services to help students optimize their educational experience and maximize their talent and potential.**

## HOUSING SERVICE

Available from the first day of enrollment, Domus Academy offers its students a free Housing Service to facilitate searching and selecting accommodation for the period of stay in Milan. Thanks to agreements between Domus Academy and several real estate agencies, private landlords, hostels, residences and hotels, double or single rooms are available for temporary stay at special rates. Accommodation can be shared with other students.

## LANGUAGE SUPPORT

The Language Center organizes courses at different levels to support students in their learning process and during internship experiences in Italy. The Language Center at Domus Academy has been opened to help students to improve their knowledge of the Italian language. Domus Academy is part of Laureate International Universities and therefore is also a partner with Cambridge University Press and Cambridge Language Assessment.



## DESIGN LAB

Domus Academy Design Lab is available to students for the production of models and projects required as part of their Master program coursework. The Lab is equipped with high tech machines and tools and a wide range of materials giving students the resources they need to bring their ideas to reality.

## FASHION LAB

Students on the Fashion Design program use the Fashion Lab to produce models and prototypes. Fully equipped with sewing machines, mannequins, irons, sewing tables and related tools, as well as leathers and fabrics, the Lab is where students' designs take shape.

## NETWORK SERVICES

Each program has a dedicated directory on the Domus Academy server, containing teaching materials and a personal folder for each student. The school also provides numerous workstations loaded with the latest releases of leading applications and software programs. A helpdesk gives students expert assistance in resolving computer problems quickly.

## LIBRARY

Domus Academy students have access to a superb library that houses 4,000 titles covering six broad subject areas including design, architecture, fashion, visual arts, business, essays and Domus Academy Edizioni. The library also includes a collection of more than 5,000 magazines, including historical publications and the latest editions of national and international professional journals.

# ENTRY REQUIREMENTS

**In order to be eligible for admission to an Undergraduate Program, applicants are requested to:**

- **hold a valid Secondary School Diploma that was conferred on completion of minimum 11 years of previous global schooling;**
- **hold an English language certificate (IELTS 5.0 or equivalent)**
- **comply with the Admission and Enrollment procedures;**

## APPLICATION MATERIALS:

- The application form
- Copy of the passport
- English language certificate (IELTS 5.0 or equivalent)
- Copy of the secondary school diploma (translated in Italian or English) or 11th year school attendance certificate
- Copy of the Secondary School Academic transcripts (translated in Italian or English)
- 2 passport-sized photos
- Project assignment
- Artistic statement
- Optional: portfolio of projects
- Receipt of application fee payment (150 EUR)



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