

Scholarship Competition Undergraduate and Foundation Courses

BRIEF

Deadline: May 5th, 2022

IED Istituto Europeo di Design S.p.A. and I.L.E.M. srl - Accademia di Belle Arti "Aldo Galli" (hereafter referred as Accademia Galli) invite young creatives to convert their ideas into projects by taking part to the Scholarship 2022 contest.

Up for grabs are **152 Scholarships** covering the 100% or the 50% of the tuition fees for Undergraduate and Foundation courses in Design, Fashion, Visual Arts, Communication and Restoration held in Milan, Cagliari, Florence, Rome, Turin and in Accademia Galli Como.

How to apply

Participants are required to develop a project based on the briefing related to the area of the chosen course they aim at obtaining the Scholarship for.

To take part in the Scholarship contest, students must register and upload the required material by **May 5th, 2022 at 11:59 p.m. (GMT+1 - Italian time)**:

- Step 1.** Read carefully the Regulations and the projects' briefings. To take part in the contest, students need to develop a concept that is relevant to the specific field of interest, following the guidelines described in each detailed briefing.
- 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.** Start to arrange the required documents, respecting the guidelines reported in the briefing.
- 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!

IED AND ACCADEMIA GALLI SCHOLARSHIPS

In order to produce innovation through the use of creativity, designers and artists hybridize disciplines, concepts, materials and shapes, as well as products, styles and epochs: the effect is something that derives from a known set, but was never seen before.

As an example the category of Trap music is the hybridization of Rap music and Pop music and is already being contaminated by other categories and transforming into something new.

The great Masters of Design are men and women who - often through the process of hybridization - have left their mark in their reference disciplines, they are visionaries who have looked at reality with different eyes - they are transgressors of the past who continue to inspire generations of creatives and paved the way for a fluid present - where given categories are unstable - and a future where transdisciplinarity is the keyword.

Riccardo Balbo – IED Group Academic Director, established the brief defining the main topic, while Directors and Coordinators of the Italian schools developed it for each course. They are: Giacomo Bertolazzi, Nicoletta Castellaneta, Max Giovagnoli, Michele Guazzone, Elena Sacco, Olivia Spinelli, Carmen Stolfi.



**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
Foundation Year - Italian Language & Creativity: Rome

VISUAL ARTS AREA

Fotografia: Milan, Rome, Turin
Sound Design: Milan, Rome
Video Design: Milan, Rome
Media Design: Milan, Cagliari, Rome
CG Animation: Milan, Rome
Graphic Design: Milan, Turin
Graphic Design- Motion Graphic: Rome
Illustrazione e Animazione: Milan, Rome
Illustrazione: Turin

FASHION AREA

Fashion Marketing: Milan, Firenze
Fashion Stylist and Communication: Milan
Fashion Stylist: Milan
Fashion Stylist and Editor: Rome
Design del Gioiello: Milano, Rome
Design del Gioiello e Accessori: Turin
Fashion Design: Milan, Cagliari, Florence, Rome, Turin

COMMUNICATION AREA

Design della Comunicazione: Milan, Rome, Turin
Comunicazione Pubblicitaria: Florence

ACCADEMIA DI BELLE ARTI ALDO GALLI COURSES - COMO

Conservazione e Restauro dei Beni Culturali
Fashion and Textile Design
Furniture Design
Academic Foundation Year - Italian Creativity & Design
Pittura e Linguaggi Visivi

DESIGN AREA COURSES

Interior Design Interior and Furniture Design Product Design Transportation Design Foundation Year - Italian Language & Creativity

Brief

In our everyday life we can often find the value of hybridization in the evolution of products and in the spaces that host us. The term hybridization is mainly used in biology but if we look closely at everything around us, it is the result of a change, from the evolution of the species in nature to the change of thought and trends that characterize our society.

Given this premise, we can consider the designer, as an interpreter able to read the needs and scenarios in continuous change, a person who knows how to give a creative response to new scenarios, more and more interconnected and hybridized.

Given this premise, future designers are asked to choose a theme close to their interests and passion that can be classified in: objects, spaces, outdoor spaces, formulating its own design proposal, where the value of hybridization becomes a solution tool of the proposed project, able to create a new experience for the people who will use it.

Participants should use the techniques and expressive tools, in which they are more confident to express the value of the project: drawings, technical drawings, computer graphics, images, photography, three-dimensional models subsequently photographed, and a short relationship that explain the value.



VISUAL ARTS

AREA COURSES

Fotografia

Sound Design

Video Design

Media Design

CG Animation

Graphic Design

Graphic Design - Motion Graphic

Illustrazione e Animazione

Illustrazione

Brief

Lightness, speed, accuracy, visibility, multiplicity and consistency are no longer enough. Hybridization is added today to the six proposals formulated by Italo Calvino in the American Lessons for the story of the new millennium.

The real borders on the metaverse. The human being acquires new identity and expressive possibilities.

Forms of consumption and non-linear storytelling are coining our imagination and giving new life to the arts and industries born around them. Every form of hybridization, even the most instinctive, responds to a design requirement and it's, in a certain sense, a design operation.

Think about the stories and universes you love the most. What won you over about their visual, audiovisual or sound identity?

Play at hybridizing them to design new creatures, landscapes or objects, languages or tools that contaminate the real and the imaginary in an innovative way.

Based on your imagination and the artistic and cultural references you love most, communicate your idea with a short explanatory text and one or more of these tools: a gallery of images, photographs or drawings, a video or a soundtrack, an interactive story or the idea for an animated short film or a video game.

FASHION AREA COURSES

Fashion Marketing Fashion Stylist and Communication Fashion Stylist Fashion Stylist and Editor Design del Gioiello Design del Gioiello e Accessori Fashion Design

Brief

Hybridization is a central theme for contemporary fashion and is mainly developed on two sides:

- The gender mix between feminine and masculine;
- The posthumanism theories.

An analysis of the fashion proposals of the past few years is then fundamental in order to understand the revolutions that will affect the body in the future. Which perspectives open in this context?

Provide your own point of view on the hybridization theme in today's fashion. Build a brief presentation in order to narrate your considerations in accordance with the following steps:

- Make a research on the theme of hybridization in fashion of recent years. You can choose to work on one theme (masculine/feminine, posthuman) or a combination of different references;
- Identify one or more sources of inspiration that you want to work on (you can use internet, books, films or other sources);
- Create a visual narration by using the skills that suit you best: two collage boards of images or at least five photographs and/or graphic works made by hand or in digital format;
- Write a short text (around 2000 type characters) to narrate your source of inspiration and the creative process behind your work.

Some tips:

- Try to make use of the skills that you feel closer to your talent in order to communicate well your ideas with either drawings, photography, image research - please take also into consideration the course you are interested in;
- Do not censor anything, try to be as creative as possible;
- Remember that the final presentation will have to be consistent in stylistic terms: please pay attention to the choice of colours, font and graphic frames to correctly align them to your proposal.



COMMUNICATION AREA COURSES

Design della Comunicazione Comunicazione Pubblicitaria

Brief

HYBRIDATION: how much we hear about hybridization today. HYBRIDATION is positive contamination, diversity that translates into growth. For example, the category of Trap music arises from the hybridization of Rap music with Pop music and the process of hybridization with other categories is already underway in the creation of something new. In the world of communication, HYBRIDATION has given rise to the phenomenon of CONVERGENCE: technically, convergence is the union of multiple communication tools, a fusion made possible by technology (photography, audio, video, etc.). But not only: the hybridization of MEDIA was born, i.e. by now a content designed for a specific platform (for example a radio program) is also enjoyed on other means (YouTube for example) and above all we use and consume multiple media simultaneously in the context of same media experience (example TV with live Instagram Stories and gaming simultaneously). We ask you to observe the communication of brands / brands today.

What you should do

Now you will have to tell us with a maximum of 5 slides / sheets:

- What HYBRIDIZATION means to you
- How can the concept of HYBRIDATION be applied to communication (messages / tools / languages / channels / creativity / etc)?
- Identify a case of HYBRIDATION in the communication that struck you (positive or negative) and explain why
- Give an example of an action or tool or communication channel that could contaminate itself with another and give rise to a new way of communicating.

There are no limits to the presentation features of the projects, which you can create with words and / or images and / or videos with the most familiar programs (Word, PowerPoint, Photoshop, Keynote, Video, etc.).

Good luck!



CONSERVAZIONE E RESTAURO DEI BENI CULTURALI

Brief

In the restoration of cultural heritage, hybridization with the world of chemistry, physics and new technologies is a process already underway that is leading the techniques towards new frontiers. Digitization, through 2D and 3D photogrammetry, allows the cataloging of the asset with a definition never used before and leads to simulations for increasingly precise and reliable operational choices

Faced with the need to become increasingly sustainable, in the chemical field we are experimenting with techniques, solvents and non-polluting materials as well as in the physical field we are working on consolidation through new technologies and tools.

The hybridization of restoration with the new applications of digitization technologies will lead to forms of fruition and archiving of cultural heritage by expanding and deepening the investigations for interventions as well as the possibility of creating a true virtual heritage usable by all.

Fashion and Textile Design

Brief

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Furniture Design

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Academic Foundation Year - Italian Creativity & Design

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