



DOMUS ACADEMY MILANO

IN COLLABORATION WITH

Perimetro

WITH

COLLECTIVE
REVIEW

Photo: Antonio Mantovani



PORTFOLIO CHALLENGE

Master's Programme in Visual Brand Design and
Master's Programme in Fashion Styling & Visual Merchandising

Would you like to enhance your talent and become a visual communication professional, explore the new professions linked to the phygital era, work for an online or offline magazine, implement innovative solutions for branding and communication strategies?

Don't miss the chance to get a scholarship taking part into the new PORTOFOLIO CHALLENGE launched in partnership with Perimetro, a magazine and a creative community involving some of the most visionary and well-known professionals in the fields of visual communication, photography and styling.

SEPTEMBER 2021 INTAKE

AUDIENCE

Visual Brand Design:

The competition is addressed to candidates who have a first-level degree and/or professional experience in visual and graphic design, product design, or communication. It is also open to candidates who hold a degree/diploma in marketing or the humanities, if they are motivated by interest in visual brand design and a strong portfolio.

Fashion Styling & Visual Merchandising:

The competition is addressed to candidates who have a first-level degree and/or professional experience in fashion design, fashion styling, visual merchandising, design, photography, architecture, or communication. It is also open to candidates with a background in industrial design, journalism, media, or related fields, if they are motivated by interest in the programme's topics and a strong portfolio.

JURY

Portfolios will be selected and evaluated by **Gloria Maria Cappelletti, Vicky Gitto, Tanya Jones**.

REQUIRED MATERIALS

- 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

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

**Application fee is waived for competition participants*

PRIZES

6 scholarships (total) covering 30% of the total tuition fee for the Master's in Visual Brand Design or the Master's in Fashion Styling & Visual Merchandising - September 2021.

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 9th 2021**.

Candidates will be informed about the results of the competition by e-mail on **May 10th 2021**.

ENTRY DELIVERY

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

competition.domusacademy.com

When candidate submit his/her project, he/she will receive a confirmation within 48 hours that his/her submission was received.

In case candidates do not receive confirmation, they have to write to: competitions@domusacademy.it

THE COMPANY

Born in Milano in 2018, Perimetro is a community of visual creatives aiming

At creating a magazine capable of telling the city through the authors perspective and visual professionals, identifying the movements and the spirits that animate it, intercepting the change, interpreting the contemporary that surrounds us.

In a short time, the project has become a very active community generating cultural events in various spots located around the city.

In these first two and a half years, over 300 authors and as many stories have been published, exhibitions and around twenty publications have been created.

In April 2020, during the COVID emergency, the community took action to support the Hospital "Papa Giovanni XXIII", collecting € 726,000 in ten days with an online print sale. At that moment what was a local project took on a worldwide echo.

Today, in addition to Milan, special issues in Rome, Tokyo and Nairobi are also being released.

From Perimetro new projects have been developed: OEG, an Open Edition Gallery, the largest sales platform of fine art prints with Italian authors counting over 170 authors and Collective Review, a network of some of the most representative professionals in all sectors of the image including curators, fashion editors, creative directors, editors, directors, photo editors.

MASTER'S PROGRAMMES DESCRIPTION

Visual Brand Design

The Master's Programme in Visual Brand Design aims to form effective, dynamic, and versatile visual brand designers and brand managers who are open to visionary innovations.

Students will learn to identify a company's core philosophy, cultivate a deep understanding of its products and services, and design innovative ways to communicate the company's brand values and story to its customers through physical, digital, and social media.

Fashion Styling & Visual Merchandising

The Master's in Fashion Styling & Visual Merchandising programme blends the roles of the visual merchandiser and the fashion stylist to create a new professional profile: the visual fashion brand communicator, whose scope encompasses look-books, advertising campaigns, editorials, websites, social media, and multi-sensorial retail concepts.

You will learn how to convey the brand values and identity of a fashion collection through powerful image-based storytelling and visual merchandising strategies for window and in-store displays.

ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2020/21.

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.
- 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.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.

JURY MEMBERS



GLORIA MARIA CAPPELLETTI

Gloria Maria Cappelletti has built a reputation as a pioneer of digital art and, through its namesake and appreciated Gloria Maria Gallery, showed and supported some of the most influential digital artists of our generation, often early in their careers, as Petra Cortright, Rafaël Rozendaal and Amalia Ulman. She was an agent and producer for the international photography agency Management Artists from 1999 to 2016, she has managed photographers and directors such as Steven Klein and Daniel Sannwald, to name a few. Curator of the Milan Fashion Film Festival, Cappelletti is also Editor at Large and Creative Director of i-D.co Italy and its full-service creative agency, which deals with research, strategy, creative development, production, distribution, and activation of content throughout the world.



VICKY GITTO

Vicky Gitto began in 1997 by winning the first edition of the Young Lions of Cannes and immediately joined BGS D'Arcy as a copywriter, at the time Agency of the Year.

After that, he was Creative Director of D'Adda Lorenzini Vigorelli BBDO, member of the Board and Group Executive Creative Director of DDB Italia, President of Y&R / VML Italia, and member of the Global and of the Emea Creative Board, a role he held up to January 2018.

Meanwhile, in 2016 he was appointed President of the Italian Art Directors Club, a role he still holds today as well as being the Italian Representative of the Cannes Lions Festival, Member of the Board of the European Art Directors Club and of the Facebook Emea Creative Council.

In January 2019 he founded with Roberto Battaglia, former President and Executive Creative Director of Grey Italia, the independent firm Gitto/Battaglia_22.



TANYA JONES

Tanya Jones is an Israeli stylist based in Milan. Raised in a creative family with a home full of art and visual inspiration, Tanya followed her dream of becoming a photographer and moved to Florence at 18, taking her first steps into the world of classic photography and fine art prints. She then went on to become a freelancer at D La Repubblica, where she experimented with different photographers developing her own personal approach to styling. Her publishing career continued with the positions of Fashion Director of Officiel Italia first and then Flair.

Tanya's styling is versatile with a psychological approach, as though her gaze each story begins with a creative concept rather than just fashion. She always tends to build a character around a story, following trends but always adding a personal imprint.

Tanya also works as a consultant for various commercial clients such as Max Mara, for whom she takes care of the styling at 360 degrees, from buyer presentations to the windows of the most strategic stores and the e-commerce image.