IED Istituto Europeo di Design calls out to young creatives to transform their ideas into projects.


HOW TO APPLY

In order to apply for the Contest, participants are required to develop a project concept that’s relevant to one's own specific Master course of interest, following the guidelines described in each single Brief.

To participate in IED Master Scholarships students are demanded to get registered and upload required documents not later than (GMT+1 - Italian time):

- h 23.59 of **June 20th 2019** – November and January intakes
- h 23.59 of **September 19th 2019** – February and March intakes.

**Step 1.** Read carefully the Regulations and the projects Briefs.

**Step 2.** Pick a course of choice.

**Step 3.** Get registered filling in the form available at [ied.edu/scholarships-master](http://ied.edu/scholarships-master). Once registered, you receive an email confirmation with the credentials to enter your Personal Area where you can upload required papers. A IED Advisor will contact you to support you in the process.

**Step 4.** To participate in the Contest students need to develop a concept, connected to the area of interest, following the recommendations indicated in each single Brief.

**Step 5.** Once the material collection is ready, enter your Personal Area (using your own credentials) and upload your project with the addiction of demanded papers. Scholarships’ winners have 3 days to confirm their acceptance and 5 days to complete their application to the Master course of their choice.

Good luck!
The ultimate goal of design – and all the related work a designer brings to the table – is to improve the world and people's lives. Getting dressed, moving about, entertaining ourselves, telling stories, thinking, living in our homes: these are just some of the things we do as a matter of habit, but which have the ultimate aim of making us feel better, whether individually or collectively. The goal of sustainable development is to improve individual quality of life and at the same time to improve the collective condition of the planet.

The United Nations has defined 17 global sustainable development goals and a series of specific objectives that every individual, institution and government should support and consider a priority.

www.globalgoals.org

Develop your project based on one of the objectives stated in the Brief.
See the list of the 17 goals below:

1- **No poverty**: end poverty in all its forms everywhere;
2- **Zero hunger**: end hunger, achieve food security and improved nutrition and promote sustainable agriculture;
3- **Good health and well-being**: ensure healthy lives and promote well-being for all at all ages;
4- **Quality education**: ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;
5- **Gender equality**: achieve gender equality and empower all women and girls;
6- **Clean water and sanitation**: ensure availability and sustainable management of water and sanitation for all;
7- **Affordable and clean energy**: ensure access to affordable, reliable, sustainable and modern energy for all;
8- **Decent work and economic growth**: promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;
9- **Innovation and infrastructure**: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;
10- **Reduced inequalities**: reduce inequality within and among countries;
11- **Sustainable cities and communities**: make cities and human settlements inclusive, safe, resilient and sustainable;
12- **Responsible consumption and production**: ensure sustainable consumption and production patterns;
13- **Climate action**: take urgent action to combat climate change and its impacts;
14- **Life below water**: conserve and sustainably use the oceans, seas and marine resources for sustainable development;
15- **Life on land**: protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;
16- **Peace and justice**: promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
17- **Strengthen the means of implementation and revitalize the global partnership** for sustainable development.

Riccardo Balbo, IED Italia Academic Director, established the brief defining the main topic, while Directors and Coordinators of the Italian schools developed it for each course. They are: Michele Albera, Sara Azzone, Alessandro Chiarato, Elena Sacco, Manuela Sacco, Igor Zanti.
MASTER COURSES

**IED MILANO**

- Design - Innovation, Strategy and Product (eng - jan 2020)
- Interior Design (eng - jan 2020)
- Fashion Communication and Styling (eng - jan 2020)
- Fashion Design (eng - jan 2020)
- Fashion Marketing - From Strategy to Branding (eng - jan 2020)
- Brand Management and Communication (eng - jan 2020)

**IED ROMA**

- Jewelry Design (eng - jan 2020)

**IED VENEZIA**

- Business for Arts and Culture (eng - jan 2020)
- Curatorial Practice (eng - jan 2020)

**IED FIRENZE**

- Graphic Design - Focus on New Media (eng – feb 2020)
- Arts Management (eng – feb 2020)
- Brand Design and Management for food, wine and tourism (eng – feb 2020)
- Fashion Business (eng – feb 2020)

**IED TORINO**

- Transportation Design (eng - mar 2020)
MASTER COURSES:

IED MILANO

- Design - Innovation, Strategy and Product (eng - jan 2020)
- Interior Design (eng - jan 2020)

Goal 11 - Sustainable cities and communities: make cities and human settlements inclusive, safe, resilient and sustainable;

Greta Thunberg started her fight in August 2018. Thanks to her, March 15th was a historic day for the planet: the protest “Global Strike For Future” brought thousands of students to the streets and not only from all over the world, with the aim of taking back the future of the planet. A bottom up movement that is making its voice heard: we are fighting to stop climate change, for a sustainable future and to move politicians and institutions to take concrete measures to defend the climate as soon as possible. The fuse that triggered this protest starts in Sweden, from a sixteen-year-old girl with braids and very clear ideas. But what is meant by sustainability?

In 1987 Our Common Future, also known as the Brundtland Report, was published by the United Nations. An oft-quoted definition of sustainable development is defined in the report as: “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

In 2015, world leaders agreed to 17 goals for a better world by 2030. These goals have the power to end poverty, fight inequality and stop climate change. Guided by the goals, it is now up to all of us, governments, businesses, civil society and the general public to work together to build a better future for everyone.

One of the 17 goals concerns our cities and declares: sustainable cities and communities - creating sustainable cities and human settlements that are inclusive, safe and solid through:
- circular models of developing
- expansion of renewables energies
- urban transports, car sharing
- urban road safety equipment
- energy and buildings efficiency
- materials collection, recycling, reuse
- smart metering
- building resilient cities

You are a designer. Develop, through your skills, a project that can solve one of the issues listed. Identify the area in which you want to intervene, analyse problems, find opportunities and then try to design solutions that are sustainable from an environmental, social and economic point of view.

IED TORINO

- Transportation Design (eng - mar 2020)

Goals 1 - No poverty: end poverty in all its forms everywhere;
2 - Zero hunger: end hunger, achieve food security and improved nutrition and promote sustainable agriculture;
3 - Good health and well-being: ensure healthy lives and promote well-being for all at all ages;

Illustrate and explain the design choices regarding the creation of a vehicle for sharing use in developing countries, which features autonomous driving, but which also allows its use as a drone on wheels to distribute food, medicines and others essential goods. The vehicle must have at least two seats and a load compartment that can be adapted to the user’s needs. Very important will be the path of scenario analysis, of users and of technical solutions, without neglecting the aesthetic component that must be attractive and pleasant.
MASTER COURSES:

IED FIRENZE

- Graphic Design - Focus on New Media (eng – feb 2020)

**Goals 3 - Good health and well-being:** ensure healthy lives and promote well-being for all at all ages;

**10 - Reduced inequalities:** reduce inequality within and among countries;

Design is intended to improve the world and people’s life. The challenge to be faced in our contemporary living is doing that while respecting the environment.

In our contemporary society the market is always requiring new systems of technological simplification, but at the same time, due to the mass production of objects enhancing or comfort, the world is increasingly saturated and polluted.

Improving the quality of life for individuals while improving the general condition of the Planet is the goal of sustainable development: let’s find the right key!

**Go brand a better life.**

FIND A CREATIVE WAY TO COMMUNICATE the importance to live every day of our personal life, respecting any kind of diversity like culture, race, religion or gender, in relation with the global community and in harmony with the natural environment.

When developing your idea and the concept of the project, you may want to follow the design thinking methodology, to find a functional and replicable visual communication model, a branding based on emotion, empathy, storytelling and, therefore, on people.

**Creative Process: design your visual proposal to “brand a better life”**

BRAINSTORMING / FULL RESEARCH / THINK A STRATEGY / SOLVE A PROBLEM / CREATE AN EMOTION
MASTER COURSES:

IED FIRENZE

• Arts Management (eng - feb 2020)

IED VENEZIA

• Business for Arts and Culture (eng - jan 2020)
• Curatorial Practice (eng - jan 2020)

Goal 14 - Good health and well-being: ensure healthy lives and promote well-being for all at all ages;

At the end of March 2019, in the venue of former Church of San Lorenzo in Venice, the TBA21 of Vienna will open Ocean Space, a new art and research center dedicated to the ocean. We kindly ask the candidate to realise a project of exhibitions or an educational programme or a business development that supports the activities of TBA21-Ocean Venice art space. The project will be in two parts: 1. analysis of the programme and statement of TBA21 Venice; 2. 500 word synopsis of the project. The candidate can integrate the project.
MASTER COURSES:

IED MILANO

- Brand Management and Communication (eng - jan 2020)

IED FIRENZE

- Brand Design and Management for food, wine and tourism (eng – feb 2020)

Goals

15 - Life on land: protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;

9 - Innovation and infrastructure: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;

17 - Strengthen the means of implementation and revitalize the global partnership for sustainable development;

Design and brand a sustainable planet. Nowadays one of the biggest challenge everyone is facing is a sustainable future for the planet: sustainability is about the ability to meet people's needs over the long term. Exactly like design. It's about people and their needs, through first understanding, information, education and inspiration and, as a result, moving people “from image to action” for a sustainable future. With an environmental lens, sustainability is about managing and protecting earth's natural resources, ecosystems, climate and atmosphere for current and future generations. We kindly ask you to select and describe a brand - within markets like: food and beverage, tourism and destination, luxury - that captured your attention because you believe is a benchmark in driving sustainability values and concrete actions among its target audience in the medium-long term. Step 1 - why choosing this brand Step 2 - brand and market analysis, values and point of difference, content and communication, actions to move consumer Please provide a presentation (max 5 pages) in PDF/Keynote/Powerpoint or/and video.
MASTER COURSES:

IED MILANO

• **Fashion Communication and Styling** (eng - jan 2020)
• **Fashion Design** (eng - jan 2020)

IED ROMA

• **Jewelry Design** (eng – jan 2020)

**Goals 10 - Life on land:** protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;

**12 - Responsible consumption and production:** ensure sustainable consumption and production patterns;

Take in consideration the following issues:

• reduce inequalities within and between countries;
• responsible use of resources: guaranteeing sustainable consumption and production models.

After choosing one of the two themes, the candidates will have to present an inspirational moodboard, according to the chosen course.

**Fashion Communication and Styling**

Use a photo shoot - with at least 6 photos with different looks - or videos - 30 seconds with at least 3 looks - or an Instagram page, or any creative support you believe can best describe your idea. Identify and describe an advertising campaign, or any communication activity, related to fashion that has helped to promote and improve the world in a sustainable manner and is relevant to one of the 2 global development goals and one of the specific objectives given. In a second document, an improvement and/or supplementary proposal must be drawn up, which contains the development of the project theme, and is accompanied by an abstract of at least 300 words illustrating its characteristics and purposes.

**Fashion Design**

Use images, also created with collages, a colour charts, ideas of materials and shapes for garment volumes. Create then a small collection consisting of 6 complete outfits, correlated with related technical drawings. In a second document please insert an explanatory text of the target of the collection and a supplementary proposal which contains the development of the project theme, accompanied by an abstract of at least 300 words illustrating its characteristics and purposes.

**Jewelry Design**

After choosing one of the two themes, the candidates will have to present an inspirational mood board complete with images, also created with collages, a color charts, ideas of materials, shapes and volumes. Create then a small collection consisting of 6 items, correlated with related technical drawings, a table of study sketches, a drawing board in the form of a detailed sketch of the final jewels in which you define the materials used, a technical table scale 1: 1. The jewels, through their forms, their materials and their function will be the vehicle of communication of the concept. Then, in a second document, please insert an explanatory text of the target of the collection and a supplementary proposal which contains the development of the project theme, accompanied by an abstract of at least 300 words illustrating its characteristics and purposes.
MASTER COURSES:

IED FIRENZE

• Fashion Business (eng – feb 2020)

IED MILANO

• Fashion Marketing - From Strategy to Branding (eng - jan 2020)

**Goals 8 - Decent work and economic growth:** promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;

**12 - Responsible consumption and production:** ensure sustainable consumption and production patterns;

Fashion fulfills a need to let us feel better. Fashion marketing is often expected to break the rules to create innovative pathways and visions. Select one of the two following challenges: 1. How can fashion promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and eventually contribute to the development of a global youth development strategy? 2. How can fashion remove market distortions that encourage wasteful consumption, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities? Identify a case of a fashion brand or fashion institution that approaches such a challenge consistently and innovatively and prove (by mentioning communication, manufacturing initiatives, corporate actions, etc.) how they are actively pursuing the goal.