



master in CAR DESIGN launches

# DESIGN THE MOST DESIRABLE CAR EVER

Desire Design Competition // second edition

15 JANUARY 2009

DEADLINE

[infocar@domusacademy.it](mailto:infocar@domusacademy.it)

INFORMATION

Domus Academy and Audi are looking for the best design talents !!!  
Domus Academy and Audi look for the car design talents of tomorrow.  
Young creatives, driven by design passion and ready to start a career in car design, have the opportunity to shape the automotive world of the coming years. Among the mass production objects, cars are the most diffused, the most expensive, the most technologically advanced and above all still the most desired. What makes a car desirable?  
What makes a vehicle the actual platform of our dreams? What makes car design a promise for a forthcoming future? Desire Design is a competition project that aims at rediscovering the fundamentals of car design.

## DESIGN THE MOST DESIRABLE CAR EVER

Participants are requested to submit a design project of a car with a strong emotional impact. Any dimension or typology of cars are accepted as long as they represent a vehicle that people could dream about.

The aim is to find out what makes a car a living object with a soul out of a mechanic components assemblage. The project should express a good balance of proportions, graphics, materials and technology, ideally creating an object which is able to move passions and desires.

### MATERIALS REQUIRED

// Short written description of the project in A4 format (max 2 pages) or digital file in Word format

// Min 2 Max 6 boards of project in A3 format or 1024 x 768 digital file in JPG format

### PRIZES

The prizes are:

// **One scholarship covering 70%** of the total tuition fee of Euro 17.000 + VAT 20% for Domus Academy Master in Car Design.

// **One scholarship covering 50%** of the total tuition fee of Euro 17.000 + VAT 20% for Domus Academy Master in Car Design.

// **One scholarship covering 30%** of the total tuition fee of Euro 17.000 + VAT 20% for Domus Academy Master in Car Design.

The above conditions are intended only for the Academic Year 2009/2010 (April - March). All candidates who send their project as participation to the competition will receive an award consisting of **10% discount** on the tuition fee to attend the Master in Car Design.

### JURY

The winning projects will be selected by Marco Bonetto (Domus Academy, Master in Car Design Director), Walter De Silva (Volkswagen Group, Director of Design), Wolfgang Josef Egger, (Audi Group, Head of Design), Fabrizio Giugiaro (Italdesign Giugiaro, Style Director )

### COMPETITION RULES

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned. All the material must be the result of an unpublished work developed by the candidate, not to be used by the candidate in other or previous occasions. A curriculum vitae and a statement of purpose of the candidate must be attached to the project.

### DEADLINE

The works must be received at Domus Academy by and not later than **January 15, 2009**. Candidates will be informed on the results of the competition via e-mail by **January 31, 2009**.

### DELIVERY

Paper work have to be sent to the address:  
Domus Academy,  
Desire Design / 2nd edition  
Via Watt 37 -20143 Milan,  
to the attention of the Design Department.

Digital format have to be sent to:  
[infocar@domusacademy.it](mailto:infocar@domusacademy.it)

## DOMUS ACADEMY MASTER IN CAR DESIGN

(from April 2009 to March 2010, in Milan - Italy)

The Master in Car Design provides a new generation of car designers, capable to integrate tradition with changing, diverse market requirements and new technological developments.

### THE OBJECTIVE

The Car Design Master Program aims at strengthening participants' design competencies together with the development of their professional profile. At the end of the program, they will be ready to work as car designers within the framework of a company or design studio, and they will be able to effectively interact with the marketing, production and finance functions.

### THE COURSE

The Car Design Master Program lasts 1 year: from April to next March. The Master follows the approach of "learning by designing", where participants learn by a direct, active involvement in several design experiences. The program is articulated into 4 sections: Induction (lectures, testimonials and field visits), Workshops, Focus and Final Master thesis.

### WORKSHOPS

Workshops are the backbone of Domus Academy's unique learning approach. During workshops, from May to December, students work on different areas of project in collaboration with well known car designers and the partner automotive company. Every workshop includes lectures, meeting with automotive sector experts and a design project developed with the supervision of experienced designers.

### FINAL MASTER THESIS

In the last 3 months of the course, the students will be asked to choose a design theme to be developed, to give a sense to their project and to carry it out keeping an high level of research in all the steps of the design process.

Project results will be prepared at an actual professional level, will be shown during the thesis dissertation and will enrich the student's personal portfolio.

### INFO

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