

DA
Domus Academy

IN COLLABORATION WITH

GF
Fondazione Gianfranco Ferré

MASTER IN FASHION DESIGN, SEPTEMBER 2018 INTAKE



An X-ray simulation image of Gianfranco Ferré's Milonga shirt, F/W 2005, prêt à porter, silk organza (Photography by Leonardo Salvini)

“A declaration of intent. Reason or emotion? Creating an item of clothing is undoubtedly an operation of the imagination, a manifestation of feeling and intuition. It is an emotional process that presupposes impulse and inventiveness that brings into play suggestions, sensations, impressions. Yet, the methodological approach is an essential aspect of the creative activity. The emotional and sensory input has to be rationalized, analyzed, codified and brought within the perspective of design. Thus, creating a garment means knowing how to dream rationally.”

Gianfranco Ferré, Milan, June 14th 2007 - Lecture: “The Shapes of Emotion”

FONDAZIONE GIANFRANCO FERRÉ AWARD

Gianfranco Ferré was born in Legnano, near Milan in 1944. He graduated in Architecture and started designing accessories and jewelry.

In 1978 Ferré presented his debut signature women's ready-to-wear collection with a show in Milan. In 1983, Ferré created the Master's course in Fashion Design at Domus Academy and led it until 1989, when he became Artistic Director of Christian Dior, up to 1996, for the women's Haute Couture and Prêt à Porter lines. Gianfranco Ferré died in Milan in 2007 and the following year the Fondazione Gianfranco Ferré was founded with the aim of preserving, organizing and making available to the public the designer's patrimony that includes about 3,000 pieces of

clothing and accessories and documents of his professional activity. The Fondazione is still committed to its mission of promoting, pursuing and carrying out projects that relate to the Gianfranco Ferré philosophy and culture of design, to the maestro's unique idea of fashion and exquisite aesthetic sensitivity.

On the 10th anniversary of his passing, Fondazione Gianfranco Ferré and Lions Club Legnano Carroccio are sponsoring one exceptionally talented student to pursue the Master in Fashion Design at Domus Academy, commencing in September 2018, to further investigate the dynamics of the fashion creative process.

BRIEF AND METHODOLOGY

Interested applicants are asked to explore the work of Gianfranco Ferré, conduct their own intellectual and visual research, and develop an original fashion collection.

The final outcome will be a capsule collection of 5 complete outfits, reflecting the personal world of inspiration of the candidate, a clear and rich design methodology.

We invite each candidate to explore, identify and illustrate their individual perspective on fashion through the following elements: volumes, materials, colors.

AUDIENCE

The competition is open to graduates in fashion design, architecture and art schools as well as to people with a suitable background and professional experience in the fashion field.

JURY

Projects will be selected and evaluated by the Faculty of Domus Academy Master in Fashion Design, a representative of Fondazione Gianfranco Ferré and Domus Academy admissions jury.

REQUIRED MATERIALS

EACH CANDIDATE WILL BE ASKED TO PRESENT:

- A visual research referencing selected Gianfranco Ferré's work;
- A moodboard with the definition of the concept through images and keywords;
- Colour and Material board;
- Design development through sketches and pictures of pattern experimentation and fabric manipulations;
- Line-up of 5 complete outfits (accessories can be included) through hand-drawn or digital illustrations;
- Technical drawings of each outfit;
- Photos of the final prototype of one garment;
- A 300-word abstract describing the project.

THE OVERALL SUBMISSION SHALL ALSO INCLUDE:

- General Portfolio of projects of the applicant
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated in English
- Academic Transcript / Marksheet of previous studies translated in English
- Copy of passport
- Domus Academy Application Form*

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

Any further attached material will be considered a plus and will be evaluated by the jury.

* **Application fee is waived for competition participants.**

PRIZES

One scholarship covering €10.000 of the total tuition fee of the Domus Academy Master in Fashion Design.

The competition is reserved to EU students.

Prize will be deducted from the standard tuition fee amounting to €16.990 (matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 6th 2018**.

Candidates will be informed about the results of the competition by e-mail on **May 4th 2018**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Subject: FONDAZIONE GIANFRANCO FERRÉ AWARD

Paper works must be sent to:

Domus Academy

FONDAZIONE GIANFRANCO FERRÉ AWARD

Master Program in Fashion Design

Via Carlo Darwin, 20 - 20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at:

competitions@domusacademy.it

MASTER PROGRAM DESCRIPTION

The Master in Fashion Design program brings students into direct contact with the fashion design industry in Italy and abroad. You'll have the rare and exciting opportunity to develop our own original, compelling fashion collection under the guidance of industry professionals. Through both theoretical studies and project experiences, you will develop an individual mode of expression, explore the cultural factors that influence fashion trends, learn the ins and outs of production, and create innovative solutions. Besides honing the "problem solving" skills that every fashion designer needs, you will also develop a "problem defining" approach: the ability to determine the true parameters of each challenge. As you learn to follow your intuition and promote your aesthetic vision within those parameters, you will cultivate more awareness of the reasons behind your own fashion design choices, and those of others.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship 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 in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it

