



ENERGY(M) 'WELLNESS ON-THE-GO'

MASTER IN INTERACTION DESIGN · JANUARY 2018 INTAKE

In the recent years the evolution of technology, and the growing number of social networks contents and activities, related to fitness and wellness, are more and more boosting people to adopt a healthy and active lifestyle: seeking for fresh physical and psychological benefits.

A growing number of quantified self wearables solutions present on the market enable people to access to very precise measurement of a wide range of data.

Online coaching and training programs are remotely accessible, while real time tools are enabling expert trainers to monitor, plan and memorize better information of their

customers and refine their programs "on-the-go".

Boutique and pay-per-class studio offers are drawing people to pay more for a more interactive exercise experience, instead of having access to endless professional equipments and spaces that a traditional 'chain gym' can provide.

In the meanwhile, similar to what we have assisted in other domains, the birth of new service models based on the concept of sharing resources and facilities, brought some of the bigger chains in the fitness industry to even partnering with other realities in order to gain clientele and finances in exchange for space and amenities.

How can the gym experience be **EXTENDED** in time, letting people **GET IN TOUCH** with specific services before their workouts, but even reminding them of their experience later on?

How can we enrich the (inside) gym experience by integrating **PHYSICAL** spaces and equipments with **DIGITAL** services and contents?

What if we could create a **BRIDGE** between the outside (open-air) activities to the indoor sessions?

Which are the **VISUAL** elements and the interaction modalities that such **TOOLS** can offer to the users in order to **BOOST** their level of **ENGAGEMENT**?

BRIEF

If you are interested in developing interdisciplinary skills focused on conceptualizing, designing and evaluating innovative solutions interweaving the world of interaction and digital communication to Design culture and you had developed an educational and/or professional path in interaction design or other relevant design related fields, send us your portfolio of projects and works and your project proposal for the ENERGY(m) Competition.

The project's development will have to focus on innovative solutions (apps, digital devices, or a web services) and concept scenarios exploring contemporary and future strategies, thoughtfully designed in order to enhance the customer's experiences inside and outside the gym.

AUDIENCE

The competition is open to candidates with an educational background and/or professional experience in product design, visual and graphic design, media and web design, architecture, computer science, engineering, communication science, psychology and sociology.

JURY

Projects will be selected and evaluated by the Faculty of the Master.

REQUIRED MATERIALS

- Portfolio of projects and works including your "ENERGY(m)" project proposal
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The presentation technique is free according to the expressive skills of the candidate.

It can include images, links to websites, videos, slide presentations.

* Application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - diploma fee is not included) and €16.990 (for EU passport holders - diploma fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **September 15th 2017**.

Candidates will be informed about the results of the competition by e-mail on **October 6th 2017**.

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

Paper works must be sent to:

Domus Academy

ENERGY(m) Competition

Master Program in Interaction Design

Via 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

TECHNOGYM

Technogym is **world leader** in the **Fitness and Wellness solutions** sector and has equipped: 65,000 wellness centres and over 200,000 homes. Being present in over 100 countries around the world. More than 35 million people regularly use their products.

The mission of Technogym aims to **improve people's quality of life** through regular physical exercise, healthy nutrition and positive mental approach. The strategy of the company which can be summarized in the sentence "**wellness on the go**" is applied to any sector under the domain of Technogym core's business: starting from product design to the medical scientific innovation and from service design to social projects and helping environment.

MASTER PROGRAM DESCRIPTION

Interaction design is about creating a product, service, or space that interacts with the body or the mind through innovative technology. It is about the intersection of digital elements and everyday life; the creation of more intuitive user interfaces; the adoption of digital technology for enriched service experiences; the transformation of design visions into market opportunities. In the Master in Interaction Design program, you will gain the theoretical knowledge and professional skills you need to define problems and solutions in interaction and user design. You will analyze and experiment with software and hardware technology in order to develop confidence with the palette of tools and platforms that form the foundation for designing interactive solutions. Domus Academy's "learning by designing" approach is based on the tradition of Italian mentorship in design. You'll work directly with companies to develop concepts, scenarios, and strategies based on the use of interactive and digital technology in everyday life.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 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

