NABA

NUOVA ACCADEMIA DI BELLE ARTI MILANO

international competition

Product Design

WELCOME! PHYSICAL DESIGN CODES

Deadline: September 30th 2010

www.master-naba.com

NABA NUOVA ACCADEMIA DI BELLE ARTI MILANO
international competition

WELCOME! PHYSICAL DESIGN CODES
NABA International Contest

Introduction

To design nowadays means to be able to understand, connect and interpret systems communicating among each other: the material aspects of the product must be consistent with the immaterial aspects of the services offered together with the product itself, supporting us in its comprehension and future use.
A contemporary design process must take into account multiple factors, integrated among each other and presenting themselves in a consistent way towards the potential customer. In the in-store communication, a key point in the hospitality relation that most brands aim at establishing with their customers, there are several elements at stake: outside/inside relation, spaces, layouts, flows, waiting time and turns, customer/sales assistant relation, priorities, atmosphere, lights, materials, visuals, furniture, seats, uniforms, products, corners... all involved and influencing the relation between the customer-guest, and the brand hosting him.
Feeling as a guest becomes especially important when talking about complex systems such as services, where people significantly interact among each others, directly as well as through a series of tools inserted in the environment. From the chair where I sit to the pen I write with, everything creates what is nowadays called the Physical Brand: the Brand's key characters embedded in the physical environment.
Several Italian main groups, from banks to restaurants to - one of the latest and most famous - National Mail Services ("Poste Italiane") have recently worked on the re-branding of their image with special care to the point of sale layout, now immediately recognizable and easy-to-understand, thanks to the attention in creating an environment where the customer feels welcome and comfortable.
Nowadays more than ever, with products and services becoming increasingly complex, and customers increasingly confused and uncertain, a welcoming and easy-to-understand Point of Sale plays a strategic role as the ideal environment to invite the customers and successfully interact with them.

Briefing

Starting from this introduction, candidates are asked to think about an integrated system for public services windows. An environment that can interpret the client's requirements while clearly telling the product/services offered, and making people feel comfortable. Thus, hospitality becomes a priority; how and where to welcome, what artifacts are used, how to communicate, how to listen, how to set up the bases for long-lasting client relations.
How to facilitate / optimize the period of waiting? How to book your turn?
What might happen when you cross the threshold of entry? Is it easy to orientate yourself? Is information easily available? Is there any system measuring the time you have to wait? Is there a distinction between normal and premium/VIP customers?
All his has a strong impact on products and on the structures hosting them, may they be banks, phone companies, hospitals, medical reservation centers, public offices issuing official documents/certificates/passports and so on, insurance agencies, car national/regional clubs and so on…
Candidates are required to choose a place/system public/private offering such kind of service, and to design an innovative and functional system, able to undermine the traditional structures typically based on mechanisms such as informal queues and stressing waiting times.

Deliverables

Participants must develop a research, and present a storytelling and a scenario of the general vision developed for a layout and/or service and/or products. Finally, they must choose a part of the presented vision and implement a specific project. From seats to waiting system, from POS corners to payment systems/register, from brand identity to merchandising and so on. The project has to be unpublished and should include:

- iconographic research, describing their own perception of the Physical Brand world, personal cultural and design models, as well as a short description
- project description, as a system of elements or objects within a space, highlighting the relation between objects and people's activities
- technical drawings and specific information on the chosen materials, and any other useful descriptive drawing.
  No prototype required.

Jury

The projects will be evaluated by a jury composed by:
Luca Buttafava, architect and interaction designer, Director of Product Design MA
Aldo Cibic, architect and designer
Alessandro Confalonieri, product designer, coDirector of Product Design MA
Francisco Gomez Paz, Milan based designer from Argentina
Matteo Ragni, designer

Prize

The winner will be awarded of a full scholarship for the first year of NABA two-year Master of Arts Degree in Product Design, starting in January 2011.
The scholarship will be confirmed for the second year if the student will comply with specific academic requirements (average grade not less than 27/30 and at least 6 exams of the 1st year passed by September, 2011).

Deadline

All materials have to be sent to NABA in a closed envelope and HAVE TO REACH NABA WITHIN SEPTEMBER 30TH 2010, along with the attached application form and with all the documents specified in it.

WELCOME! PHYSICAL DESIGN CODES
NABA International Contest

NABA two-year Product Design Master of Arts Degree

The course is aimed at providing participants with the technical and cultural skills necessary to successfully enter the contemporary design world.
Through a mix of project workshops, theoretical classes and practical labs, participants have the opportunity of enhancing their methodological skills with a comprehensive approach towards product and service design issues.
At the end of the program participants will be able to develop field and trend research, define project strategies, design objects and conceive integrated display and communication systems.
Trained professional profiles: product designer, designer of integrated services, displays and physical brands, for architecture and design agencies, companies and institutions.
Main areas of study: product design, interaction design, project management, design management, brand design, cultural anthropology, sociology.

Admission process

- **By September 30th 2010** - Materials have to reach NABA.
- **By October 15th 2010** - NABA will publish the scholarships awardees ranking and announce the winning project.
- **By October 31st 2010** - Winner has to enrol to the program, or the scholarship will be awarded to the 2nd candidate in the ranking.
- **By November 30th 2010** - All interested students have to enrol in the program.
- **January, 2011** - The program will start on January 10th 2011.

General conditions

- The deadline for participating into the contest is September 30th 2010. Later applications will not be taken into consideration.
- In order to avoid misunderstandings, we warmly recommend students to double-check with NABA postgraduate programs Secretariat office that their application did successfully reach NABA within the established term.
- NABA reserves itself the right to award scholarships only if the level of received projects will be considered of an appropriate quality level, according to the unchallengeable judgment of NABA evaluating commission.
- The applicants ranking with the results of scholarships selection will be communicated by NABA via email/ordinary mail to all those who participated into the contest.
- Students who have been awarded with the scholarship must enrol within the established term of October 31st 2010. Later enrolments will be possible, but participants will loose the scholarship.
- Scholarships may be accumulated with other special terms or discounts.

Further information on NABA postgraduate programs, including courses, projects, faculty members, is available on the postgraduate dedicated website www.master-naba.com.
All materials and communications have to be sent to the following address:
Dipartimento Master e Bienni
NABA Nuova Accademia di Belle Arti
Via Darwin 20
20143 Milano
ITALY

Contact information

For further information please contact

NABA postgraduate department
NABA Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano
Tel. (+39) 02 97372264
infomaster@naba.it
www.master-naba.com

WELCOME! PHYSICAL DESIGN CODES
NABA International Contest

Application Form
(to be filled out in capital letters)

To the Academic Dean of NABA Nuova Accademia di Belle Arti Milano

The Undersigned

First name _____ Surname _____

Date of birth _____ Place of birth _____

Country _____ Nationality _____ Sex F(__) M (__)

Permanent address _____

Town _____ ZIP code _____ Country _____

Home phone number (including country and area code) _____

Mobile phone number (including country and any other code) _____

Fax number if available (including country and area code) _____

Email address (please write it in clear capital letters) _____

Graduated at (name of University/Academy of graduation) _____

In (Department and subject of graduation) _____

Graduation year _____ Graduation grade (if available) _____

Source (where did you hear about NABA/the Master program/the contest: e.g. web, Istituto Italiano di Cultura, educational advisor, educational fair) _____

Requires

To be allowed to participate to the "Welcome! Physical Design Codes" contest for the awarding of one full scholarship for young talents willing to join the 2011 edition of NABA two-year Design Product Master of Arts Degree.

Declares

To have fully read, understood and accepted the contest regulation and conditions specified in the contest announcement.

Encloses

The following documents in addition to the present application form:

- "Welcome! Physical Design Codes" project
- curriculum vitae/resume (max 2 typed pages)
- portfolio
- motivation letter (max 1 typed page)
- documentation regarding previous academic career:
  - study plan (academic transcript) of previous studies, translated into English, listing subjects and exams, with corresponding number of hours/credits and short description of each subject's program
  - copy of Bachelor Degree/Academic diploma (if available), translated into English
- documentation regarding previous professional career (if available)
- documentation regarding further courses or seminars attended (if available)
- certificate attesting the knowledge of English language
- copy of passport/ID card.

Date _____

Student's signature _____