SCHOLARSHIP COMPETITION

BRIEF
UNDERGRADUATE

Deadline: May 2nd, 2019

IED Istituto Europeo di Design S.p.A. and I.L.E.M. srl – Accademia di Belle Arti "Aldo Galli" (hereafter referred as Accademia Galli) invite young creatives to convert their ideas into projects.

Up for grabs are **105 scholarships** covering the 100% or the 50% of the tuition fees for Undergraduate courses, Professional Training Programs (two years) in Design, Fashion, Visual Arts and Communication and for the Five-years course in Restoration, held in Milan, Cagliari, Florence, Rome, Turin, Venice and in Accademia Galli Como.

How to apply

Participants are required to develop a project based on a briefing related to the chosen course, for which they aim at obtaining the scholarship.

To take part in the contest, students must register and upload the required material by May 2nd, 2019 at 11:59 p.m. (GMT+1 – Italian time):

Step 1. Read carefully the Regulation and the projects' briefings. To take part in the contest, students need to develop a concept that is relevant to the specific field of interest, following the guidelines described in each detailed briefing.

Step 2. Choose the course and the location you are applying for.

Step 3. Get registered by filling in the form available at **ied.edu/scholarships-undergraduate**. Once registered, you will receive a confirmation e-mail with credentials to enter your Personal Area.
Only candidates interested in Accademia Galli have to send the confirmation of their participation at **borsedistudio@accademiagalli.it**

Step 4. Start to arrange the required documents, respecting the guidelines reported in the briefing.

Step 5. Once the material collection is ready, enter your Personal Area with the given credentials and upload your project and the required documents.

Step 6. In case you win the scholarship, you will have 3 days to confirm your acceptance and 5 days to complete your application at IED.

Good luck!

IED SCHOLARSHIPS

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: ppromote 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: Sara Azzone, Rossella Bertolazzi, Alessandro Chiarato, Elena Sacco, Davide Sgalippa, Alberico Guerzoni, Michele Albera, Giacomo Bertolazzi, Luca Borgogno, Painè Cuadrelli, Tommaso Delmastro, Alessandra Foschi, Paola Pattacini, Giulia Savino.

ACCADEMIA GALLI SCHOLARSHIPS

Start from the following stimulus for the Five-years course in **Restauro** and the Three-years course in **Pittura e Linguaggi Visivi**, and visit: www.unesco.it

Italian artistic heritage is among the richest in the world and boasts a large number of UNESCO World Heritage sites and works of art. Art production, along with its conservation, care and protection, is the legacy from the past that we live with today, and is an irreplaceable source of life and inspiration. **Art has a universal value** and cultural heritage belongs to all peoples, beyond any geographical, political, religious, or ethnic boundary.

Davide Alesina – Director of Accademia di Belle Arti Aldo Galli defined the brief.

IED COURSES

DESIGN AREA

Interior Design: Milan, Cagliari, Florence, Rome, Turin, Venice
Interior and Furniture Design: Florence
Product Design: Milan, Cagliari, Rome, Turin
Transportation Design: Turin

VISUAL ARTS AREA

Fotografia: Milan, Rome, Turin
Sound Design: Milan, Rome
Video Design: Milan, Rome
Media Design: Milan, Cagliari, Rome, Venice
CG Animation: Milan, Rome
Graphic Design: Milan, Turin
Graphic Design- Motion Graphic: Rome
Grafica: Venice (PTP)
Illustrazione e Animazione: Milan, Rome
Illustrazione: Turin

FASHION AREA

Fashion Marketing: Milan
Fashion Marketing and Communication: Milan
Fashion Stylist and Communication: Milan, Florence
Fashion Stylist: Milan
Fashion Stylist and Editor: Rome
Design del Gioiello: Milano, Rome
Design del Gioiello e Accessori: Turin
Fashion Design: Milan, Cagliari, Florence, Rome, Turin
Modellista: Venice (PTP)

COMMUNICATION AREA

Design della Comunicazione: Milan, Rome, Turin
Comunicazione Pubblicitaria: Florence

ACCADEMIA DI BELLE ARTI ALDO GALLI COURSES - COMO

Pittura e Linguaggi Visivi
Conservazione e Restauro dei Beni Culturali
Fashion and Textile Design
Furniture Design

INTERIOR DESIGN
INTERIOR AND FURNITURE DESIGN

BRIEF

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

First of all, let's look at what sustainability means. In 1987, a report called Our Common Future was published in which the meaning of sustainable development was defined as follows: *"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs"* (WCED, 1987).
This concept is therefore extremely important for today's younger generations and especially for the designers of today and of the future.

Whether we're talking about products, architecture or cities, a sustainable project stands out through its attention to and respect for the urban and natural environment, because it simplifies daily life and because it is economically sustainable over a long period of time.

Taking this view as a starting point, we invite you to look around you, in the urban or natural environment or on the web, for examples of projects that in your opinion express the concept of sustainability.
Find examples, analyse them and tell us about the elements that relate to the concept of sustainability: new ideas for developing projects.
Try to explain them using whatever means you like: images, sketches, videos, storytelling…

PRODUCT DESIGN

BRIEF

Goal 3 - Good health: ensure healthy lives and promote well-being for all at all ages.

Your thinking should start with what we understand today by *well-being* and *health*. Then consider how this requirement can be interpreted differently by different people, given the general improvement in our daily lives.
Our everyday life is the result of relationships between individuals and with the objects we have around us that help to improve our lives; implicit in this is that life is judged according to different values depending on the generation in question, and so different generations have different views and different priorities, which affect their perception of the goal.

The task is to think of a simple, everyday object that is able to satisfy at least one of the two values mentioned in the brief: health and well-being.
It is important that your final submission is outlined using a visual - a technical drawing, 3D render or image - that communicates your project.
Another fundamental element is the project report, which should use drawings, images and photos of a model/prototype to explain the user experience of the product you have designed and to illustrate its benefits and uses.
Finally, you should demonstrate particular attention to your choice of materials and to values related to a vision of a sustainable project, capable of providing a sense of well-being.

TRANSPORTATION DESIGN

BRIEF

Candidates are required to illustrate and explain their project decisions relating to the creation of an **off-road vehicle** that can cross the widest possible number of terrains and which offers the user the greatest freedom across different terrains. Utility vehicles or open-top or roofed road vehicles are allowed.
Close attention to the aesthetic result as well as the functional aspects of the vehicle must be demonstrated, with the final product being both attractive to look at and innovative.

Goal 10 - Reduce inequality within and among countries.

Goal 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.

FASHION MARKETING
FASHION MARKETING AND COMMUNICATION

BRIEF

Marketing might seem a far cry from the world of design. Nevertheless, fashion marketing and communication are growing and developing as a single discipline, and increasingly represent an essential part of the sector, capable of bringing together the design, distribution, narrative and development elements of fashion products.
Marketing has thus become an essential element of design. It has become a creative source of ideas and guidelines for the future.
The challenges of tomorrow include those relating to human needs and our continued existence on our planet.
Creating fashion is, above all, about understanding human beings.

The United Nations, through its list of global sustainable development goals, offers us a path as we navigate the challenges of caring for our planet.
The following goals are closely related to this topic:
Goal 10 - Reduced inequalities: reduce inequality within and among countries, and
goal 12 - Responsible production and consumption: ensure sustainable consumption and production patterns.

Analyse both goals, then explore one in greater depth, arguing the reasons for its importance.
You are then invited to choose a specific theme for your report (which can be descriptive, based on critical analysis or a refutation) and to develop it in a way that is relevant to fashion marketing (design, distribution, narrative or development of a product relevant to fashion).
You will then apply this concept to your idea and discuss it.

In summary, you are required to present:
a report on your chosen theme; a text explaining your concept/project;
a visual and evocative display that supports your work.
The text of the whole project must be between 1,500 and 3,000 characters.
You should include a minimum of 10 and a maximum of 30 images.

To pass, candidates must demonstrate:
1 – clear explanation of the reasons for their particular choice
2 – appropriate use of visual/textual representation techniques
3 – communication of innovative ideas.

FASHION STYLIST
FASHION STYLIST AND EDITOR
FASHION STYLIST AND COMMUNICATION

BRIEF

The two themes selected for Fashion Styling and Communication scholarships are as follows:

Goal 5 - Gender equality: achieve gender equality and empower all women and girls;

Goal 10 - Reduced inequalities: reduce inequality within and among countries.

After choosing one of the two themes, candidates must present a mood board showing their research (in the form of a photographic report - 6 photos showing different looks - or a 30-second video with at least 3 looks - or an Instagram page, or another creative platform that best conveys their ideas). The research should identify and describe a publicity campaign, or some other communication activity, related to fashion, which in the candidate's view has played a part in improving the world in a sustainable manner and which is relevant to one of the above global development goals.

Next, in a second document, candidates must provide a written proposal on how to improve or add to it, and which illustrates the development of the design theme, accompanied by an abstract of no less than 300 words outlining its features and purpose.

JEWELRY DESIGN
DESIGN DEL GIOIELLO
DESIGN DEL GIOIELLO E ACCESSORI

BRIEF

The definition of jewellery cannot be limited to its simple decorative function or the beautification of the wearer. **Jewellery is an instrument of communication** and, as such, assumes meaning in the interaction between individuals, from the designer to the wearer.

Jewellery is a bearer of messages, the manifestation of ideas conceived by individuals, but also the concrete expression of global concepts, a reflection of a specific social and political reality and of the context in which it is made.
With this in mind, the United Nations, through its list of global goals for sustainable development, encourages us to reflect on some of the issues we face in today's world.

Among these we can identify:
Goal 5 - Gender equality: achieve gender equality and empower all women and girls;
Goal 14 - Life below water: conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Analyse both points, then choose one to explore in greater depth, identifying a specific theme that will form the basis of a design for a piece of jewellery.
The piece, through its shapes, materials and function, will be the communication medium of your concept.
Present a statement in which you explain your choice and the realisation of your idea as a piece of jewellery (minimum 1500 characters), 10 inspirational images, a designer who inspired you, a board of outline sketches, a board of detailed drawings of the final piece of jewellery including details of the materials used, and a board of technical drawings, scale 1:1, all in PDF format.

FASHION DESIGN

BRIEF

Goal 10 - Reduce inequality between countries and between sexes and genders.

It's time to open ourselves to the world, to celebrate and share different cultures!
The other is not to be seen as a threat, but as an opportunity to learn and, above all, to grow!

Present research into cultures that we're passionate about and with which we share our world. Mix into them different ethnicities and genders, with no distinction between sexes and genders in the broadest sense.

Candidates should present an inspirational mood board complete with images, including images created with collage, colour chart, ideas for materials and shapes for their garments.
Create a small collection composed of 3 complete outfits with related drawings, plus sketches of the individual pieces that make up the outfit.
Designs can range from streetwear to luxury ready-to-wear fashion, but should always have elegance in mind

MODELLISTA
(PROFESSIONAL TRAINING PROGRAM)

BRIEF

Obiettivo 3 - Buona salute: promote well-being for all at all ages;

In today's world people are living longer, and **elderly people are an integral part of our society. People often find themselves** living with the discomfort of a body which, commanded by a youthful mind, no longer keeps up with them as dynamically as when they were physically young.

Carry out a piece of research into the greatest discomforts the elderly people closest to you have to live with and, using modelling, study a minimum of 3 garments for general use, such as jackets, trousers, skirts etc., with the adjustments needed to compensate for the physical deficit that is now a constant reality, without compromising on elegance.
You are free to design clothes for men or women.

FOTOGRAFIA
PHOTOGRAPHY

BRIEF

Goal 10 - Reduced inequalities: reduce inequality within and among countries.
The British anthropologist Daniel Miller interviewed 30 residents of the same street in London to record and analyse the diversity of their habits, within the same geographic location.
His work, published under the title The Comfort of Things, explores the ways and forms though which people today give meaning to their lives.
In this era of mass consumption and global commerce, we have a dizzying array of products to choose from, as well as a more personal choice of objects with which to create our identity. Nevertheless, our choices are also social actions.

[possible questioning]
To what extent do the material aspects of our lifestyles contribute to the widening of gaps in the population - whether social, economic or related to physical and mental well-being?
These gaps exist on a large scale when considering the different continents of the world as well as in more restricted contexts such as cities or even districts of the same town.

[project references]
Carlo Cozzoli - Archetipo
Ina Lounguine - Chaos Disco
Nichole Sobecki - Black Gold Poverty
www.fashionrevolution.org

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

Desertification represents the degradation of land in arid, semi-arid and dry sub-humid regions resulting from various factors, including climatic variations and human activities.
Deforestation, carried out to make space to graze animals destined to supply animal proteins to Western countries, has in a short space of time destroyed millions of hectares of rainforest. It is depriving the Earth of its lungs and exposing the land to an ever-increasing number of landslides and mudslides.
In the same way, the **huge demand for water** needed to produce the textiles used by the fashion industry is seriously compromising the planet's water resources.
Another phenomenon, known as **water grabbing**, refers to situations in which a powerful body (a government, a company or some other authority) takes control of or diverts precious water resources for their own advantage, removing them from local communities or entire nations, whose subsistence is based on the very resources and ecosystems that are being depleted.

How are these phenomena changing the look and the future of our planet?
Which and how many chain reactions can be triggered when there is little or no water?

Develop, with an independent assessment of your own, a short report using text and images that documents and explains your thinking in relation to these phenomena and the connection between human action and changes to our environment.

[project references]
Fabiano Ventura, *Sulle tracce dei ghiacciai* - www.sulletraccedeighiacciai.com
Meike Nixdorf , *Your Earth Transforms* - www.meikenixdorf.com
Alice Pedroletti – Metro - www.notalike.com
Nicolò Sertorio - *Disconnected* - www.nicolosertorio.com
Nicolo Sertorio - *Once we were here* - www.nicolosertorio.com
Nichole Sobecki - *Climate for Conflict* - www.nicholesobecki.com
Thomas Cristofoletti - *Mekong a river in chains* -www.thomascristofoletti.com

SOUND DESIGN

BRIEF

Goal 5 - Gender equality: achieve gender equality and empower all women and girls.

The objective of the project She Said So (www.shesaid.so) is to support and connect women in the music sector, to break down gender stereotypes and create a platform for new generations.
Choose **a woman you consider important in the history of music or sound** and create a sound portrait of her.
Tell the story of her life and significant works using your own words and examples you find (audio, music and interview extracts).
The project should be a montage of recorded sounds, voices and words.
You can use music, but only if it is indispensable to your story.
Audio format: mp3 320 kbps
Duration: maximum 3 minutes
Include a document that describes the project (texts, images, links).

Goal 10 - Reduced inequalities: reduce inequality within and among countries.

The Suden Radio project (www.radiopapesse.org) proposes an exploration of cultures in geographic areas "in the South" (mainly, but not exclusively, in the Mediterranean region), through sound-based research, studies, conferences and listening projects.
The aim is to open up a dialogue between different places and to reduce stereotypes and prejudices by generating an archive of sound documents that brings us into contact with "the South".

Create a sound story that describes the place where you live, aiming to capture the unique characteristics of the place.
Use your own words to describe the places and communities in which you live, their particular features and the things you love about them. The project should be a montage of recorded sounds, voices and words.
You can use music, but only if it is indispensable to your story (music recorded in the places described, iconic music particular to the place).
Audio format: mp3 320 kbps
Duration: maximum 3 minutes
Include a document that describes the project (texts, images, links).

VIDEO DESIGN

BRIEF

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

In 1982 a documentary called *Koyaanisqatsi* was released, directed by Godfrey Reggio, which had as its main theme frenetic city life and the notion of progress, which imposes unnatural rhythms on people.
Koyaanisqatsi is a word from the Hopi, a Native American tribe, and means life in tumult, life gone crazy, life out of control.
One of the first tasks is to evaluate **the unsustainability of a certain type of urban development.**
Other films followed shortly afterwards, testimonies to a shared experience: for example, *Milan '83* by Ermanno Olmi and *Pianeta Azzurro* by Franco Piavoli.
A rich filmography of fiction and documentaries that runs right up to the present day: works that invite women and men to see themselves more as guests on the Earth, rather than its owners.

Starting with these films, or others you have identified, try to create a video that gives your point of view, your personal vision of this subject.
This is an exercise to put your view of the world to the test, allowing you to be ironic, critical, tender, complicit, sharp, affectionate…
Videos must be no longer than 5 minutes long.
Music can be used for a maximum of 60 seconds.
Your video should be accompanied by a text that explains your research and choices in depth.

Goal 5 - Gender equality: achieve gender equality and empower all women and girls.

Erin Brockovich, Mona Lisa Smile, The Help, Thelma e Louise, Million Dollar Baby, TheHours… just a few film titles with strong female protagonists.
But does this represent **real progress towards gender equality, or is it all just pretence?**

Starting with these films, or others you have identified, try to create a video that brings together cinematographic sequences with others on the daily reality of the female universe (magazine images, television or news clips…), relating this subject from your point of view.

This is an exercise to put your view of the world to the test, allowing you to be ironic, critical, tender, complicit, sharp, affectionate…
Videos must be no longer than 5 minutes long.
Music can be used for a maximum of 60 seconds.
Your video should be accompanied by a text that explains your research and choices in depth
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MEDIA DESIGN

BRIEF

Objective 13: Climate action: take urgent action to combat climate change and its consequences.

Greta Thunberg is Swedish, fifteen years old, has Asperger's syndrome and skips school every Friday morning. She has been doing this since last August, the hottest month in Swedish history, to protest about climate change.
Greta continued her protest on social networks, coining the slogan #fridayforfuture and launching her protest on a global scale.
The result? On 4 December 2018, she spoke at COP24, the UN Summit on climate change held in Katowice, Poland.

Based on this example and others, think about a project that has changed or is trying to change our world in a sustainable way with the use of new technologies (social networks, apps, etc.). This can be in your everyday life and the world around you, and can include approaches that take a critical view.

Show your research in a text and a visual representation, communicating innovative ideas that you can use to improve the effectiveness of the project.

Objective 5: Gender equality: achieve gender equality and empower all women and girls.

There is much talk these days not only about gender equality, but also about sexual difference. Research in this field is plentiful and varied, both in terms of thinking and practice.

Here are some significant examples from the past in the field of new technologies.
Ada Lovelace and the six mathematicians who programmed the ENIAC in 1943 are some of many examples of how women dominated the art of programming at the dawn of the computer revolution. Later, in 1969, IBM wrote, *"Are you a man capable of controlling electronic giants?"* to find new male programmers.
Today, Reshma Saujani, an American lawyer, has decided to bridge the gender gap by founding the not-for-profit organisation, Girls Who Code, to introduce coding as soon as children start school.

Beginning with these examples or others you have identified from your everyday life and the world around you, think about projects or initiatives that aim to **change the stereotype that programming is a language only "for men".**

Show your research in a text and a visual representation, communicating innovative ideas that you can use to improve the effectiveness of the project.

CG ANIMATION

BRIEF

Objective 13: Climate action: take urgent action to combat climate change and its consequences.

"The 23rd century - a world in ruins, completely obscured from the sun's light, where humanity is fighting machines with artificial intelligence, created in the 21st century. Solar-powered machines began to harass humans, who tried to stop them by filling the sky with clouds to obscure the sun to avoid supplying them with more energy. But the machines responded by using these humans as a source of energy, by growing them in incubator-towers to exploit their natural warmth and bioelectricity."

Cinematography and games are filled with catastrophic and apocalyptic references. And 20 years after the release of The Matrix, we are now thinking about how to protect our planet and **how technology can help and support us, rather than destroy us.**

What would you do?
Starting with this example, or another of your choice, tell us about your vision through a project (using images, video, collage, narrative, etc.), showing how we could build a more sustainable world using technology.

Objective 5 - Gender equality: achieve gender equality and empower all women and girls.

The world of cinema and video games is replete with strong, determined female characters, who are brave and defiant in the face of danger.
The first Tomb Raider game, featuring Lara Croft, was released in 1996.
Since the 1990s, many books, comics, movies and other games about this heroine have been published.

Starting with an analysis of how this female explorer has changed during this time, **do you think women still need to be represented in even more masculine and mannish outfits in 2019?**

Beginning with this example, or others you have found, analyse the image of women in the world of video games using images, video, collage, text, etc., to tell us about your interpretation
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GRAPHIC DESIGN
GRAPHIC DESIGN- MOTION GRAPHIC
GRAFICA (PROFESSIONAL TRAINING PROGRAM)

BRIEF

This project consists of 2 phases: a piece of research, followed by a project.

Phase 1: Identify, describe and explain (and possibly critique and edit) a graphic design project that you think has improved the world in a sustainable manner and is related to one of the following two global development goals:

Objective 13 - Climate action: take urgent action to combat climate change and its consequences;

Objective 14 - Life below water: conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Relate the project through a short critical text with images.

Phase 2: Develop a poster in portrait format, measuring 50 x 70 cm, to reflect on one of the two global development goals mentioned above.
The poster, aimed at a student audience, must aim to raise public awareness and change behaviours, encouraging people to adopt responsible and sustainable lifestyles.

ILLUSTRAZIONE E ANIMAZIONE
ILLUSTRAZIONE

BRIEF

This project consists of 2 phases: a piece of research, followed by a project.

Phase 1: Identify, describe and explain (and possibly critique and edit) an artwork, illustration, illustrated story or animated movie that you think has improved the world in a sustainable manner and is related to one of the following two global development objectives.

Objective 13 - Tackling climate change: take urgent action to combat climate change and its consequences;

Objective 14 - Life below water: conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Relate the project through a short critical text with images.

Phase 2: Develop a storyboard in landscape or portrait format to reflect on one of the two global development objectives mentioned above.
The project, aimed at a student audience, must aim to raise public awareness and change behaviours, encouraging people to adopt responsible and sustainable lifestyles.

DESIGN DELLA COMUNICAZIONE

BRIEF

To be eligible for the scholarship, you will have to work on and analyse one of the following two themes:

Objective 5 - Gender equality: achieve gender equality and empower all women and girls;

Objective 14 - Life below water: conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Method:
1. First, write a comprehensive text to clearly explain the reasons for your choice.
2. Next, provide an analysis of a communication campaign, in a written text or presentation. It may be national or international, but must have been produced in the last two years on the theme you have chosen. You need to argue in detail about what impressed you.
Also, if you would like to, you may complete your application by creating a communication campaign, designing an event or producing a video to promote your chosen theme amongst your peers.

Notes:
There are no restrictions on how you present your project. You may choose the approach you feel is most appropriate.

COMUNICAZIONE PUBBLICITARIA

BRIEF

You are required to work on the following global sustainable development goals:

Objective 5 – Gender equality Specific targets: 1. End gender discrimination against women and girls; 2. End all violence against and exploitation of women and girls.

Objective 16 – Peace, justice and strong institutions. Specific targets: 1. Promote the rule of law and ensure equal access to justice; 2. Ensure public access to information and protect fundamental freedoms.

Gender discrimination, violence against women, equal rights and freedom of information are just some of the issues in the news on a daily basis.
There are many organisations that engage in various activities related to these issues every day. For these organisations, **communication is a powerful tool whose main objective is to raise public awareness.**

Choose a theme from those listed above and:
- develop an in-depth analysis of the theme chosen, by carrying out research into the organisations that deal with it, and into the latest initiatives and campaigns to raise awareness on the subject;
- describe the theme chosen by using words and images to create one or more mood boards to show your research and inspiration;
- imagine you work for one of these associations: develop a concept for an awareness campaign on your chosen theme, including the possible involvement of an existing association. Write a description of the proposal in a maximum of 500 characters;
- create an image and a slogan with your choice of techniques and language based on the media to be used, for example social networks and the internet, printed media, billboards, TV or radio.

ACCADEMIA DI BELLE ARTI ALDO GALLI

PITTURA E LINGUAGGI VISIVI
CONSERVAZIONE E RESTAURO
DEI BENI CULTURALI

BRIEF

Italian artistic heritage, whose value is estimated at over €200 billion, is among the richest in the world and boasts a large number of UNESCO World Heritage sites and works of art. The Convention on the Protection of the World's Cultural and Natural Heritage, adopted by UNESCO in 1972, reminds us that **art production**, along with its conservation, care and protection, is the legacy from the past that we live with today, and is an irreplaceable source of life and inspiration.

The most important message contained in this initiative is that **art has a universal value and that cultural heritage belongs to all peoples, beyond any geographical, political, religious, or ethnic boundary.**

Art is used here to mean a project about life and the universal celebration of the genius of humanity. More broadly, it means cultural heritage as well as all activities related to its promotion, protection and ultimately its care and restoration, which can be interpreted as resulting from a desire to communicate and improve our understanding of the world. And that's not all. It stems from a desire to promote harmony among peoples, to preserve and share the memory and identity of a country, ensuring their existence in the present and their dissemination to future generations.

With this in mind, UNESCO intends to collect and communicate the most extraordinary works of art and of human ingenuity to bear witness to our history. It plans to promote their care and preservation by emphasising their inclusive power and their message of beauty and peace.

Based on these suggestions, we would like you to identify, describe and analyse a work of art or a site included in the list of Italian natural and cultural heritage protected by UNESCO (using direct experience, wherever possible). Then reconstruct its history and significance (highlighting its promotion, protection and preservation activities) to bring attention to its **symbolic role as an "instrument" of cohesion, unity and harmony among peoples and individuals in contemporary Italian society.**

This study must include a written paper which includes an in-depth cultural history enriched by images (and/or drawings, photos or original illustrations created by you). These can focus on the characteristics of the artwork or site you have chosen and on your personal reflections.

FASHION AND TEXTILE DESIGN

BRIEF

Obiettivo 14 - Utilizzo sostenibile del mare: conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Dress with style but respect the environment. Start with fishing nets, plastic bottles, tulle, industrial waste, fluff and textile waste and end with technical, performance fabrics that are completely eco-friendly.

Create a project developing print designs for technical fabrics that have been made in the steps described above, to relate the **restoration and protection of our seas.**
Present an inspirational mood board, with images, colour chart and a collection of at least three all-over and single placed designs.
Abandoned fishing nets on the seabed or rope and equipment waste, purposefully or unintentionally left behind after a fish market, are pollutants in the same way that plastic and other chemical waste are.

Imagine being able to recover some of these old, abandoned nets to make a woven product for new clothing or furnishing fabrics.
Present an inspirational mood board with a colour chart and images of woven fabrics and how fabrics can be reinvented.

FURNITURE DESIGN

BRIEF

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

First of all, let's look at what sustainability means. In 1987, a report called Our Common Future was published in which the meaning of sustainable development was defined as follows: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987). This concept is therefore extremely important for today's younger generations and especially for the designers of today and of the future.

Whether we're talking about products, architecture or cities, a sustainable project stands out through its attention to and respect for the urban and natural environment, because it simplifies daily life and because it is economically sustainable over a long period of time.

Taking this view as a starting point, we invite you to look around you, in the urban or natural environment or on the web, for examples of projects that in your opinion express the concept of sustainability.
Find examples, analyse them and tell us about the elements that relate to the concept of sustainability: new ideas for developing projects.
Try to explain them using whatever means you like: images, sketches, videos, storytelling…