

NABA

NUOVA ACCADEMIA DI BELLE ARTI MILANO



GIVE ME A HAMMER
International competition
Design MA Degree

Project briefing

GIVE ME A HAMMER

Redesign the icon

For hammer, we intend here the work tool. We don't mean the ear bone, nor some medieval king or noble... We talk about the real, actual hammer. Who designed it? Nobody really knows. It could one of those tools Bruno Munari talked about: perfectly functional tools, yet with no author or designer.

So, we ask the students to redesign the hammer, make it look more beautiful, more functional, more radiant and shiny. We invite them to design a hammer that changes the destiny of humanity just like its predecessor did. Is this possible?

Deliverables

Candidates have to provide minimum 3 and maximum 5 boards including the project's concept (written description, images and moodboard), coordinated image of the project, technical drawings, renderings, materials' board.

Boards need to be saved on a suitable support (Cd, Dvd, USB driver) as pdf files; additionally, candidates may decide to send printed versions (A3) and/or a model.

Jury

Marco Ferreri, director of NABA MA Degree in Design
Alessandro Guerriero, president of NABA Advisory Board
Italo Rota, director of NABA Design Department

Prizes

The authors of the two best projects delivered will be offered a partial scholarship covering the 50% of the tuition fee of the first year of the MA Degree in Design, starting in January 2012.

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 40 credits awarded within the end of the fall exam session).

Deadline and requirements

Projects and related attached documents have to be sent by post in closed envelope in order to reach NABA within July 15th 2011. The envelope has to be addressed to:

International Admissions Department
NABA Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano
ITALY

Admission process

15th July 2011 - Materials have to reach NABA.

31st August 2011 - NABA will publish the scholarships awardees ranking and announce the winning project.

30th September 2011 - Winners have to enroll in the Design MA Degree, or they will lose their rights on the scholarship.

30th November 2011 - All interested students have to enroll in the program.

13th January 2012 - Start of the courses.

General conditions

- When receiving the materials, NABA will send an email of confirmation to the participant. If one week after having sent the materials, or in any case within the 15th of July, no email has been yet received, we advise students to contact the International Admissions Department by phone (02973721) or email (int.info@naba.it).
- Materials can be sent via express courier or regular mail (not recommended). Materials received by NABA after July 15th will not be considered valid.
- All projects and other materials submitted will not be returned to the entrant.
- 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.
- Scholarships can not be accumulated with other special terms or discounts offered by NABA, but they might be accumulated with scholarships/contributions from other organizations.

MA Degree in Design

The program allows participants to complete their education as contemporary designers, intensively working within the NABA design atelier, where students may personally experience the challenges of contemporary design, from the concept to the real product, passing through the elaboration of a design strategy, the research of materials and the prototyping of the project.

Thanks to a mix of theoretical lectures and project workshops, students deepen their knowledge of methodologies and techniques available to contemporary designers, applying them to real projects developed in collaboration with partner companies.

Contacts

For further information please contact:
International Admissions Department
NABA Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano
Tel. (+39) 02 973721