

**NABA**

NUOVA ACCADEMIA DI BELLE ARTI MILANO



Attilio Stocchi, *Attesa*

CAVE OF CONSCIOUSNESS  
International competition  
Master in Interior Design

## Introduction

The current world complexity requires us to become aware, not only culturally or environmentally, but also of our own identity and psychology.

Let's consider for example the open source access to any kind of information - the latest example of which is WikiLeaks, where global breaking news reach us at home, or on our office seat - and to globalized information, bringing us from our local reality to a worldwide dimension, where the ice on the Upsala glacier in Argentina melts right before our car's CO2 emission. Or the effect of digitalization/computerization entering all aspects of our life, unnerming a series of basic values of being, such as our right to privacy or our social identity.

Last but not least, the increasing public exhibition of a virtual life (see Facebook), together with the accumulation of standardized status goods, re-launches the desire for an image that often tends to fragment our contemporary fragile psychological identities.

## Project briefing

Participants are asked to design an installation that reflects this new awareness, and makes the visitor both participant and creator at the same time. Starting from the first kind of interior, that of caves of primitive men finding shelter in them, and drawing in them scenes of a hunt or propitiatory pictures, the candidate is invited to design a cave-installation, which involves in the experience of truth from its interior, unlike Plato's cave.

We could call it an "awareness cave", aiming at stimulating a knowledge process in the visitors, allowing them to see what they saw before with different eyes.

Candidates can choose different design elements: create a seeming disorder, or a regulated order, sensorial and/or virtual communication. They should keep in mind that, as stated by Andrea Branzi, "the role of design is to create environmental quality through small things", and "civilizations were always born investing on apparently useless things: poetry, music, literature, painting, arts (...). Yet, useless things are absolutely necessary"\*

The candidate can place this cave wherever he wants: the only design constraint comes from the contact with the public. For example, the cave could be in a park, in the subway, a museum, or a house or an office.

When developing their projects, participants should analyze the awareness they want to investigate, and the installation they want to design, including topic, objects, and technique.

The value system to be associated to the project (positive or negative connotation) and the level of isolation or aggregation that this cave will bring can be chosen by the candidate.

There are no other constraints or restrictions to the design of this cave, which is the focus of the project.

## Deliverables

Students have to submit no more than three A3-format drawings, a brief report in English and the same material on digital support (CD/DVD).

The reference scale is free but it has to be specified; the project, however ideal it might be, has to refer to a real situation/environment of student's choice.

## Jury

**Andrea Branzi**, designer and architect

**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 Master program in Interior Design, starting in January 2012.

\* Andrea Branzi interviewed on: "Design and project culture" (in Italian):  
<http://www.youtube.com/watch?v=hs2hTy3tWjE&feature=related>

## 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 Interior Design Master program, 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 advice 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.

## Master program in Interior Design

The program trains interior designers, architects, editors of specialized magazines, capable of effectively facing the transformations and challenges involving the interior design field and its related disciplines, from architecture to light and exhibition design.  
Through a mix of theoretical and cultural analyses, on one hand, and project workshops and intensive seminars on the other, held by leading architects, interior and industrial designers, light designers and experts of innovative materials, workshops, participants develop operative and concrete knowledge of the interior design field, becoming cross-disciplinary skilled young designers, able to be careful and sensitive to the radical changes that they will face in the future.

## 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  
int.info@naba.it  
www.naba.it