

NABA

NUOVA ACCADEMIA DI BELLE ARTI MILANO

international
competition

Digital Exhibit and Set Design
EXPANDED WELCOME

Deadline: September 30th 2010

www.master-naba.com



EXPANDED WELCOME NABA International Competition

Briefing

What kind of hospitality could be related to a 21st Century house, with reference to the exponential increase in the possibility of sharing connections, content and information, to the large use of social networking platform, and to the huge quantity of information that characterizes the growth of current society?

What kind of evolved services should such house offer, in order to welcome people as well as machines, meaning all those ubiquitous computing devices typical of the information society, through which we relate with our peers?

The candidate should investigate techniques and technologies to be included in a contemporary "smart home"; a smart space, a sort of Ambient Intelligence, which integrates the digital space with the physical space and includes a perceptive network, meaning a Near Field Communication area, with networks, sensors, displays, and so on.

Keywords: ubiquitous computing, augmented/mixed reality, gesture recognition, interface-design, mash-up, motion tracking open source p2p psychogeography, semantic web, social networks, tangible interface, multi touch, infovisualization, wearable computing, web 3.0 Sensor Networks, Internet of Things, Spimes, Smart Objects

Deliverables

Candidates should develop a personal investigation - be it a project or a theoretical/critical essay. There are no constraints in terms of presentation techniques; any support and technique is accepted: from essays to Mind Maps, from videos to 3D simulations, from Physical Computing to Interface Design.

Jury

The projects will be evaluated by an International Jury composed by:

Paolo Atzori, Master Digital Exhibit and Set Design Director
Massimo Banzi, interaction designer, Arduino co-creator (www.massimobanzi.com)

Mario Canali, multimedia artist and critic (www.arcnaut.it)

Stefano Mirti, architect and designer, NABA Design Department Director (www.interactiondesign-lab.com)

Francesco Monico, NABA Media Design and Multimedia Arts Department Director

Andrew Quinn, interface designer (www.akipix.eu)

Prize

The winner will be awarded of a full scholarship for the attendance to NABA one-year Master program in Digital Exhibit and Set Design, starting in January 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.

NABA one-year Master program in Digital Exhibit and Set Design

The program is addressed to theatre and set designers, performers and multimedia artists and is focused on the use of digital techniques, such as modelling, 3D animation, interface design, database management for the design of complex digital environments: from technological exhibitions to contemporary theatre, from experimental shows to commercial spaces.

The program investigates different project areas: design of exhibition spaces (exhibition design), scenography (digital theatre design), communication architecture (urban displays, pervasive environments, domotics) and new forms of performance (interactive performance), leading to the development of digital design, virtual architecture and multimedia direction skills.

Trained professional profiles: designer of digital displays for entertainment, theatre and exhibition settings.

Main areas of study: modelling, 3d animation, interface design, database management, media aesthetics, multimedia production, stage design, exhibition design.



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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 lose the scholarship.
- Scholarships may be accumulated with other special terms or discounts.

Contact information

For further information please contact

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



EXPANDED WELCOME

NABA International Competition

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 "Expanded Welcome" contest for the awarding of one full scholarship for young talents willing to join the 2011 edition of NABA two-year Digital Exhibit and Set Design 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:

- "Expanded Welcome" 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
