

## **EMBRACING CREATIVITY DESIGNING WITH ELENA SALMISTRARO**

### **1. Subject**

Istituto Marangoni is glad to announce an exclusive collaboration with Elena Salmistraro - Designer, artist and ambassador of Italian design in the world - to find the future talents of the design industry.

Students will have the unique opportunity of being selected to receive a scholarship (up to 5.000€) for the first year of one of the undergraduate three-year courses in Interior Design, Product Design or Visual Design, starting in September 2023 at the Milano Design School (enrolment fee is always due).

During the first year of the course, students will work alongside Elena Salmistraro as their Mentor. Thanks to the development of a dedicated project during the academic year, Elena Salmistraro will select the most deserving students to access a further scholarship for their 2nd and 3rd year.

### **2. Criteria of participation**

The call is open to students attending the last year of High School or already holding a High School certificate or equivalent.

Applicants are required to submit a mood-board inspired by a piece that aligns with Elena Salmistraro design identity. The moodboard should be consistent with the existing Elena Salmistraro works while demonstrating creativity and originality.

As references, you can visit her website to discover and be inspired either by her Design works:

<https://www.elenasalmistraro.com/design>, or interior/installation projects:

<https://www.elenasalmistraro.com/interior-installation> or visual art projects:

<https://www.elenasalmistraro.com/art>

### **3. How to participate**

In order to participate in the contest, please upload the following documents:

A Special Project in digital format (PDF) consisting of:

- A mood-board consisting of a collection of images, sketches, drawings or paintings (from 6 to 9);
- Text of minimum 500 words, introduced by a title, which explains the moodboard choice.

In addition to the project file, please upload also the following documents, according to the course of interest:

- High School Diploma: if you haven't obtained your final title yet, you can upload a certificate of enrolment confirming that you are attending your final year;
- Transcript of grades;
- Letter of motivation (Signed Personal Statement);
- Copy of your ID/Passport;
- For non-English or Italian native speakers: certificate of language skills, level B1 of CEFR4 with specific requirements (e.g. IELTS 4.5 without elements below 4.0).

For further information on how to apply, feel free to contact:

[admissions.design@istitutomarangoni.com](mailto:admissions.design@istitutomarangoni.com)

#### 4. Calendar

- August 30th, 2023 > Applications open;
- September 15th, 2023 > Deadline to apply and to send the Special Project.

Applications will be reviewed on a rolling basis.

#### 5. Jury and evaluation criteria

Projects will be evaluated by a specialised jury (hereby called the "Jury") and will be evaluated on the basis of the following criteria:

- Coherence of objective
- Level of Innovation
- Project effectiveness from a functional and aesthetic point of view
- Overall quality
- Ability to synthesise information and clarity of the project.

#### 6. Award

Istituto Marangoni offers scholarships for three-year courses starting at the Istituto Marangoni Milano • The School of Design in the academic year 2023/2024 (September 2023 intake).

The scholarships consist of deduction up to € 5,000 to be applied on the tuition fee of the first year of the chosen course at Istituto Marangoni Milano • The School of Design.

Please note that the scholarship can only be applied on the chosen course for the September 2023 intake and cannot be transferred to the following intake (February 2024).

## 7. Results and publication

At the end of the selection made by the Jury, the winners of the call shall be informed by e-mail and by a phone call.

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 3 working days from the date of the first communication by email. After that period has elapsed without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee.

## 8. Rights and use of the delivered outputs

The participants (hereinafter the “Participants”) agree to transfer to Istituto Marangoni S.r.l., in Milan, Via Verri 4 (Tax Number 09447270159) (hereafter “Istituto Marangoni”) the right to use the creative projects (hereinafter the “Project”) and the products that will be, where applicable, implemented as a consequence of the project; the right to use any output delivered for the participation to the contest for ideas “**EMBRACING CREATIVITY**” as well as all the materials connected to the projects and delivered, including the drawing of the Project, the sketches, the samples, the models, the tests and the video and photo materials. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: Participants shall also authorise Istituto Marangoni S.r.l. to use the documents received for promotional purposes and in the manner deemed most appropriate. Participants, joining the contest for ideas “**EMBRACING CREATIVITY**” declare that Istituto Marangoni cannot be subject to any claim resulting from such use. In any case, participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

## 9. Declarations and Warranties

The Participant declares and guarantees:

(i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;

(ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;

(iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honour and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law;

(iv) In the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;

(v) that there are no rights or agreement with any third party which shall interfere with the rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 8 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein.

## **10. Information on the use of personal data**

Personal data collected as a result of the participation to the call will be used for the following purposes: execution of the operations of the call and for the thereto related purposes; processing of personal data executed using manual, electronic and telematics tools closely related to the purposes for which they were provided; they could be disseminated through websites and social networks connected to Istituto Marangoni. In case of refusal to provide the requested data in order to participate in the call, the application form will be rejected or the potential participant excluded. In case of refusal to provide the data, as indicated, in order to transfer the advertising material, there will be no consequences. Personal data collected as a result of the call participation will be registered in Istituto Marangoni database, holder of the treatment.

People to whom the data collected as a result of the participation to the call refer to are considered the holders, pursuant to article 7 of the Legislative Decree 196/2003, of the related rights, among

them, the confirmation of the existence of their personal data and their provision in an intelligible form, the cancellation, the transformation into anonymous form or blocking of data processed unlawfully, as well as the updating, rectification, integration and to oppose the treatment for any legitimate reason. By participating in the call, the participants give their consent to the aforementioned treatment of data.

### **11. Consent to the use of personal data**

The participants authorise Istituto Marangoni S.r.l. to use their personal data and their image, as well as to take videos, photos, registrations and to consign their image through third parties and with any tools, video, photo and television and the activity related to the call. They grant to Istituto Marangoni S.r.l. the right to use the said “material” in the context of the publishing products directed by Istituto Marangoni S.r.l. and in the context of the institutional website and social networks.

### **12. Applicable law and jurisdiction**

The Italian law will govern the call and the relations between the participants. Any dispute that may arise between the promoters and the participants will be of exclusive jurisdiction of the Court of Milan.

### **13. Exemption from the ministerial validation**

Pursuant to the article 6, D.P.R. 430, dated 26/10/2001, this call is not a prize competition or lottery: as a result, no ministerial authorization is needed.