Istituto Marangoni x Moleskine Foundation Scholarship Contest

CREATIVITY FOR SOCIAL CHANGE

Endorsed by Moleskine Foundation — Scholarship Award for enrolling in Istituto Marangoni Creative Master of Arts Degrees (Fashion, Design & Art Study Area).

1) Context

Istituto Marangoni, in collaboration with **Moleskine Foundation**, launches an international scholarship contest designed to identify and support emerging creative talents ready to transform ideas into cultural impact.

Moleskine Foundation believes that creativity has the power to transform individuals and their Communities. In this spirit, the contest invites candidates to propose an artwork that shows how creative practice can activate **social change**—through fashion, design, and contemporary art as languages that interpret the present and shape new futures.

Selected winners will receive a scholarship contribution to enroll in **Istituto Marangoni Creative Master of Arts Degree programmes** within the **Fashion, Design & Art Study Area** (as applicable per School and intake).

2) Theme: "Creativity Social Change"

Social change is not only driven by institutions and technologies, but also by imagination, aesthetics, and narratives that reframe what society considers possible.

Applicants are invited to interpret **Creativity Social Change** by producing an artwork that explores one (or more) of the following trajectories (indicative, not restrictive):

- **Inclusion & equity** (gender, identities, accessibility, representation)
- **Sustainability & regeneration** (materials, systems, circularity, post-consumer cultures)
- **Community & belonging** (local cultures, diasporas, new collectivities)
- **Digital society & ethics** (AI, authorship, data, attention economy, post-truth)
- **Care, wellbeing & emotional ecologies** (new rituals, intimacy, body politics)
- **Education, work & future skills** (new models of value, making, learning)

The project should demonstrate a strong point of view, cultural awareness, and a coherent artistic language, connecting **concept → process → outcome**.

3) Who can apply

The contest is open to candidates applying to an **Istituto Marangoni Creative Master of Arts Degree** within the **Fashion, Design & Art Study Area** (subject to programme availability at the selected School/campus).

Applicants should be able to demonstrate readiness for postgraduate creative study through one of the following profiles:

- Final-year undergraduate students
- Recent graduates
- Young professionals / emerging creatives with relevant background

4) What to submit: Artwork formats (choose ONE)

Option A — Research Document (PDF only)

A **minimum 10-page** PDF document presenting:

- The creative research question / social issue addressed
- Cultural references (visual culture, design research, art/fashion/design precedents)
- Process development (sketches, experiments, prototypes, tests, iterations)
- Final visual outcomes (finished artwork / key frames / visuals / series)
- Short reflective commentary (your intention, choices, and impact narrative)

Accepted file format: PDF only
Minimum length: 10 pages (no maximum, but clarity and editing are valued)

Option B — Motion Artwork (MP4 only)

An **animated / film / motion** artwork exploring the theme through time-based language.

Specifications:

- Duration: **~1 minute** (recommended 50–70 seconds)
- Format: **MP4 only**
- Orientation: any (landscape, portrait, square) — choose intentionally
- Audio: optional (if used, ensure you have rights/permissions)

Include (as a short-written caption submitted alongside the file):

- Title of the work
- 3–5 lines concept statement
- Tools/techniques used (and AI declaration if applicable)

5) AI integration & declaration (if applicable)

Participants may integrate Generative AI and digital tools as part of ideation and/or production. If used, it must be **clearly declared**, including:

- Which tools were used (e.g., text-to-image, image-to-video, etc.)
- What was generated vs. what was authored/edited by the applicant
- How the workflow supports originality, authorship integrity, and ethical practice

Transparency is considered part of professional practice and will be evaluated accordingly.

6) Evaluation criteria

Projects will be assessed by a jury composed of representatives from **Istituto Marangoni** and invited industry/creative professionals, with endorsement alignment to **Moleskine Foundation** values.

Key criteria:

1. **Relevance to the theme** "Creativity Social Change" (clarity of issue + intent)
2. **Conceptual originality** (critical thinking, insight, cultural intelligence)
3. **Coherence of narrative and artistic language** (vision, voice, consistency)
4. **Process quality** (research depth, iteration, decision-making)
5. **Craft and execution** (visual quality, composition, timing, typography, editing)
6. **Responsible innovation** (ethical use of tools, AI transparency if used)
7. **Potential for growth at Master level** (promise, ambition, professionalism)

7) Submission package (what the candidate uploads)

Each applicant submits:

- **Option A PDF** *or* **Option B MP4** (as selected)
- A short **project statement** (max 500 words) including:
  - Concept and social focus
  - Creative methodology / process
  - Expected impact (cultural, symbolic, behavioral, systemic—even if speculative)
  - AI declaration (if applicable)
- Personal details + programme(s) applied for (as required by admissions/contest form)

8) Scholarship award

Winners will receive a **scholarship contribution** toward tuition fees for enrollment in an eligible **Istituto Marangoni Creative Master of Arts Degree** in the Fashion, Design & Art Study Area (amount/coverage defined by the official scholarship terms).

- **up to 50% deduction on the chosen course for each school featured in the contest**
- **up to 5000 EUR deduction for the tuition fee**

Additional opportunities may include:

- Publication/feature across institutional channels (and Moleskine Foundation - aligned storytelling formats, where applicable)
- Invitation to digital exhibitions or showcases curated by the School

9) Timeline

- *Contest launch:* 16th March 2026
- *Submission deadline:* 30th April 2026
- *Jury evaluation:* begging of May 2026
- *Winners announcement:* by May 2026

10) Rights & originality

- Submissions must be **original** and must not infringe third-party rights.
- If music, footage, images, or datasets are used, applicants must hold usage rights or use royalty-free/licensed materials.
- By submitting, applicants grant Istituto Marangoni the right to **publish and promote** the work for contest communication (with credit), without transferring authorship.