

## Istituto Marangoni London Maserati Scholarship Contest

Terms & Conditions

### 1. Subject

Istituto Marangoni Londo is pleased to launch a brand-new scholarship contest in collaboration with **Maserati** aimed at supporting and enhancing your unique talent in MA Digital Art Direction. Your work will be reviewed by a panel our academic team, with up to 2 winners securing a scholarship at Istituto Marangoni London, for the **MA Digital Art Direction** course, starting in September 2026.

### 2. Project Brief for MA Digital Art Direction (September 2026 intake)

#### Competition Brief

Luxury products today are more than objects – they communicate identity, culture, aspiration, and experience. Through visual storytelling and art direction, products become part of a larger creative world.

For this competition, applicants are invited to create a visual response to a contemporary luxury product of their choice. Your submission should demonstrate strong creative thinking, visual communication, and a clear point of view.

You may choose an existing, fictional, redesigned, or speculative product. The aim is not simply to design a brand, but to explore how art direction can shape the way a product is seen, understood, and desired.

#### Task

Create a mini creative project that builds a visual world around your chosen product.

Your submission should include:

#### 1. Concept

Introduce your idea and creative direction.

Consider:

- Why did you choose this product?
- Who is it for?
- What story, mood, or cultural idea are you exploring?
- What makes your approach distinctive?

#### 2. Visual Direction

Develop a cohesive visual identity and aesthetic language.

This may include:

- Typography
- Colour palette
- Logo or graphic elements
- Photography or image direction
- Layout, motion, or digital elements

#### 3. Applications

Show how your concept could exist across different media.

Examples may include:

- Social media content
- Posters or advertising
- Packaging
- Website or app concepts

- Editorial imagery
- Motion or digital experiences

#### 4. Process

Include evidence of your creative development, such as:

- Research
- Mood boards
- Sketches
- Experimentation
- Iterations and testing

#### Submission Requirements

Please submit:

- One PDF presentation (maximum 20 pages)
- Maximum file size: 20MB
- Include your name and project title on the first page

Optional:

- Links to videos, motion work, or prototypes may be included within the PDF

#### Submission Deadline:

- 5pm on 9 June 2026

#### Evaluation Criteria

Submissions will be assessed on:

- Creativity and originality
- Strength of visual communication
- Concept and storytelling
- Cohesion of art direction
- Quality of presentation
- Evidence of creative process

### 3. How to participate

Participation in the Initiative is free: each candidate can submit only one application by uploading the required documents on the Scholarship platform.

For further information on how to apply, please contact: [admissions.london@istitutomarangoni.com](mailto:admissions.london@istitutomarangoni.com)

Candidates will receive a confirmation email for the application submitted.

If you do not receive a confirmation email, please contact the above email address no later than 24 hours after submission of the application.

In order to participate in the Initiative, applicants are requested to upload a list of documents, according to their course of interest, in addition to the project itself.

Where candidates have more than 1 file per the type of document, a compressed file (.zip or .rar) can be uploaded.

Maximum file size per upload is set to 2 MB.

Maximum size allowed for the upload of the Special Project is 20MB.

MA (PG)

Participants who wish to apply for a Master's degree are requested to upload in a single .zip or .rar folder:

- Signed personal statement
- CV
- 2 reference letters
- Project (go to 2. *Project Brief*)
- UK Bachelor's Degree with normally 2:2 or equivalent qualification. Relevant practical or work experience may also be taken into account for a 'special entry'.
- I/GCSE with 4/C in English or equivalent. Applicants are required to provide proof of their English language ability. The English test score should be at least B2 on the CEFR level (e.g. IELTS Academic 6.5 overall, no less than 5.5 for each element)

The Admissions team may accept other qualifications as are deemed to be acceptable in lieu of the specified in this document, we may use UK ENIC and UCAS calculator for the evaluation.

#### 4. Timeline and Deadlines

*For MA Digital Art Direction programmes for September 2026 intake:*

- 18th May 2026 > Launch of the scholarship campaign.
- 13th July 2026 > deadline to submit applications.
- Starting from 15th July 2026 > Communication of scholarship award to selected participants.

#### 5. Jury and evaluation criteria

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

- Creativity and originality
- Strength of visual communication
- Concept and storytelling
- Cohesion of art direction
- Quality of presentation
- Evidence of creative process

The Jury is composed of academic staff and director of Education.

Winners will be chosen at the incontestable discretion of the Jury.

#### 6. Award

A maximum of 2 scholarships consisting of a 50% deduction and additional 1 scholarship up to 30% reduction on the tuition fee (enrolment fee is always due) valid for one of the programmes offered by Istituto Marangoni London for the September 2026 intake.

At the sole discretion of Istituto Marangoni, economic facilitations may also be granted for enrolment in courses starting in September 2026 to participants in the Initiative who are not winners, but who have developed projects worthy of interest for the same.

## **7. Results and publication**

At the end of the selection made by the Jury, the winners of the Initiative 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 10 (ten) 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 free of charge to Istituto Marangoni and its successors the right to use the special projects (hereinafter the "Projects" or, in the singular, "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 Initiative for ideas 'Innovating Local Heritage Craft In Fashion', 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 also authorise Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the Initiative for ideas 'Innovating Local Heritage Craft In Fashion' declare that Istituto Marangoni and its successors cannot be subject to any claim resulting from such use. In any case, the Participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

## **9. Declarations and warranties**

Each 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, blasphemy, upsetting elements and that it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honor and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law; 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;
- (iv) 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 notice on personal data processing**

Personal data ("Data") collected in relation to participation in the Initiative will be registered in the database of Istituto Marangoni, controller of the treatment ("Data Controller"), pursuant to of the General European Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016 and related implementing legislation (hereinafter, jointly, the "Regulation").

Data of the Participants collected in relation to their participation in the Initiative will be processed by Data Controller for the following purposes:

- (i) to enable Participants to submit their application and, if necessary, to subsequently provide further information useful and/or necessary for the assessment of their application;
- (ii) for purposes related with and instrumental to the process of evaluating, reviewing and selecting of the validly submitted applications;
- (iii) for the management of the participation in the Initiative, including sending requests for integration of the application, information materials, updates, communications and/or changes to the programme related to the Initiative itself; as well as for deciding and announcing winners;
- (iv) to fulfil any obligation provided for by laws, regulations, Community rules, orders, prescriptions and/or requests made by the Judicial Authority or by any person authorised to do so under legal provisions and secondary legislation;
- (v) to exercise the rights and protect the legitimate interests of the Data Controller, such as the right the right to legal defence.

The processing of the Data for the purposes indicated in points (i), (ii) and (iii) above shall be carried out by Data Controller for the purpose of execute Participants' application, for the assessment and possible selection of the projects and - in the event of effective selection and confirmation - for announcing and proclaiming the winners and therefore does not require Participants' express consent (pursuant to article 6.1 letter (b) of the Regulations). For such uses, the release of the data requested by Istituto Marangoni is indispensable and, therefore, failure to provide such Data will prevent Participants' application from being examined and, consequently, their participation in the Initiative (pursuant to article 6.1, letter (b) of the GDPR).

Data processing for the purposes specified in points (iv) and (v) above is carried out to fulfil legal obligations, and therefore does not require Participants' express consent (pursuant to article 6.1, letter (c) of the GDPR).

Participants' Data shall be processed by means of manual, computer and electronic tools, in any case able to guarantee the security thereof and to avoid unauthorised access to the Data.

Participants' Data and projects shall be communicated by Istituto Marangoni to third parties for the purposes of selecting and evaluating Projects within the scope of the Initiative. The release of Data for this purpose is necessary to participate in the Initiative.

Pursuant to the Regulation, those whose Data are collected as a result of the participation in the Initiative are entitled to: a) obtain information on the existence of the data and the purpose for which the Data is processed, the storage period and the persons to whom the Data is disclosed; b) obtain disclosure of the Data in a format in common use, readable by any automatic, interoperable device; c) object to some or all of the processing; d) obtain the update, correction, integration, limitation, deletion, blocking or transformation of the Data to an anonymous form. Istituto Marangoni also remind that Participants are entitled to contact the Data Protection Authority (Piazza di Monte Citorio, 121 – 00186 Rome RM) to assert Participants' rights regarding the processing of the Data.

Participants may exercise the rights set forth above by means of a written request to be sent to the Data Protection Officer (so called DPO) Frareg S.r.l. - Viale Jenner 38, 20159 Milano MI – Italy, appointed by Data Controller, on email address [dpo@frareg.com](mailto:dpo@frareg.com) who has been appointed by the Data Controller.

## **11. Use of personal data**

Participants authorise Istituto Marangoni to use their Data and images, as well as to realise and acquire videos, photos, registrations and to consign their image through third parties and by any means and activity related to the Initiative within six months starting from the expiry of the Initiative.

. They grant to Istituto Marangoni the right of use the said "material" in the context of the publishing products under the direction of Istituto Marangoni and in the context of the institutional website and social networks of Istituto Marangoni and its successors.

**12. Applicable law and jurisdiction**

The Italian law will govern the Initiative 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 (Italy).

**13. Exemption from the ministerial validation**

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