

ISTITUTO MARANGONI RIYADH
‘Bridging Cultural Heritage and Innovation in Fashion’

Terms & Conditions

1. Subject

Istituto Marangoni will open in August 2025 its new Higher Training Institute in the city of Riyadh, Saudi Arabia, in a project partnered with the Ministry of Culture’s Fashion Commission.

As the first global institute specializing in fashion to open its doors in the Kingdom, Istituto Marangoni Riyadh has the aim to prepare students for the job market, in line with Saudi Vision 2030.

Istituto Marangoni Higher Training Institute in Saudi Arabia, strategically located in Riyadh, aims to cater to offer an array of specialized programs, blending KSA heritage, inclusive education and technical skills to foster creativity and empower future fashion industry leaders, under the accreditation of Technical and Vocational Training Corporation (TVTC), the government agency concerned with technical and vocational training in the Kingdom of Saudi Arabia.

As part of a strategic initiative to support the next generation of Saudi fashion professionals, the Ministry of Culture’s Fashion Commission is supporting Istituto Marangoni in the launch of its new three-year undergraduate Advanced Training Diploma. Istituto Marangoni will therefore provide 50 scholarships for Saudi students enrolling in the Diploma. This opportunity is open to Saudi nationals holding a high school certificate or an equivalent qualification.

This initiative confirms its mission to support local talents, providing them with an innovative learning experience and a transformative education approach that bridges local culture and global opportunities.

The initiative offers to Saudi nationals the opportunity to win a scholarship of SAR 35.300,00 per year, to partially cover the 3-year undergraduate Advanced Training Diploma programmes of Istituto Marangoni Riyadh, starting in late August 2025.

Scholarships are intended as a deduction on the Tuition Fees (Enrolment Fee is always due).

Young Saudi nationals can apply for a scholarship in one of the following Advanced Training Diploma:

- Fashion Design & Accessories
- Fashion Communication & Image
- Fashion Management, Digital Communication & Media
- Fashion Product
- Fragrances & Cosmetics Management

Istituto Marangoni Riyadh

التدريب العالي مارانجوني معهد شركة (Istituto Marangoni Higher Training Company)
a Limited Liability Company (Single Shareholder) incorporated and registered in the Kingdom of Saudi Arabia.
Commercial Registration n. 1009110859 (١٠٠٩١١٠٨٥٩), VAT Registration n. 312570170200003 (٣١٢٥٧٠١٧٠٢٠٠٠٠٣),
MISA License n. 102164602313928 (١٠٢١٦٤٦٠٢٣١٣٩٢٨). Temporary address: 3220 Financial Blvd, 6789 AlAqeeq
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The 3-year undergraduate Advanced Training Diploma will be accessible to students holding a Saudi ID/passport and high school certificate or equivalent, willing to have an education and a career in the fashion industry.

The Diploma courses seek to equip trainees with the skills and knowledge necessary to work in the field of fashion design, accessories design, fashion product, pattern making, fashion management, fabric design and fragrances and cosmetics.

2. Project Brief

In order to participate in the initiative, candidates are required to produce a project, focused on the topic of the contest: 'Bridging Cultural Heritage and Innovation in Fashion'.

The aim of the project is to highlight the beauty and uniqueness of traditional crafts in the Kingdom of Saudi Arabia and how fashion has an important role to play in helping to preserve precious skills and knowledge by finding new applications for these in contemporary society.

Participants should develop their projects by taking an imaginative, problem-solving approach.

Please choose one of the following briefs for your project – bases on your Study Area of interest:

CREATIVE ADVANCED TRAINING DIPLOMA

Bridging Cultural Heritage and Innovation in Fashion: A Visual and Conceptual Exploration

Focus: Exploring how tradition and modernity intersect in contemporary fashion, emphasizing heritage craftsmanship, digital innovation, and sustainable future practices.

Objective: To present a compelling case for a research-based fashion project that balances historical cultural narratives with cutting-edge technology.

6 creative ideas / portfolio: is made of 6 self-produced Creative Ideas can be anything that visually describes your inspiration and the area of study that you have chosen. They can be submitted in the form of sketches, drawings, photographs, moodboards and collages. The 6 creative ideas might also be a mix of these. They can also be a personal reinterpretation of objects, environments, people, situations, etc. or design ideas such as a representation of personal creations such as outfits/fashion collections, objects, furniture pieces, interior spaces, etc. according to the desired program you are applying to. All items must be submitted in A4 or A3 format, in .pdf, .tiff, .jpg, .zip.

- **Advanced Training Diploma in Fashion Design & Accessories**
Develop a series of design ideas that show new ways of using or adapting a traditional Saudi craft skill in contemporary fashion garments – this may be through a capsule collection of 6 looks or in a fashion product line of 12 garments/artefacts.
- **Advanced Training Diploma in Fashion Communication & Image**
Propose ways in which a traditional Saudi craft might be innovated by integrating digital technology – either from a visual design/communication perspective or from a creative storytelling perspective.

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MANAGEMENT ADVANCED TRAINING DIPLOMA

Bridging Cultural Heritage and Innovation in Fashion: a deep analysis

Focus: Exploring how tradition and modernity intersect in a chosen brand or in contemporary fashion, emphasizing on inclusion, sustainability or digitalization.

Objective: To present research on one on one of the main area list below.

Piece of written work: the document should include a critical reflection on a contemporary phenomenon relevant for the fashion industry (e.g. sustainability, inclusivity, digitalization) or the analysis of a brand of their choice. The text should be of 1000 words accompanied by visual research and a list of references and be submitted as a PDF file. Please be aware that the text will be checked through Turnitin, a plagiarism detector software and that the Texts copied from the internet or written with artificial intelligence will be automatically excluded.

- **Advanced Training Diploma in Fashion Management, Digital Communication & Media**
Analyze the current communication strategy of a luxury brand (both international or local) and propose an advertising campaign targeting young Saudi customers.
- **Advanced Training Diploma in Fashion Product**
Analyze the business opportunities for a traditional Saudi craft in a contemporary fashion scenario and propose a project connected to the local market and/or business practices.
- **Advanced Training Diploma in Fragrances & Cosmetics Management**
Analyze the image of a luxury cosmetic/fragrance brand and propose an extension of product line that meets the needs of Saudi consumer.

3. How to participate

Applicants interested in applying to Istituto Marangoni Riyadh Advanced Training Diploma scholarship should be at least 17 years old upon graduation.

Participation in the initiative is free: each candidate can submit only one application by uploading the required documents on the dedicated Scholarship platform. Multiple requests shall not be considered.

Candidates are required to meet specific entry requirements and to submit the following documents to apply for the Scholarship:

- The Scholarship Project: either a Portfolio with 6 creative ideas (for creative Diploma) or a Piece of Written Work (for management-related Diploma), depending on the chosen course. Please read carefully the Project Brief section for further details.
- Copy of Saudi ID/Passport;
- A certificate of English language proficiency*
- A copy of the most recent academic certificate (High School Certificate or Diploma) or its equivalent, translated into English (In case high school final year is not completed yet, a certificate of attendance or transcript of the current final year can be submitted);

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- A signed personal statement written in English, outlining the applicant's interest and motivation for taking the diploma.

**Candidate students who would like to apply for Advanced Training Diploma programmes will need to present a certificate of English language proficiency, obtained no earlier than 2 years before the start of the chosen programme. In particular, students are required to prove a language proficiency of at least level B1 CEFR (or equivalent) of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0).*

If candidates have more than 1 file per the type of document, compressed file (.zip or .rar) can be uploaded. Maximum file size per upload is set to 2 MB for the documents, and 10 MB for the Project.

All accompanying texts and documents submitted shall be in English. Content in any other language will not be made visible. Istituto Marangoni reserves the right to exclude from participation candidates who submit materials which do not comply with the Regulation.

Istituto Marangoni offers a specialized consulting service for those who wish to get further details about application process and English certificates that can be accepted.

For further information on how to apply, please contact: scholarships@istitutomarangoni.com

Candidates will receive a confirmation e-mail 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.

4. Timeline and Deadlines

- 17th March, 2025 > Launch of the scholarship campaign.
- 13th Apr, 2025 > deadline to submit applications.
- 02nd May, 2025 > Final Jury Evaluation
- Starting from 04th May 2025 > Communication of victory to selected participants.

5. Committee and evaluation criteria

The Scholarship Committee will select the winners based on the materials provided by the candidates. To evaluate the applications, the following criteria will be taken into account:

- Coherence of the Project with the chosen Diploma;
- Level of innovation;
- Project effectiveness from a functional and aesthetic and/or business-related point of view;
- Overall quality of the project;
- Ability to synthesize information and clarity of the project.

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Candidatures for the 50 scholarships delivered by Istituto Marangoni Riyadh will be evaluated by a specialized Committee composed by both Istituto Marangoni and Fashion Commission representatives.

Winners will be selected at the Committee's own discretion.

6. Awards

The initiative offers to 50 Saudi nationals the opportunity to win a scholarship of SAR 35.300,00 per year, to partially cover the 3-year undergraduate Advanced Training Diploma programmes of Istituto Marangoni Riyadh, starting in late August 2025.

7. Results and publication

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

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

The acceptance of the partial scholarship implies the obligation for the winner to submit the 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 'Bridging Cultural Heritage and Innovation 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 authorize Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the Initiative for ideas 'Bridging Cultural Heritage and Innovation 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;

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(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, 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.

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معهد مارانجونى الرياض :جسر بين التراث الثقافى والابتكار فى صناعة الأزياء

الشروط والأحكام

المقدمة

يعتزم معهد مارانجونى افتتاح مقره الجديد فى مدينة الرياض بالمملكة العربية السعودية فى أغسطس 2025، بالشراكة مع هيئة الأزياء التابعة لوزارة الثقافة.

ويعد هذا المعهد أول مؤسسة عالمية متخصصة فى الأزياء تفتح أبوابها فى المملكة، حيث يسعى إلى إعداد الطلاب لسوق العمل وفقاً لرؤية المملكة 2030.

،بفضل موقعه الاستراتيجى فى الرياض، يطرح معهد مارانجونى برامج متخصصة تجمع بين التراث السعودى، والتعليم الشامل، والمهارات الفنية، لتعزيز الإبداع وتمكين قادة المستقبل فى قطاع الأزياء. يخضع المعهد لاعتماد المؤسسة العامة للتدريب التقنى والمهني وهى الجهة الحكومية المعنية بالتدريب التقنى والمهني فى المملكة العربية السعودية.

كجزء من المبادرات الاستراتيجية لدعم المواهب السعودية، تطلق هيئة الأزياء بالشراكة مع المعهد برنامج دبلوم التدريب المتقدم، وهو برنامج يمتد لثلاث سنوات جامعية. وضمن هذه المبادرة، سيقدم معهد مارانجونى 50 منحة دراسية للمواطنين السعوديين الحاصلين على شهادة الثانوية العامة أو ما يعادلها.

يهدف هذا البرنامج إلى ربط الثقافة المحلية بالفرص العالمية عبر تجربة تعليمية مبتكرة ونهج أكاديمى متطور. وتُقدَّر قيمة المنحة بـ ريال سعودى سنوياً، مما يساعد فى تغطية الرسوم الدراسية للدبلوم التدرىبى المتقدم، مع الإشارة إلى أن رسوم التسجيل 35,300 تُدفع بشكل منفصل.

التخصصات المتاحة للمنح الدراسية 2.

يمكن للطلاب السعوديين التقديم للحصول على منحة دراسية فى أحد التخصصات التالية:

تصميم الأزياء والإكسسوارات

تصميم وإدارة هوية الموضة والصورة

إدارة الموضة، والاتصالات الرقمية، والإعلام

منتجات الموضة

إدارة العطور ومستحضرات التجميل

يُتاح البرنامج للطلاب الحاصلين على بطاقة هوية سعودية أو جواز سفر سعودي، والذين يحملون شهادة الثانوية العامة أو ما يعادلها والراغبين في الحصول على تعليم متخصص وفرصة مهنية في قطاع الأزياء.

يهدف برنامج الدبلوم إلى تزويد المشاركين بالمهارات اللازمة للعمل في مجالات مثل تصميم الأزياء، وتصميم الإكسسوارات، وصناعة النماذج، وإدارة الموضة، وتصميم الأقمشة، والعطور، ومستحضرات التجميل.

المشروع المطلوب للتقديم على المنحة.3

للمشاركة في المنحة، يتعين على المتقدمين تقديم مشروع يتناول موضوع: سد الفجوة بين التراث الثقافي والابتكار في الأزياء يهدف هذا المشروع إلى إبراز جمال الحرف التقليدية في المملكة العربية السعودية ودورها في الحفاظ على المهارات التراثية من خلال تطبيقات حديثة تتماشى مع الموضة المعاصرة.

3.1 اختيار نوع المشروع

يمكن للمتقدمين اختيار واحد من المشاريع التالية بناءً على الدبلوم المستهدف:

أولاً: دبلوم التدريب المتقدم في المجالات الإبداعية

- عنوان المشروع: سد الفجوة بين التراث الثقافي والابتكار في الأزياء – استكشاف بصري ومفاهيمي
- الهدف: تقديم مشروع بحثي يعتمد على التوازن بين الروايات الثقافية التاريخية والتكنولوجيا الحديثة.
- متطلبات المشروع:

- محفظة إبداعية تتضمن 6 أفكار بصرية توضح مفاهيم مستوحاة من التراث والابتكار.

- يمكن تقديمها عبر رسومات تخطيطية، صور فوتوغرافية، لوحات تصويرية، كولا، أو إعادة تفسير للأزياء

- يجب تقديم الملفات بصيغة (PDF أو TIFF أو JPG أو ZIP بحجم A4 أو A3)

ثانياً: دبلوم التدريب المتقدم في الإدارة

- عنوان المشروع: سد الفجوة بين التراث الثقافي والابتكار في الأزياء – تحليل معمق

- الهدف: تقديم تحليل بحثي حول تأثير التقاليد على الموضة المعاصرة، مع التركيز على الاستدامة، الشمولية، أو الرقمنة.

-متطلبات المشروع:

- بحث أكاديمي من 1000 كلمة يتناول موضوعاً مرتبطاً بصناعة الأزياء، مثل استراتيجية علامة تجارية، أو الابتكار في التواصل البصري، أو تحليل فرص تجارية للحرف التقليدية.

- يجب أن يكون مرفقاً بأدلة بصرية وقائمة مراجع

- يُقدّم بصيغة PDF وسيتّم فحصه بواسطة () برنامج Turnitin للكشف عن الانتحال (.)


4. كيفية التقديم

يجب ألا يقل عمر المتقدم عن 17 عامًا خريج الثانوية العامة.
المشاركة مجانية، ويُسمح لكل متقدم بتقديم طلب واحد فقط عبر منصة التقديم.

المستندات المطلوبة:

- المشروع المطلوب وفقًا لنوع الدبلوم المختار.
 - نسخة من بطاقة الهوية السعودية أو جواز السفر.
 - شهادة إجادة اللغة الإنجليزية B1 أو ما يعادلها، مثل (IELTS 4.5)
 - نسخة من شهادة الثانوية العامة أو ما يعادلها (مترجمة إلى الإنجليزية إن لزم الأمر).
 - خطاب شخصي يوضح أسباب اختيار المتقدم للدبلوم ورؤية المتقدم المهنية.
- جميع المستندات يجب أن تكون باللغة الإنجليزية، ولن يتم النظر في أي محتوى بلغة أخرى.

للاستفسارات، يمكن التواصل عبر البريد الإلكتروني:

scholarships@istitutomarangoni.com 

5. الجدول الزمني

- 17 مارس 2025 → بدء التقديم على المنح الدراسية.
- 13 أبريل 2025 → الموعد النهائي لتقديم الطلبات.
- 2 مايو 2025 → تقييم لجنة التحكيم.
- 4 مايو 2025 → إعلان الفائزين.

6. معايير التقييم

تقوم لجنة مختصة من معهد مارانجونى وهيئة الأزياء بتقييم الطلبات بناءً على:
- مدى اتساق المشروع مع الدبلوم المختار.

- مستوى الابتكار والإبداع.
- القيمة الجمالية والوظيفية للمشروع.
- جودة البحث والتقديم.
- وضوح الفكرة والتنظيم.

7. الجوائز وإعلان الفائزين.

يتم إبلاغ الفائزين عبر البريد الإلكتروني أو الهاتف.
يجب تأكيد القبول بالمنحة خلال 3 أيام عمل من استلام الإشعار، وإلا فسيتم منحها لمتقدم آخر.

8. حقوق الملكية واستخدام المشاريع.

يمنح المشاركون معهد مارانجوني الحق الكامل في استخدام المشاريع المقدمة لأغراض الترويج أو النشر أو الاستفادة منها في البحث الأكاديمي، دون أي التزامات مالية تجاه المشارك.

9. الإقرارات والضمانات.

يقر المتقدمون بأن:

1. المشروع أصلي وغير منقول من أي طرف ثالث.
2. لا ينتهك المشروع أي حقوق ملكية فكرية أو أدبية.
3. لا يحتوي المشروع على أي محتوى مسيء أو غير أخلاقي.
4. حصل المتقدم على التصاريح اللازمة لأي صور أو مواد مستخدمة في المشروع.

يتحمل المشارك المسؤولية القانونية الكاملة عن أي مطالبات قانونية قد تطرأ بسبب انتهاك حقوق الغير.

معهد مارانجوني يتطلع إلى استقبال المواهب السعودية المبدعة والمساهمة في تطوير صناعة الأزياء في المملكة.