

**NATURE AS LANGUAGE:  
RETHINKING ART THROUGH PERCEPTION**

The Scholarship in partnership with *Collezione Maramotti*

**1. Brief**

**Istituto Marangoni Firenze** is pleased to announce the scholarship contest in collaboration with **Collezione Maramotti**.

**Collezione Maramotti** is a private contemporary art collection open to the public since 2007, located in the historic headquarters of the Max Mara company in Reggio Emilia. The collection includes several hundred works of art created from 1945 to the present day, over two hundred of which are permanently displayed, offering an in-depth overview of some of the major Italian and international artistic movements of the second half of the 20<sup>th</sup> century.

Most of the works from the 21<sup>st</sup> century are not part of the permanent exhibition and are presented within thematic exhibitions in the ground-floor spaces dedicated to temporary shows, where commissioned projects by international artists are also regularly displayed.

**Nature as Language – Rethinking Art Through Perception** invites candidates to explore how nature can be interpreted as a system of signs, emotions, and meanings. Inspired by the theme of the Biennale Arte 2026, the project proposes going beyond the visual representation of nature to investigate its deeper dimensions: rhythms, transformations, energies, and invisible connections.

In a world where nature is often observed but rarely “listened to,” how can art translate what is not immediately visible? How can nature be conveyed not only as a landscape, but as an experience?

**CREATIVITY GUIDELINES**

Participants are invited to develop a creative project that interprets nature as a language, transforming perceptions, sensory data and inspirations into a visual, experiential or narrative proposal.

Requirements:

- a **visual moodboard** accompanied by a **500-word text** explaining the concept

OR

- a **video reel** (max. 30 seconds) accompanied by a **500-word text** explaining the concept.

The most deserving proposals will receive a **tuition fee deduction** for the chosen course (the enrollment fee is always due) starting in **September 2026** at **Istituto Marangoni Firenze • The School of Fashion & Art**, as follows:

- Up to 15.000€ (5.000€ per each year of the course) for **Three-year undergraduate courses**
- Up to 50% off for **One-Year Intensive courses** and **Master courses**.

The deduction can be applied to courses at Undergraduate and Postgraduate level offered by **Istituto Marangoni Firenze** starting in September 2026 and it is not transferable to subsequent intakes.

In order to participate in the contest, students will have to present the required documents (see section 3) along with the special project, according to the brief indicated above.

Deadline: **June 29th, 2026**

## **2. Criteria of participation**

Students may apply for a scholarship for one of the following courses:

### Three-year courses

*Multimedia Arts\**

*Arts Curating\**

### One-Year Intensive courses

*Digital Fine Art\*\**

### Master courses

*Art Management\*\**

*Curating Art & Fashion\*\**

*Creative Digital Media\*\*\**

\* Participants who comply with the Ministerial requirements and successfully complete these three-year courses will be awarded with a First Level Academic Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university undergraduate level degree, participants will obtain

180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.

\*\* Students who successfully complete these programmes will be awarded with an Istituto Marangoni certificate.

\*\*\* Participants who comply with the Ministerial requirements and successfully complete this Master program will be awarded with a First Level Academic Master Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

Participation in the call is free of charge. No extra costs will be charged other than those deriving from the candidate's internet network connection for accessing the service, which are the responsibility of the user. Istituto Marangoni assumes no responsibility for events beyond its reasonable control including, without limitation: the access, bar to access, the malfunction and difficulties relating to the technical instruments, the software and the hardware, the transmission and the connection, the data which can bar the candidate from participating in the selection.

A mandatory requisite for the participation in this selection is the candidates' explicit consent to the processing of his/her personal data.

### 3. How to participate

In order to participate in the contest, please send the following documents according to the brief indicated above (see section 1):

- a **visual moodboard** accompanied by a **500-word text** explaining the concept

OR

- a **video reel** (max. 30 seconds) accompanied by a **500-word text** explaining the concept.

For **Three-year courses**, in addition to the project file, please also upload the following documents:

- High School Diploma: if you haven't graduated from high school yet, you can upload a certificate of enrolment confirming that you are attending your final year or a copy of the Transcript / Scoreboard;
- Letter of motivation (Personal Statement). We suggest that you explain why you wish to participate in the initiative and the selected course as well as

- explaining your personal and aspirational goals (about 100 words);
- Copy of your ID / Passport.

For **One-year Intensive courses**, in addition to the project file, please also upload the following documents:

- Latest diploma: if you haven't got your final diploma yet, you can upload a certificate of enrolment confirming that you are completing the current course and expected end date;
- Letter of motivation (Personal Statement). We suggest that you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 100 words);
- Copy of your ID / Passport.

For **Master courses**, in addition to the project file, please also upload the following documents:

- Copy of University Degree or equivalent: if you haven't received your Degree yet, you can upload a certificate of enrolment confirming you are about to graduate
- Copy of University Transcript
- Letter of motivation (Personal Statement). We suggest that you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 300 words);
- Copy of your ID / Passport
- Curriculum Vitae;
- 1 Reference Letter
- Portfolio (required only for the Master's Course in Creative Digital Media).

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

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

#### 4. Calendar

- **June 29th, 2026** > Deadline to apply and to send the final project

#### 5. Jury and evaluation criteria

Projects will be evaluated by a specialized Jury composed of Istituto Marangoni Academic Committee and *Collezione Maramotti* representatives (hereinafter 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 of the project;
- Ability to synthesize information and clarity of the project.

## 6. Award

Scholarships consist in a deduction on the tuition fee for the selected course of interest starting in September 2026 at **Istituto Marangoni Firenze • The School of Fashion & Art**, as follows (enrollment fee is always due):

- Up to 15.000€ (5.000€ per each year of the course) for **Three-year undergraduate courses**
- Up to 50% off for **One-Year Intensive courses** and **Master courses**.

Please note that the scholarship obtained is valid only for the chosen course and is not transferable to subsequent intakes.

Any scholarship allocated to the intake for which the student is enrolling (e.g. September '26) will NOT be automatically valid and confirmed for the next intake (e.g. January '27). The Management together with the Academic Committee will assess any reassignment.

## 7. Results and publication

At the end of the selection made by the Jury, the winner of the call will be announced via e-mail and telephone. The final project and the final news might be published on Istituto Marangoni official communication channels. The selected participant for the scholarship shall confirm his/her interest in the scholarship within 5 (five) 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.

Following the winner's award, other participants may be awarded a lower scholarship amount according to the Jury's selection.

## 8. Rights and use of the delivered outputs

The participants (hereinafter the "Participants") agree to transfer to agree to transfer to Istituto Marangoni S.r.l., in Milan, Via Meravigli 7 (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 in the contest "**NATURE AS LANGUAGE: RETHINKING ART THROUGH PERCEPTION**" in partnership with *Collezione Maramotti* as well as all the materials connected to the projects and delivered. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: the Participants shall also authorize Istituto Marangoni S.r.l. to use the documents received for promotional purposes and in the manner deemed most appropriate.

The Participants, joining the contest "**NATURE AS LANGUAGE: RETHINKING ART THROUGH PERCEPTION**" in partnership with *Collezione Maramotti*, declare that Istituto Marangoni 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

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, honor 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 treatment 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: the processing of personal data will be 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 the Istituto Marangoni S.r.l. In case of refusal to provide the data requested for the call participation the application form will be rejected and 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 the 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 authorize the 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 anytools, videos, photos and television and the activity related to the call. They grant Istituto Marangoni S.r.l. the right to use the said “material” in the context of the publishing products directed by the 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.