

ART, FASHION & SUBCULTURES: A VISUAL DIALOGUE BETWEEN IDENTITY AND TERRITORY

1. Subject

Istituto Marangoni Firenze in partnership with **Vogue**, in order to support and foster new talents, has launched a Scholarship contest dedicated to its undergraduate and postgraduate courses in **Fashion Design, Fashion Communication & Image, Fashion Business, Fragrances & Cosmetics** and **Art**, starting in **September 2026**.

This initiative, organised by Istituto Marangoni in collaboration with Vogue Italia, represents a unique opportunity to delve into visual research, explore the relationship between culture and territory, and access a School that has always valued creativity, originality, and a personal vision of the future.

The protagonist of this scholarship project is the **dialogue** between **art, fashion and subcultures**. Subcultures are more than aesthetics: they are **worlds, languages, communities**. They emerge from specific territories, social dynamics, cultural legacies, and personal visions.

In fashion and art, subcultures become a living archive — a system of symbols, behaviours, and styles that express belonging, rebellion, and transformation.

Exploring a subculture through a creative lens means tracing the dialogue between individual and collective identity, between memory and innovation, between roots and the future. It is an invitation to narrate one's own world and what resonates most deeply with personal sensibility.

From music scenes to youth movements, from artistic communities to neighbourhoods that grow into cultural incubators, every city and territory preserves subcultures rich in stories and visual narratives.

Whether connected to fashion, art, urban creativity, or local practices, each subculture offers a powerful perspective — a source of inspiration for a visual and conceptual project.

Istituto Marangoni offers to the best talents the opportunity to benefit from a deduction on the tuition fee (enrollment fee is always due) for the chosen course starting in **September 2026** at **Istituto Marangoni Firenze • The School of Fashion & Art**, as follows:

- Up to 5.000€ for the **Foundation** course
- Up to 15.000€ (5.000€ per each year of the course) for **Three-year Undergraduate courses**
- Up to 10.000€ for **One-Year Intensive** 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 along with the special project, according to the brief indicated in section 3.

Deadline: April 20th, 2026

2. Criteria of participation

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

Foundation course

Foundation in Fashion**

Three-year courses

Fashion Design & Accessories (Womenswear / Menswear)*

Fashion Communication & Image*

Fashion Management & Brand Strategies*

Fashion Management, Digital Communication and Media*

Fashion Product*

Multimedia Arts*

Arts Curating*

One-year intensive courses

Fashion Design Intensive**

Embroidery and Pattern-Making Intensive**
Shoes & Accessories Design Intensive**
Fashion Styling & Multimedia Intensive**
Fashion Business & Digital Marketing Intensive**
Product Management For Fragrances & Cosmetics**
Digital Fine Art**

Master courses

Master Fashion Design (Womenswear / Menswear)***
Master Luxury Accessories Design & Management***
Master Fashion Art & Textile Innovation***
Master Fashion Styling, Creative Direction & Digital Content***
Master Fashion & Luxury Brand Management***
Fashion & Luxury Brand Management for Hospitality***
Master Fashion Buying & Merchandising***
Master Olfactory Experience Management for the Luxury Industry***
Master Creative Digital Media***
Master Curating Art & Fashion**
Master Art Management**

*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 these Master programmes 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.

Multiple requests shall not be considered. Participation in the selection 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, participants are invited to focus on a subculture linked to their city, their place of origin, or a location that holds personal significance. A real and meaningful context from which identities, symbols, and languages can emerge.

To develop this exploration, participants must submit:

- a **moodboard of 9 evocative images**, visually expressing their research on the chosen subculture;
- a **500-word description**, outlining the concept, the motivations behind the choice, and the relationship with the selected territory.

For **Foundation course**, in addition to the project file, please upload also 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 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 **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 termination 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 certificate: if you haven't graduated yet, you can upload a certificate confirming your expected graduation date;
- 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;
- Reference letter;
- Portfolio (where requested).

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

admissions.firenze@istitutomarangoni.com

4. Calendar

- April 20th, 2026 > Deadline to apply and to send the creative project

5. Jury and evaluation criteria

A jury composed of the **School's academic representatives** and the **Vogue editorial team** will select the most deserving projects, 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.

Winners will be selected at the Jury own discretion.

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 5.000€ for **Foundation course**

- Up to 15.000€ (5.000€ per each year of the course) for **Three-year undergraduate courses**
- Up to 10.000€ for **One-Year Intensive** and **Master courses**.

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

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 or 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, 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 submit the application for the selected course and pay the residual quote of the application and 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 **“ART, FASHION & SUBCULTURES: A VISUAL DIALOGUE BETWEEN IDENTITY AND TERRITORY”**, 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 **“ART, FASHION & SUBCULTURES: A VISUAL DIALOGUE BETWEEN IDENTITY AND**

TERRITORY”, 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 any tools, 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.