

REGULATION

CONTEMPORIZING TRADITION

India's rich tradition of handcrafted arts is recognized and embraced by designers both locally and globally. Today's fashion and design consumers are increasingly conscious, valuing transparency, sustainability, and meaningful storytelling in the creative process. Aspiring students are invited to submit proposals that aim to **preserve and contemporize Indian crafts** in a socially and environmentally responsible way.

Proposals should strike a thoughtful balance between **tradition and innovation**, demonstrating **originality, creativity**, and an **imaginative, problem-solving approach**.

BRIEF FOR UNDERGRADUATE, POSTGRADUATE & ONE-YEAR COURSES

The aim of the contest is to offer students the opportunity to exercise their creativity in the fields below:

UNDERGRADUATE PROGRAMMES

- **FASHION DESIGN:** Develop a series of design ideas that show new ways of using or adapting a traditional Indian 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. You must create clear illustrations of each outfit and must include a mood-board that summarizes the inspiration for the collection and research pages that show where your ideas originated from and how you have developed your own original design ideas.
- **FASHION BUSINESS:** Formulate a business plan based on traditional Indian craft/s in a contemporary fashion or design scenario and propose a project connected to the local market and business practices. You should include your research and marketing plan.
- **FASHION COMMUNICATION & IMAGE:** Propose a concept for a fashion photoshoot promoting traditional Indian crafts to a contemporary consumer (Gen Z) that will run in a luxury fashion magazine. Please include your research, concept/mood board and story (text).
- **INTERIOR DESIGN:** Interpret the identity of the Indian local craft heritage, in an innovative and contemporary context, developing a storytelling for a residential

space through an interior design proposal. The project will be presented through visual research (topic identification), sketches (concept formulation), and final piece rendering images (made by hand or by computer).

- **PRODUCT DESIGN:** Identify a cultural topic relevant to the Indian context and use it as a reference to design a piece of furniture. The piece must be detailed-oriented and content-informed with a use of a recognizable aesthetic language. The project will be present through visual research (topic identification), sketches (concept formulation), and final piece rendering images (made by hand or by computer).
- **FRAGRANCES & COSMETICS MANAGEMENT:** You should submit a proposal for the creation of a luxury beauty, or fragrances brand based on one or more traditional Indian material/ingredient or ancient ritual/practice targeted to a global consumer. Your proposal should include your market research and a brand identity creation.
- **VISUAL DESIGN:** You should submit 3 creative ideas in the form of mood-boards and text for the launch of a new sustainable fashion brand focused on local craft and communities in India. You should include a proposal for logo, webpage and packaging.

POSTGRADUATE PROGRAMMES

- **PG LUXURY BRAND MANAGEMENT AND DIGITAL MARKETING:** You should submit a proposal for the creation of a luxury brand based **on one or more** traditional Indian craft targeted to a global consumer. Your proposal should include your market research and a brand identity creation.
- **PG FASHION AND TEXTILE DESIGN MANAGEMENT:** You should submit a proposal to innovate two traditional Indian craft of your choice for a global consumer. You should provide in depth research into the craft and its context and develop a series of original design ideas. By showing your process. You should provide illustrations of the final ideas.

ONE YEAR PROGRAMMES

- **FASHION DESIGN INTENSIVE | ONE YEAR:** Develop a series of design ideas that show new ways of using or adapting a traditional Indian craft skill in contemporary fashion garments – this may be through a capsule collection of 3 looks or in a fashion **product** line of 6 garments/artefacts. You must create clear illustrations of each outfit and must include a mood-board that summarizes the inspiration for the collection and research pages that show where your ideas originated from and how you have developed your own original design ideas.

- **INTERIOR DESIGN INTENSIVE | ONE YEAR:** Propose an interiors project in an innovative and contemporary context, developing a storytelling for a residential space through an interior design proposal. The location should influence the design. The project will be presented through visual research (topic identification), sketches (concept formulation), and final piece rendering images (made by hand or by computer).
- **PRODUCT MANAGEMENT FOR FRAGRANCES & COSMETICS | ONE YEAR:** Formulate a business proposal to develop and launch a beauty or fragrances line targeted to the global market. The proposal should include the use of local materials or be based on a local ancient practice. You should include your research and marketing plan.
- **FASHION STYLING & MULTIMEDIA INTENSIVE | ONE YEAR:** Propose a concept for a fashion photoshoot promoting traditional Indian crafts to a contemporary consumer (Gen Z) that will run in a luxury fashion magazine. Please include your research, concept/mood board and story (text).

The projects can be developed in different formats: video animations, PowerPoint presentations, a portfolio of prototypes enriched by music or voice-over, slideshow/gallery of images, the evolution of their idea in stop-motion or even a simple video story of the candidate.

The projects must be up to a maximum of 20 slides if it is a Powerpoint presentation, a portfolio or a gallery.

Criteria of participation

- **UNDERGRADUATE PROGRAMMES**

The call is open to students who have completed 12th / equivalent or awaiting 12th results. Participation is individual - no group participation is allowed.

- **POSTGRADUATE PROGRAMMES**

LUXURY BRAND MANAGEMENT AND DIGITAL MARKETING

The call is open to students who have completed a UG Program/equivalent in a similar or related field/ will complete by July 2025.

FASHION AND TEXTILE DESIGN MANAGEMENT

The call is open to students who have completed a UG Degree / Diploma in FASHION DESIGN Program/ equivalent in a similar or related field/ will complete by July 2025.

- **ONE YEAR PROGRAMMES**

The call is open to students who have graduated or are awaiting their final year graduation results.

How to participate:

- Click on “Apply for a Scholarship” and then on “Start your Application”
 - Fill in the application and upload the documents mentioned in the below point
 - You will receive an auto-generated response once your application has been received
- Participation in the call is free

What to submit:

Please upload the below documents to register to the contest

- High School transcript and Certificate
- Personal Statement
- Curriculum Vitae
- Material for selected course as per the brief
- PG: Portfolio / lookbook with maximum 6 items

The official language of the call is English

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

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

Timeline and Deadlines

- 15th May 2025 > Competition to go live
- 26th May 2025 > Deadline for the last registration & assignment submission
- 5th June 2025 > Final Jury
- 9th June 2025 > Scholarship results will be announced

Jury and evaluation criteria

Projects will be evaluated by a specialised jury (hereby called the “Jury”) and ranked on the basis of the following criteria:

- Coherence of objective;
- Level of Innovation;
- Project feasibility and aesthetic approach;
- Overall quality;
- Ability to synthesize information and clarity of the project.

A maximum of 3 winners (one for an Undergraduate level course and one for a Postgraduate level course) will be chosen at the incontestable discretion of the Jury.

Award

A maximum of 3 scholarships consisting of **up to 30%** reduction on the tuition fee (enrolment fee is due) for the Undergraduate, Postgraduate & One-Year Intensive Progression Programme that will be held at the Mumbai Training Center of Fashion and Design of Istituto Marangoni in Mumbai, starting in September 2025*.

*Any scholarship allocated to the intake for which the student is enrolling (e.g. September '25) will NOT be automatically valid and confirmed for the next intake (e.g. September '26). The Management together with the Jury will assess (and possibly confirm) any potential reassignment.

For those applying to Undergraduate progression courses: any deduction awarded is applied only to the first level of the study.

Applications will be evaluated on a rolling basis

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Results and publication

At the end of the selection made by the Jury, the winners of the call 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 5 working days from the date of the first communication by email. After that period has been 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 application for the selected course and pay the residual quote of the tuition fee.

Rights and use of the delivered outputs

The participants (hereinafter the "Participants") agree to transfer free of charge to Istituto Marangoni the right to use the special 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 for ideas "CONTEMPORIZING TRADITION", 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 shall also authorize Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the contest for ideas "CONTEMPORIZING TRADITION" 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.

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, 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..

Information on the treatment of personal data

Personal data collected as a result of the participation to the call will be registered in the database of and 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. In case of refusal to provide the requested data in order to participate in the call, the application form will be rejected or 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.

Consent to the use of personal data

Participants authorise 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, video, photo and television and the activity related to the call. They grant to the Istituto Marangoni S.r.l. the right of 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.

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 authorized 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.