

Icons: The Story behind a Product

Master Product & Furniture Design • Giulio Cappellini

ABOUT THE PARTNERSHIP

Giulio Cappellini is a renowned Italian architect, designer, and art director, internationally celebrated for his visionary approach to contemporary design. As the founder of the iconic brand Cappellini, he has played a pivotal role in discovering and promoting some of the most influential designers of our time. Known for his deep sensitivity to materials, color, and cultural trends, Cappellini's work bridges tradition and innovation, making him a key figure in shaping the global design landscape.

1. Brief

Behind every iconic furniture piece lies a story, of vision, innovation, context, and cultural resonance. These objects are more than just functional forms; they are reflections of their time, their creators, and the values they represent.

Participants will have to create a 40-second video that tells the story of a legendary design furniture. It could be a chair, a lamp, a table, or any furniture piece that has left a mark on the world of design. Highlight what makes it iconic: the mind behind it, the materials used, the historical moment it emerged from, or how it redefined the way we live.

The goal is to shape a narrative that is clear, emotionally engaging, and visually compelling. This is not just about facts, it's about storytelling. Use images, text, voiceover, or motion to bring the object's story to life and make us care about its legacy. The goal is simple: to inform, captivate, and inspire, all within 40 seconds.

Submissions must be original and unpublished work created specifically for this contest. All entries must be submitted digitally in a high-resolution format.

Applicants are invited to follow the subsequent guidelines to formulate their design concept:

1. **Focus on one strong narrative angle**
Choose a specific aspect of the object: its invention, the designer's vision, cultural impact, or a surprising detail and build your story around it.
2. **Be Visually Concise and Impactful**
Use strong imagery, quick cuts, and clear visuals to communicate your message efficiently. Every second counts, so avoid clutter and stay focused.
3. **Use Your Voice or Text to Guide the Story**
Whether through voiceover or on-screen text, make sure your narrative is easy to follow and emotionally engaging. Speak clearly, and keep the tone authentic and personal.
4. **End with a Memorable Insight or Emotion**
Leave the viewer with something to remember, a striking fact, a visual punchline, or a thought-provoking quote. Your final moment should resonate.

2. Criteria of participation

The call is open to graduates holding a University degree or equivalent study in in product design or a

related field or to professionals with relevant experience in these field.
Participation is individual – group submissions are not allowed.

3. How to participate

Participation in the call is free and the official language of the call is English.

Furthermore, in order to verify their eligibility for the designated Master Course, applicants are required to upload:

- Copy of University Degree or equivalent: if you haven't received your Degree, yet, you can upload a certificate on enrolment confirming you are about to graduate**
- Copy of University Transcript**
- Passport scan
- Signed Personal Statement (Letter of motivation): we suggest you explain why you wish to participate in the Initiative, how would you develop your career in the coming years, what are your personal goals, etc. (about 100 words)
- Portfolio
- Reference Letter 1
- Reference Letter 2
- Curriculum Vitae

4. Calendar

The deadline for submissions is July 28th, 2025.

5. Academic Committee

The Committee is composed of Istituto Marangoni Academic Committee and Giulio Cappellini.

6. Evaluation criteria

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

- Consistency with the objective
- Innovative proposal
- Validity of the proposal from a strategic point of view
- Overall quality
- Capacity of synthesis and clarity in the exposure of the idea

7.Award

The winner will be awarded a scholarship up to 50% deduction on the tuition fee (enrollment fee is due) for the Master in Product & Furniture Design starting in September 2025 in Milano Design school.

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

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. February '26). The Management together with the Academic Committee will assess any reassignment.

8. 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.

9. Rights and use of the delivered outputs

The participants (hereinafter the “Participants”) agree to transfer free of charge to Istituto Marangoni^{1*} 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 in partnership with Giulio Cappellini, 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 in partnership with Giulio Cappellini, 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.

10. Declarations and warranty

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, honour 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.

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Istituto Marangoni Mumbai Training Centre Private Limited, Ceejay House, F Block, Shivsagar Estate · Dr. Annie Besant Road Worli, Mumbai 400 018 – India

Shanghai Fashion Training Centre, Floor 7, Building A, The Roof, No. 458 Madang Road, Hunagpu District, Shanghai 200025 – China

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 9 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.

11. 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 reminds 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 who has been appointed by the Data Controller.

12. 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 to 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.

13. 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).

14. 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.