

Istituto Marangoni x Vogue Thailand Scholarship Contest

Contest

Istituto Marangoni, in collaboration with **Vogue Thailand**, launches a scholarship contest for young creatives. The initiative invites participants to build an original creative project that shows their imagination, visual culture, and personal voice - through fashion, design, image, and innovation.

Selected winners will receive scholarships to enroll in eligible **BA, One-Year Intensive, or MA** programmes at Istituto Marangoni's international schools (Milan, Florence, Paris, London, and Dubai), within the same study areas listed in this brief.

Themes to Choose:

1. WONDERLAND — “Reality, but with a hidden door.”

Create a project that transforms everyday life into an unexpected universe: surreal details, playful symbols, dream-logic, illusion, scale-shifts, and visual paradoxes. Think of wonder as a tool to redesign how we see style, objects, spaces, beauty, and identity.

2. URBAN NATURE — “The city grows back.”

Imagine nature as an active force inside the city: plants reclaiming architecture, bio-materials, street ecosystems, climate aesthetics, new rituals of care, and sustainable lifestyles. The focus is not “environmental theory,” but **visible, tangible creativity**: forms, textures, behaviours, and new urban beauty codes.

3. UNDERGROUND CULTURE — “Subcultures shape the mainstream.”

Create a project inspired by subcultures, independent scenes, and alternative communities: club culture, DIY aesthetics, street codes, radical typography, underground beauty, local scenes, hidden venues, zines, tattoos, sound-driven visuals. The aim is to show **authenticity, attitude, and cultural research** translated into a coherent creative output.

4. YOUTH SPIRIT — “The energy of now.”

Interpret youth as a cultural engine: freedom, vulnerability, rebellion, softness, speed, friendship, identity experimentation, digital-native aesthetics, new beauty standards, and social micro-trends. Focus on a **strong, personal lens**—not a generic “young people” moodboard.

CATEGORIES & BRIEFS

Fashion Design

- **BA / One-Year applicants:** Present a **fashion design vision** - a concept, collection idea, or creative proposal that embodies the chosen topic.
- **MA applicants:** Present a **fashion design portfolio** that demonstrates your creative maturity, design process, and conceptual thinking.

Fashion Communication & Image

- **BA / One-Year applicants:** Present a **fashion photography or graphic project** exploring how image-making can capture or redefine the chosen topic.
- **MA applicants:** Present a **fashion film or animation project** that reflects a future-forward narrative or experimental aesthetic.

Fashion Business

- **BA / One-Year applicants:** Present a **fashion brand idea**, concept, or business model that addresses the needs and values of future consumers.
- **MA applicants:** Present a **fashion start-up proposal** or **brand extension strategy** envisioning how business innovation can empower the future of fashion.

Product Design

- **BA / One-Year applicants:** Present a **design vision** exploring the objects and experiences that will define a relation to the chosen topic.
- **MA applicants:** Present a **design portfolio** showcasing projects that merge functionality, aesthetics, and forward-thinking design.

Interior Design

- **BA / One-Year applicants:** Present a **spatial design vision** - a conceptual interior or installation reflecting future lifestyles and spatial interaction.
- **MA applicants:** Present a **design portfolio** demonstrating the evolution of your interior concepts and design language.

Visual Communication Design

- **BA / One-Year applicants:** Present a **design vision or campaign** that communicates the identity of the chosen topic.
- **MA applicants:** Present a **visual design portfolio** that reveals critical thinking, creativity, and technological awareness.

Beauty: Fragrances & Cosmetics Brand Management

- **BA / One-Year applicants:** Present a **multi-page olfactory image moodboard** - a visual and conceptual narrative of a future scent or beauty concept.
- **MA applicants:** Present a **fragrance or beauty brand idea** or a **brand extension project** inspired by the evolution of identity, culture, and sensory experience.

AI INTEGRATION & DECLARATION

As part of Istituto Marangoni's ongoing commitment to digital innovation and creative ethics, **participants are encouraged to integrate Generative AI tools** into their process. Accepted technologies include:

- **Text-to-Image**
- **Sketch-to-Image**
- **Image-to-Image**
- **Text-to-Video / Sound**
- **Image-to-Video / Sound**

All AI-generated content must be **clearly declared**, with a short description of the **tools and methods** employed (e.g., Midjourney, DALL-E, Runway, Kaiber, Pika, etc.). This declaration ensures transparency, authorship integrity, and alignment with Istituto Marangoni's **Human-Centered AI Ethics Policy**.

Evaluation Criteria

Projects will be assessed by an academic and industry jury composed of representatives from **Istituto Marangoni** and **Vogue Thailand**, based on the following criteria:

- **Conceptual originality** and relevance to the themes
- **Creativity and coherence** of visual and narrative expression
- **Technical execution** and quality of presentation
- **Innovative and ethical use of AI tools**
- **Personal vision** and potential for professional development

Eligibility

- Open to **high school students, recent graduates, and young professionals** from the Thailand region.
- Applicants must apply for a **BA, One-Year Intensive, or MA programme** at Istituto Marangoni in one of the eligible areas.

Submission Format

Each applicant must submit:

- **A digital portfolio or project file (PDF or video link)**
- **A short written statement (max 500 words)** describing the concept, creative process, and use of AI tools (if applicable)
- **Personal details and educational background**

Application request by programme: 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 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 200 words, max 500 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 200 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 200 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)

Awards

The winners will receive a **special contribution** to study at Istituto Marangoni's international campuses.

Finalists and selected participants may be featured in **Vogue Thailand's digital channels**, celebrating the emerging voices shaping the future of fashion, design, and beauty.

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 **Autumn 2026** at Istituto Marangoni Schools:

- **Up to 5.000€ for the Foundation course (Entry Programmes)**
- **Up to 50% 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 Schools starting in Autumn 2026 and it is not transferable to subsequent intakes.

Timeline

- **Contest Launch:** 9th March 2026
- **Submission Deadline:** 17th April 2026
- **Winners Announcement:** end of April 2026

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 e-mail. 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.

Rights and use of the delivered outputs

The participants (hereinafter the “Participants”) 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 to the contest, 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, 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, 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.

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.

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.

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.

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.