

DESIGN YOUR FUTURE: SCHOLARSHIP CONTEST WITH AMINA MUADDI

1. Subject

Istituto Marangoni Firenze is pleased to announce a scholarship contest in collaboration with AMINA MUADDI, the Mentor who will guide students through a special project involving Fashion Design & Accessories. The contest will provide participants with a unique opportunity to learn and grow in the fashion world.

Amina Muaddi, who grew up between Jordan, Romania, and Italy, has transformed the footwear industry with her innovative and cutting-edge style. Her brand has gained cult status thanks to her collaborations with icons such as Rihanna and Alexandre Vauthier, and her creations adorn many of the world's most elusive celebrities, including Kendall Jenner and Hailey Bieber, among others. Her revolutionary impact on the fashion industry is undeniable, and she continues to inspire and leave an indelible mark on anyone who loves the art of design.

To participate in the contest, we invite submissions of creative proposals that include two footwear styles and a bag, or three total looks. The proposals should reflect the concepts of eclecticism and cosmopolitan sensibility while balancing luxury with sustainability and craftsmanship with the most innovative materials and technological research. You are free to use various tools to present your ideas, such as digital or hand drawings, mixed media/collage/compositions, or any other means in line with the proposal. Please accompany the creative proposals with a description of up to 300 words explaining your concept. All files must be uploaded in PDF format.

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 2024 at **Istituto Marangoni Firenze • TheSchool 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% 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 2024 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 27th, 2024**

2. Criteria of participation

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

3-year courses

Fashion Design & Accessories (Womenswear / Menswear)*

1-year courses

Shoes & Accessories Design Intensive**

Master courses

Master Fashion Design (Womenswear / Menswear)***

Master Luxury Accessories Design & 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, please send the following documents:

- creative proposals that include 2 footwear styles and 1 bag, or 3 total looks. The proposals should reflect the concepts of eclecticism and cosmopolitan sensibility while balancing luxury with sustainability and craftsmanship with the most innovative materials and technological research. You are free to use various tools to present your ideas, such as digital or hand drawings, mixed media/collage/compositions, or any other means in line with the proposal;
- a description of up to 300 words explaining your concept. All files must be uploaded in PDF format.

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
- Only for AFAM: Language knowledge: for non-mother tongue students, a B1 (CEFR) language certificate is required, with specific requirements (e.g. for English: IELTS 4.5 without elements below 4.0). For the language certificate, participants may also attach a document certifying that the exam has been scheduled or a self-certification stating that the exam will be taken before the beginning of the course.

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;
- 2 reference letters;
- Portfolio (where requested)
- Only for AFAM: Language knowledge: for non-mother tongue students, a B2 (CEFR) language certificate is required, with specific requirements (e.g. for English: IELTS 5.5 without elements below 4.0). For the language certificate, participants may also attach a document certifying that the exam has been scheduled or a self-certification stating that the exam will be taken before the beginning of the course.

Once selected for the scholarship, students wishing to enroll in an undergraduate course will be required to complete a brief skill test.

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

admissions.firenze@istitutomarangoni.com

4. Calendar

- June 20th, 2024 > Deadline to apply and to send the creative project

5. Jury and evaluation criteria

Projects will be evaluated by a specialized jury composed by Istituto Marangoni admissions team, Faculty Committee and Amina Muaddi's team (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.

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 2024 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% 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.

Students enrolled in any of the above-mentioned courses will participate in a special Mentorship project with the Creative Director & Accessories Designer Amina Muaddi.

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 “**Design Your Future: Scholarship Contest With Amina Muaddi**”, 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 “**Design Your Future: Scholarship Contest With Amina Muaddi**”, 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

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.