

## AI in FASHION

What opportunities can AI create in the fashion industry?

Tell us your idea and get to work with GCDS Founder & Creative Director, Giuliano Calza

### 1. Subject

Istituto Marangoni Milano is collaborating with **Giuliano Calza, Founder & Creative Director @GCDS**, to find the **future talents** of the fashion industry.

During the first year of the undergraduate courses starting in January 2024, students will have the unique opportunity to work side by side with **Giuliano Calza**, who will become their **Mentor**. Thanks to the development of a dedicated project during the academic year, Giuliano Calza will select the most deserving students to access a special scholarship for their 2nd and 3rd year.

To celebrate this collaboration, students now have the **unique opportunity** of being selected to **receive a scholarship (up to 5.000€) for the first year** of one **of the three-year courses in Fashion Design, Fashion Styling or Fashion Business, starting in January 2024** at the Milano Fashion School.

In order to participate in the contest to obtain a scholarship on the first year of the course, students need to develop a creative project about the following theme:

### AI in FASHION

Artificial intelligence is a tool that is already changing and will strongly influence work in all sectors, making certain processes obsolete and creating new flows and opportunities.

In fashion, as in fields where creativity is at the heart of the process, the debate is how to embrace these new technologies while keeping the human side central. Explain, with a short text accompanied by a moodboard of 9 images or a video, how in your opinion AI can help explore new possibilities in the field of fashion design, styling or business, to improve a specific aspect of it.

As references, you can look back at [GCDS virtual fashion show](#), or see how Giuliano Calza decided to [associate his brand with new technologies to create unique experiences for clients](#).

### 2. Criteria of participation

Only students holding a High School certificate or equivalent can participate.

Participants are invited to give their own interpretation of the theme mentioned above: “AI in FASHION”, by recording a video of up to 60 seconds or by creating a moodboard made up of 9 evocative images, accompanied by a 500-word text.

### 3. How to participate

In order to participate in the contest, please send the following documents:

- A digital document (PDF format) consisting of:
  - Project’s description (min. 500 words);
  - Visual representation of the project through a moodboard made up of 9 pictures and/or a video of up to 60 seconds.

In addition to the project file, please upload also the following documents on the dedicated platform:

- 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 300 words);
- Copy of your ID / Passport
- Only for AFAM courses: Language knowledge: for students who would like to attend the course in a different language from their native one, a B1 (CEFR) language certificate is required, with specific requirements (e.g. for English: IELTS 4.5 without elements below 4.0). Participants may also attach a document certifying that the exam has been scheduled or will be taken shortly.

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

[admissions.milano@istitutomarangoni.com](mailto:admissions.milano@istitutomarangoni.com)

### 4. Calendar

- November 16<sup>th</sup>, 2023 > Applications open;
- December 15<sup>th</sup>, 2023 > Deadline to apply and send the scholarship application;

### 5. Jury and evaluation criteria

Projects will be evaluated by a specialized jury (hereinafter the “Jury”) 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 clarify the project.

## 6. Award

Istituto Marangoni offers scholarship opportunities and they will consist in a deduction up to 5.000 € on the first year tuition fee of the chosen three-year course offered at the Milano Fashion School for the academic year starting in January 2024 (enrolment fee is always due).

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

In addition to this, during the first year of the course, students will have the unique opportunity to work alongside Giuliano Calza, who will be their Mentor. Thanks to the development of a dedicated project during the academic year, Giuliano Calza will select the most deserving students to access a further scholarship for their 2nd and 3rd year.

## 7. Results and publication

At the end of the selection made by the Jury, the winners 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 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 for ideas “**AI in FASHION**”, 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 texts 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: 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 for ideas “**AI in FASHION**” 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 authorise 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, video, photo 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.