

Domus Academy launches

DEFINING A CREATIVE HUB

MASTER IN URBAN VISION AND
ARCHITECTURAL DESIGN 2011



April 29th 2011

infourban@domusacademy.it

DEADLINE

INFORMATION

A Creative Hub can be defined as a space that induce Creative Thinking, which is a combination of creativity, curiosity and communication. A place, real or virtual, where designers meet ordinary people to bring creative influences and creative acts. A Creative Hub has the ambition to create and enhance every local resource that can attract creative brains in a specific territory. In today's scenario, every global city is competing with each other to build creative hubs, which are also architectural masterpieces, developed according to local needs of region. But real needs are difficult to be identified and they change from region to region.

Urban Vision and Architectural Design Department would like to test your talent and urban vision skills with an experimental contemporary subject.

CREATIVE HUB/MUVAD
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GUIDELINES

Candidates are requested to submit a design project for a Creative Hub that meets the need of the selected area, explaining the reasons of their choice and the functional programme identified.

Candidates can consider the questions below, which are gathered as a research influence on the subject of Creative Hub and its functions, starting from global to local critical aspects, daily or timeless design matter and context.

The answers can be descriptive or drawn by a schematic analysis, aiming to understand different territorial scales and meanings of this concept to define a meta-project concept or graphic vision explaining every possible operation in a global/local panorama. In their design proposal candidates have to define the area, dimensions, functional program and architectural typology.

LOCATION

What is the best urban context to establish a Creative Hub? Suburb or centre? Is there a relationship between place identity and Creative Hub? Who are the users of a Creative Hub? How to encourage citizens' involvement? How can public space be part of Creative Hub? Through which functions? How a Creative Hub interacts with public spaces? In what scale these functions can establish synergistic reports?

DEFINITION

What is Creativity? How do you visualize a unit (Creative Hub) to contain creativity? How can we place and please the needs of creativity? According to your experience what is the meaning of a Creative Hub? What kind of relationship does it establish with territory? What forms and functional inspirations to define a system or a concrete structure for a Creative Hub? What should be the form and the content of a Creative Hub designed for the future? Should it be designed as a single unit or a system of units?

AUDIENCE

The competition is addressed to professionals and students graduating within 2010 in the subjects related to the urban and architectural development (architecture, planning, landscape, urban geography, economy, sociology, industrial design).

JURY

Gianandrea Barreca, *Director Urban Vision and Architectural Design department*
Andrea Boschetti, *Metrogramma*
Joseph Grima, *Editorial director of Domus Magazine*
Claudia Zanfi, *amazelab Director*

MATERIALS REQUIRED

Short written description of the project in A4 (max 2 pages) or in digital file Word format.

Boards of project in A3 format (max 3 boards)

300 dpi resolution digital file in .PDF format or .TIFF format.

Curriculum vitae of the participant (A4 format or digital file Word format).

Statement of purpose (max 5 lines) in A4 or in digital file Word format.

PRIZES

Two scholarships each of one covering 50% of the total tuition fee of the Master in Urban Vision and Architectural Design at Domus Academy 22.200 euro (euro 18.500 + VAT 20%).

These conditions are intended for the Academic Year 2011-2012 (September 2011 - August 2012) only.

COMPETITION RULES

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned. All the material must be the result of an unpublished work developed by the candidate, not to be used by the candidate in other previous occasions.

DEADLINE

The works must be sent to Domus Academy by and not later than April 29th, 2011.

Candidates will be informed about the results of the competition via e-mail on May 13th 2011.

DELIVERY

Projects in digital format must be sent via e-mail to: infourban@domusacademy.it

Paper works must to be sent to:

Domus Academy,

'Defining a CREATIVE HUB Competition'

Via Watt 37 – 20143 Milan, Italy

To the attention of:

International Admissions Department

INFO

Master in Urban Vision and Architectural Design

e-mail: infourban@domusacademy.it

phone: +39 0242414025

fax: +39 02 4222525

