

DOMUS ACADEMY
MILANO

AY 26-27

Academic Master's Programme in

DESIGN FUTURES

How to envision Transformative Futures for communities and organisations

About Domus Academy



"Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa)".

Juan Carlos Viso, Venezuela

"Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life".

Giulio Ceppi, Italy

"Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level".

Sander Brouwer, The Netherlands

"Domus Academy was founded to create differences, heterogeneity, discontinuities, turbolence and leaps".

Isao Hosoe, Japan

Master in Design Futures

How to envision Transformative Futures for communities and organisations

Over the past decade, Design Futures has emerged as a dynamic and transdisciplinary field, incorporating various practices, such as Speculative Design, Critical Design, Design Fiction, and Experiential Futures.

Fuelled by a collective desire to envision alternative futures and drive meaningful change, Design Futures has become a catalyst for questioning the status quo, provoking critical discourse, tackling complex problems, and transforming existing realities.

This futures-oriented approach empowers designers to challenge societal norms and imagine alternative visions and possibilities. Embracing a transdisciplinary approach, it invites designers to harness their research and imaginative capabilities, empowering them to shape more inclusive, sustainable, and transformative futures.

The Master in Design Futures is a progressive learning experience that immerses students in the critical and collaborative practice of envisioning transformative futures.

This course explores a diverse range of forward-thinking and futures-oriented approaches and methodologies, inspiring students to envision and create possibilities beyond the current state. By fostering a mindset that questions assumptions and remains open to diverse perspectives, the course empowers participants to emerge as visionary designers capable of driving transformative change.

After successfully completing the Master in Design Futures, students will be awarded the first-level Academic Master in Service Design.



"DECADE OF RESILIENCE", project by Yeonsu Lee, Himanshu Manuja, Qi Shang, Varun Embar Sainath.

Learning Outcomes

- Understand the theoretical foundations and key concepts of Design Futures
- Analyse and critique existing futures-oriented projects and methodologies in the field of Design Futures and Service Design
- Apply speculative thinking and design imagination to envision alternative futures and challenge existing realities
- Develop skills in research methods, including horizon scanning, scenario building, and prototyping techniques
- Generate and communicate future scenarios and projects using artefacts, prototypes, and storytelling techniques
- Evaluate the potential impact of design interventions in shaping alternative futures and driving meaningful change
- Synthesise theoretical knowledge and practical skills to propose innovative, contextually relevant, and collaborative design interventions for complex societal challenges
- Collaborate effectively in interdisciplinary teams to address complex challenges using design methodologies
- Critically reflect on personal biases and assumptions, considering the ethical implications and social responsibility of futures-oriented practices
- Conduct in-depth research to inform design decision-making
- Demonstrate proficiency in using relevant design tools and technologies to visualise and prototype future scenarios and design propositions
- Exhibit a deep understanding of the cultural, historical, and societal contexts that shape future scenarios and the implications they have on design practice
- Continuously pursue self-directed learning and professional development to stay current in the fields of Design Futures and Service Design, actively contributing to their ongoing advancement

DURATION: **11/12 months**

ITALIAN VALIDATION

CREDITS: **60 ECTS**

LANGUAGE: **English**

GRADUATION CEREMONY: **Milan (Italy)**

ALUMNI COMMUNITY: **Domus Academy**

DATES:
SEPTEMBER 2026 INTAKE: from 7th September 2026 to 2nd August 2027
NOVEMBER 2026 INTAKE: from 2nd November 2026 to 12th November 2027
FEBRUARY 2027 INTAKE: from 8th February 2027 to 11th February 2028



Audience

Students and professionals with a background in design, management, social sciences and architecture and willing to drive big transformative social, cultural, and organisational change.

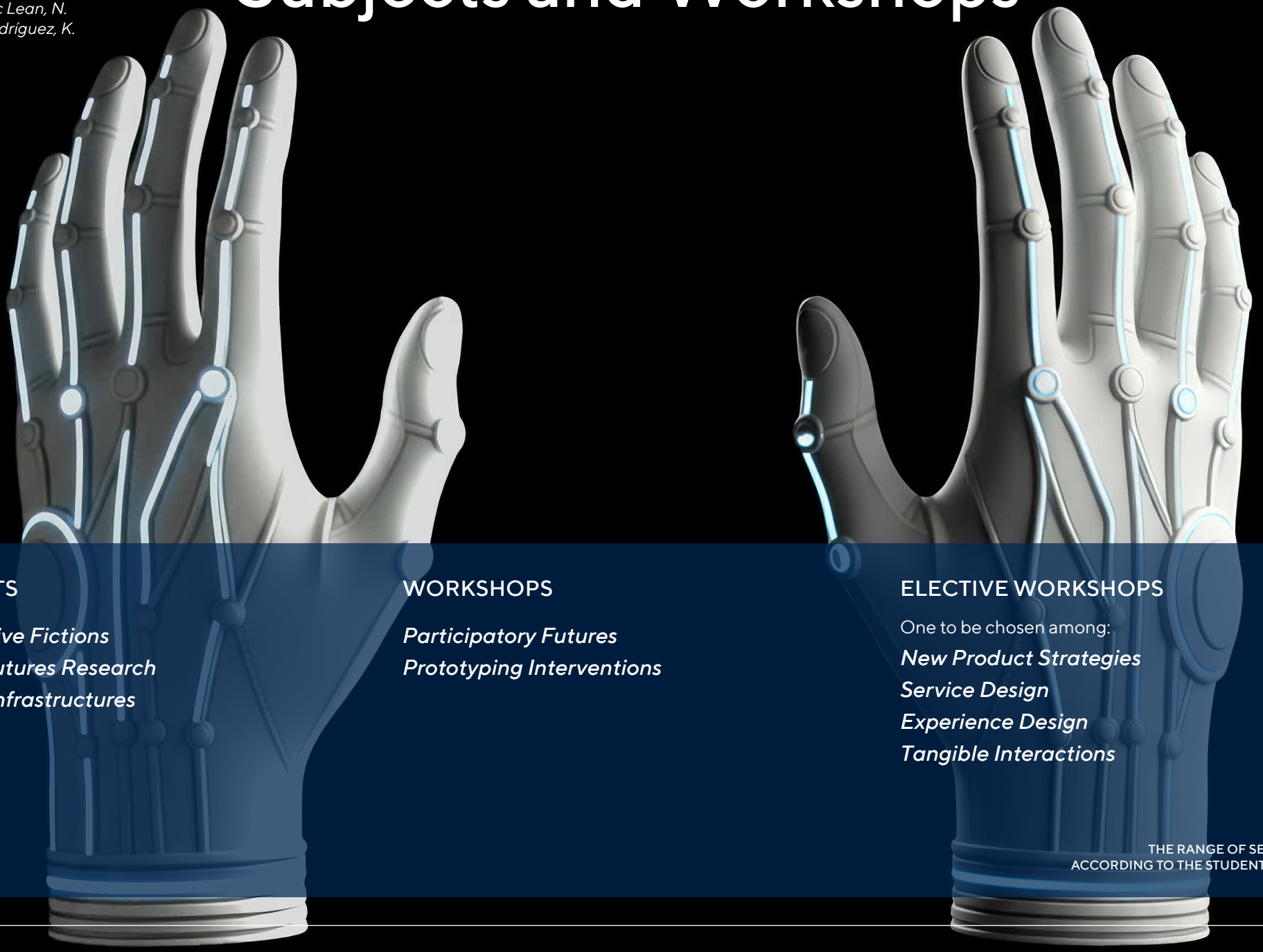
Career Profiles

You may embark on a career as a self-employed consultant or entrepreneur, or explore a wide range of related roles within design consultancies, corporations, design studios, research institutions, or start-ups, including:

FUTURE/SPECULATIVE DESIGNER
FUTURES RESEARCHER
STRATEGIC DESIGNER
DESIGN RESEARCHER
SERVICE DESIGNER
INNOVATION LEAD

Subjects and Workshops

"UrbanTempo", project by Z. Chen, B. Güvercin, E. Karaman, A. Mc Lean, N. Panicker, M. Rodríguez, K. Tsang, X. Zhu.



SUBJECTS

Speculative Fictions
Design Futures Research
Futures Infrastructures

WORKSHOPS

Participatory Futures
Prototyping Interventions

ELECTIVE WORKSHOPS

One to be chosen among:
New Product Strategies
Service Design
Experience Design
Tangible Interactions

THE RANGE OF SELECTION VARIES ACCORDING TO THE STUDENT'S ENTRY INTAKE

Subjects

SPECULATIVE FICTIONS
- SUBJECT

The module explores narrative-based approaches to futuring, focusing on how storytelling and speculative fiction can serve as powerful tools for envisioning and interrogating possible futures.

Drawing from disciplines such as literature, media theory, and cultural studies you will analyse and use cultural texts—such as films, books, games, and TV series—while learning methods like science fiction prototyping, worldbuilding, and experiential storytelling to explore how imaginaries shape social, technological, and cultural transformation

The module examines emerging narrative practices that influence collective future thinking, with attention to diverse worldviews and pluralistic, non-dominant visions. Through critical readings, discussions, and narrative experiments, you will develop the capacity to craft compelling and socially relevant future scenarios that challenge established paradigms and stimulate new ways of thinking.

The course positions speculative storytelling as a strategic, critical, and creative tool for futures exploration, enabling you to use fiction not just as entertainment, but as a method of inquiry, critique, and transformation.

DESIGN FUTURES RESEARCH
- SUBJECT

This course equips you with research skills and methodologies to gather and make sense of signals of change, drawing on ethnographic approaches to investigate marginal practices and overlooked rituals. Using a transdisciplinary approach, you will critically analyse existing methodologies and processes, exploring how these can be applied to envision future scenarios.

Through critical discussions, practical exercises, and collaborative sessions, you develop a research methods toolkit, including signal scanning, participatory design, scenario building, peripheral ethnography, and experiential futures.

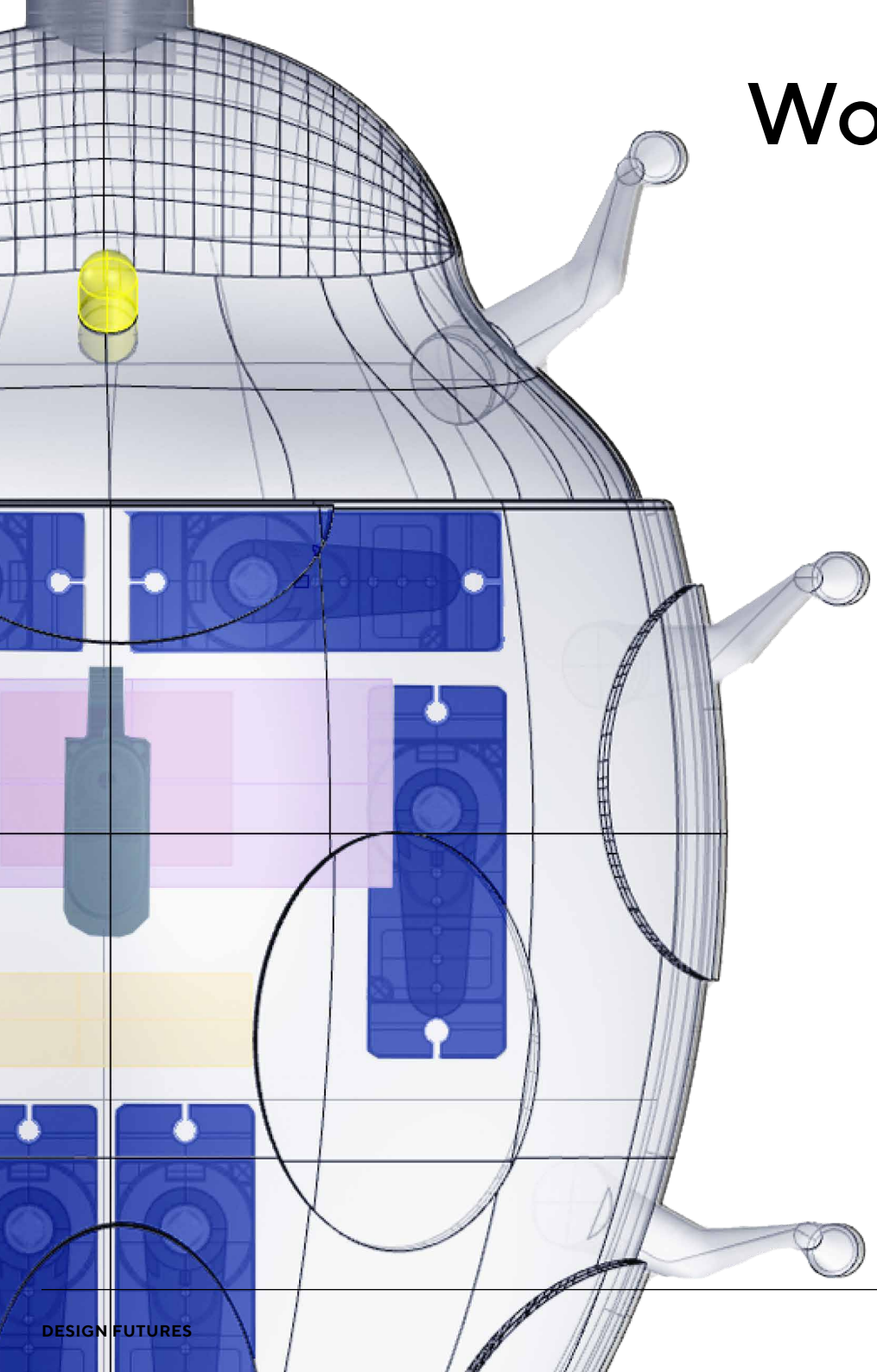
A central emphasis is placed on sense-making activities following horizon scanning, where you will synthesise, interpret, and contextualise signals to generate meaningful insights for futures-oriented design. This course empowers you to become forward-thinking designers equipped with the knowledge, research capabilities, and methods to drive transformation.

FUTURES INFRASTRUCTURES
- SUBJECT

The course explores how design futures can be applied within organisations and business contexts to build internal capabilities for navigating complexity, experimentation, and long-term transformation. Focusing on the concept of futures infrastructures, you will examine how organisations can develop embedded frameworks—both conceptual and operational—that support ongoing futures-oriented exploration and innovation.

Grounded in design research, systems thinking, and organisational studies, the course introduces futures infrastructures as adaptive, participatory environments that enable organisations to test ideas, stage provocations, and engage with speculative possibilities in practical, situated ways. These structures become part of the organisation's culture and model—supporting iterative cycles of learning, reflection, and strategic reorientation.

This course offers frameworks for integrating futures approaches into real-world contexts and across different sectors—from civic innovation labs to corporate strategy teams and public sector design units. You will learn to design and build robust, futures infrastructures and capabilities that support ongoing cultural transformation and strategic evolution within organisations.



Workshops

PARTICIPATORY FUTURES - WORKSHOP

This studio-based workshop focuses on speculative design and collective visioning as a means to imagine and create alternative futures through participatory design practices.

You will explore how design can nurture collective imagination and become a catalyst for social innovation and common action. By embracing participatory design methods, you will co-create visions that challenge dominant narratives, foster social transformation, and empower individuals and communities promoting meaningful change.

Through hands-on activities and collaborative projects, you will learn how to facilitate co-creation processes to involve individuals and communities in developing scenarios and artefacts that challenge existing norms and inspire dialogue around potential futures.

Grounded in epistemic diversity, you will investigate how to centre marginalised voices and foster the coexistence of varied worldviews. This workshop invites you to engage in a collaborative design process that harnesses collective imagination to explore its potential in shaping more equitable futures.

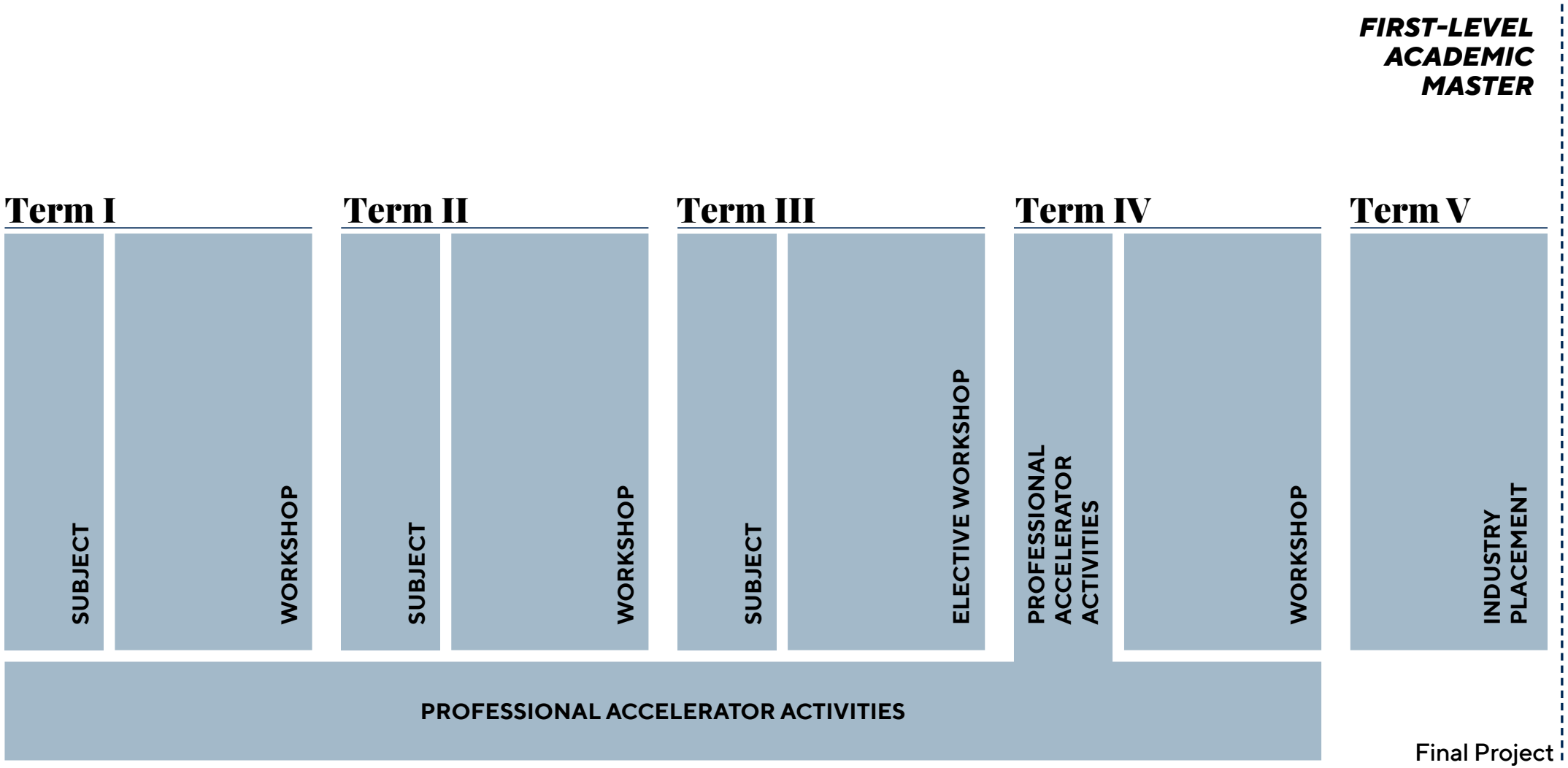
PROTOTYPING INTERVENTIONS - WORKSHOP

This studio-based workshop guides you in translating future possibilities into tangible artefacts and contextualised experiences. Through hands-on exploration, you will prototype and strategically situate future artefacts within everyday settings, allowing audiences to encounter and interact with scenarios in familiar environments. This placement blurs the boundaries between the present and envisioned futures, surfacing spontaneous reactions and fostering genuine engagement.

The workshop emphasises a collaborative and critical approach, inviting you to observe, gather feedback, and reflect on how these embedded artefacts provoke discussion, challenge assumptions, and reveal new interpretations. Rather than simply presenting visions, you will create opportunities for audiences to experience, evaluate and respond to possible futures, transforming abstract scenarios into lived, actionable encounters.

By focusing on contextualisation and real-world engagement, the workshop enables you to sense-check, adapt, and refine their ideas in response to authentic audience input. This process deepens their understanding of the social, cultural, and strategic impact of their work, ensuring that future scenarios stay relevant and are shaped through ongoing dialogue and shared sense-making.

Master's Structure



Glossary

SUBJECTS
These modules cultivate an engagement-driven environment, blending lectures, tutorials, and seminars to enable you to explore foundational theories, key methodologies, and practical applications in the field, thus developing both foundational knowledge and technical expertise.

WORKSHOPS
Guided by industry professionals and faculty project leaders, workshops emphasise hands-on, collaborative learning through project-based activities and experimentation, often carried out in partnership with leading industry partners or external stakeholders, to develop innovative products, services, strategies, and interventions at various scales.

PROFESSIONAL ACCELERATOR ACTIVITIES
These activities are designed to enhance your professional profile while raising awareness of emerging job trends and market opportunities. They focus on equipping you with the essential skills to craft a strong professional identity, and provide practical engagement with the professional world through mock interviews, expert-led presentations, and networking opportunities with industry leaders.

The programme also includes **Disrupting Patterns Talks**—a series of monthly talks featuring pivotal figures from the Design, Fashion, and Business worlds—and **Connecting the Dots**, where some of our prominent alumni take the stage to share their professional journeys.

INDUSTRY PLACEMENT
This module helps you develop professional expertise in your chosen industry, equipping you with the skills to address industry challenges and enhance your employment prospects. You will gain hands-on experience through either an internship or a project-based learning experience on campus, building practical knowledge and valuable career connections.

FINAL PROJECT
You will develop a personal and comprehensive project, culminating your academic journey. This includes conducting design research, generating concepts, and developing the project, transforming ideas into tangible outcomes, while refining both creative and technical skills along the way.

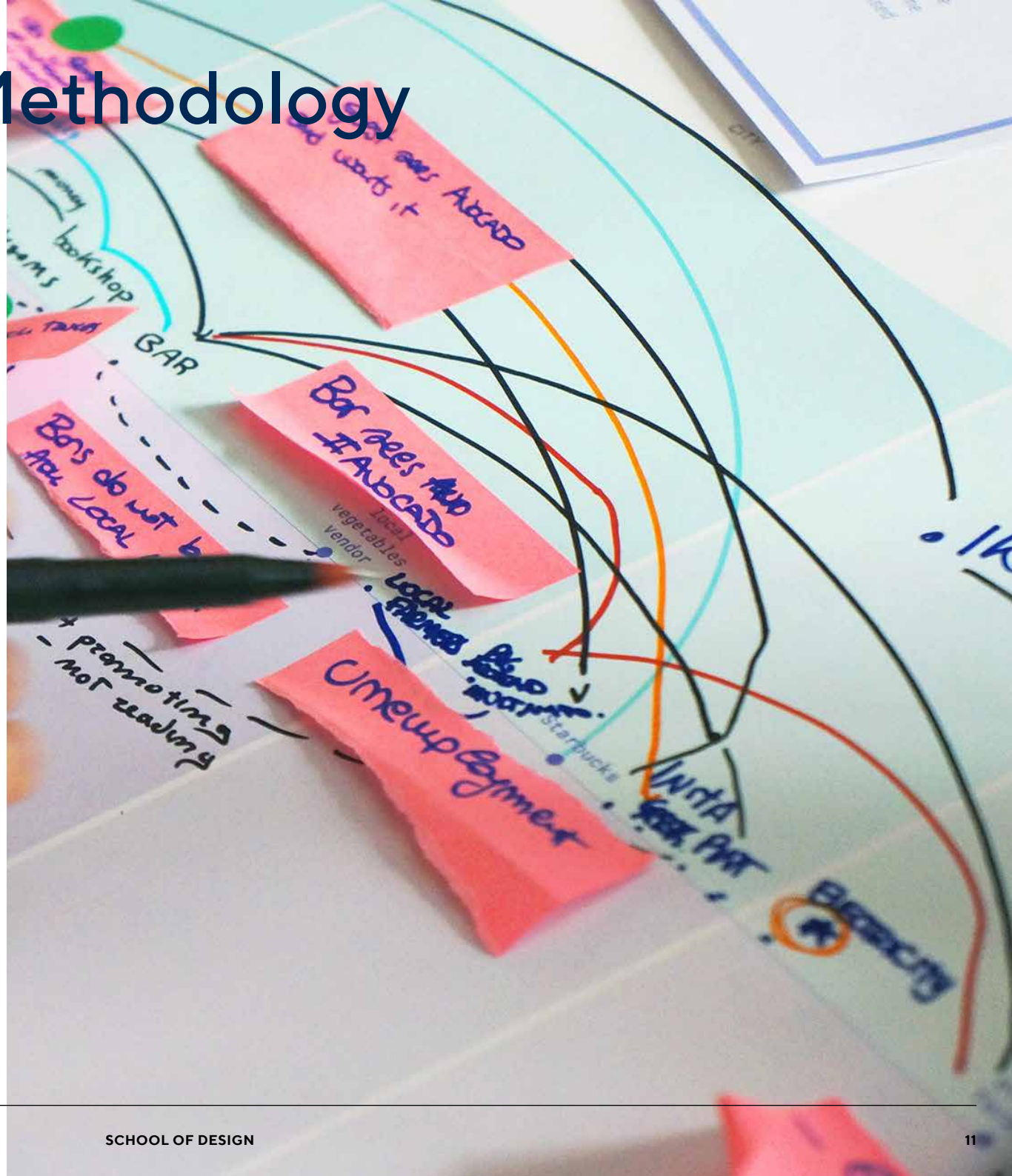
Methodology

Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of **companies** to present your work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

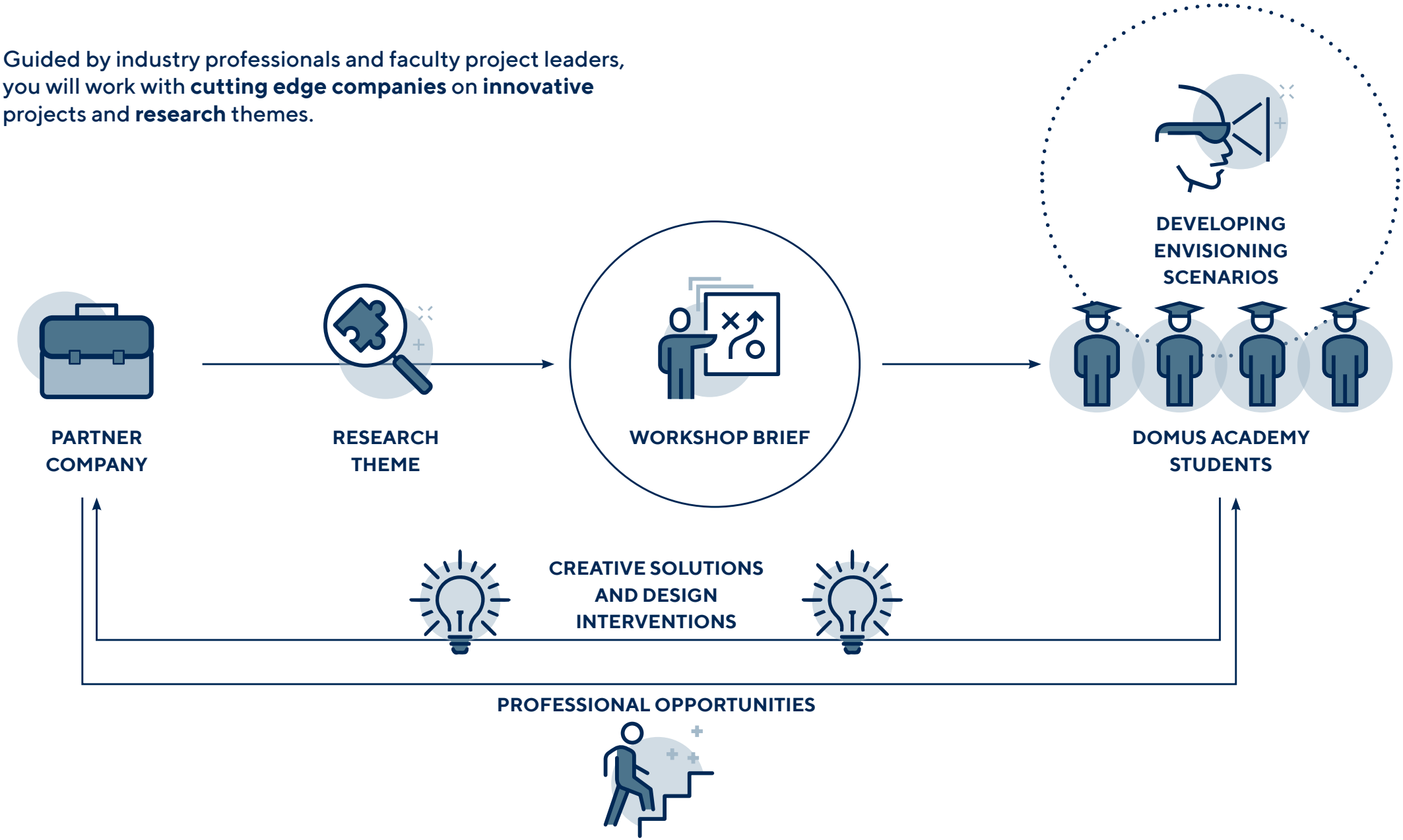
Based on a **cross-disciplinary** methodology, each workshop can involve students from **different Master's Programmes** working on diverse aspects of the same research issue.

The workshop culminates in a **final presentation** to the faculty and invited company representatives and professionals.



Workshop: from Concept to Creation

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative** projects and **research** themes.



Companies and Projects

Projects related to Design Futures have been developed in collaboration with: CERN IdeaSquare, Samsung, Accenture Song, Cisco, IBM, Municipality of Milan.

“Adaptive Clothing in 2075”, project by Dide Aksamaoğlu, Kriti Nagar, Lorenzo Nevi and Seçil San, in collaboration with CERN - Ideasquare.

This project envisions fashion for a future shaped by climate change, migration, and resource scarcity. The capsule collection features adaptive, gender-inclusive garments made with temperature-regulating textiles, moisture-responsive fabrics, and bio-based materials.

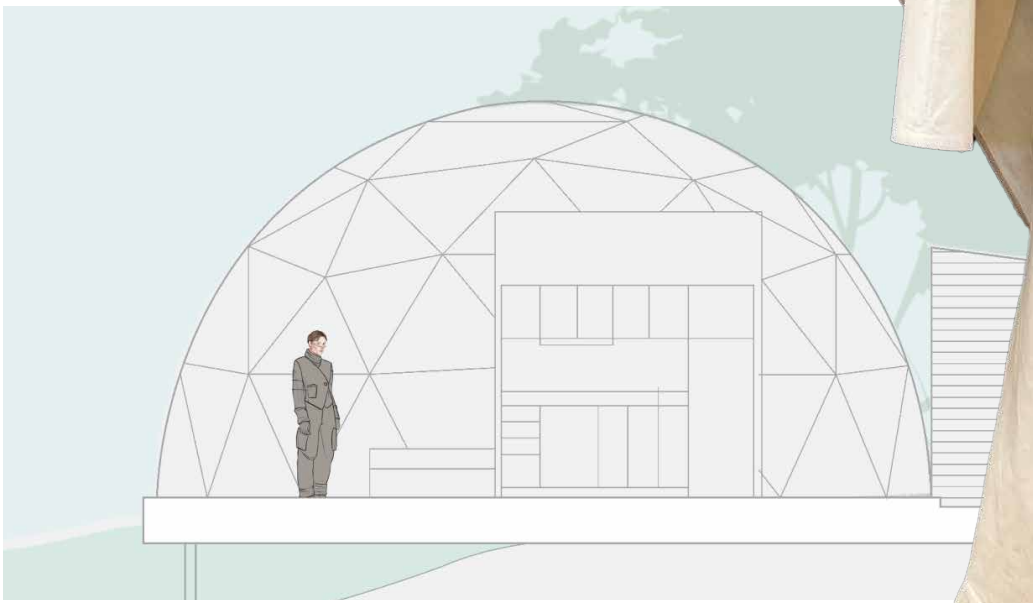
Modular elements, such as attachable sleeves, adjustable seams, and convertible silhouettes, enable versatility, sustainability, and personalisation.

Aesthetics draw from global traditions including sari draping, kimono forms, and nomadic layering, blending cultural heritage with futuristic design. Physically, garments adjust to body and environment; socially, they preserve cultural diversity against homogenisation.

Fashion here becomes a living system: resilient, sustainable, and human-centred, an alternative to fast fashion and cultural erasure.









Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- **holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme*.**

*Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- **Curriculum vitae**
- **Copy of Bachelor's Degree or Academic Diploma in original language and translation if necessary* or official certificate of expected Graduation issued by the Institution**
- **Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet in original language and translation if necessary* (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet**
- **Certificate of English language proficiency IELTS 5.0 or equivalent**
- **Motivational letter**
- **Copy of passport**
- **Application fee of €100**
- **Portfolio of projects (not mandatory but welcome as an additional material)**

*Accepted languages: Italian, English, French, Spanish

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

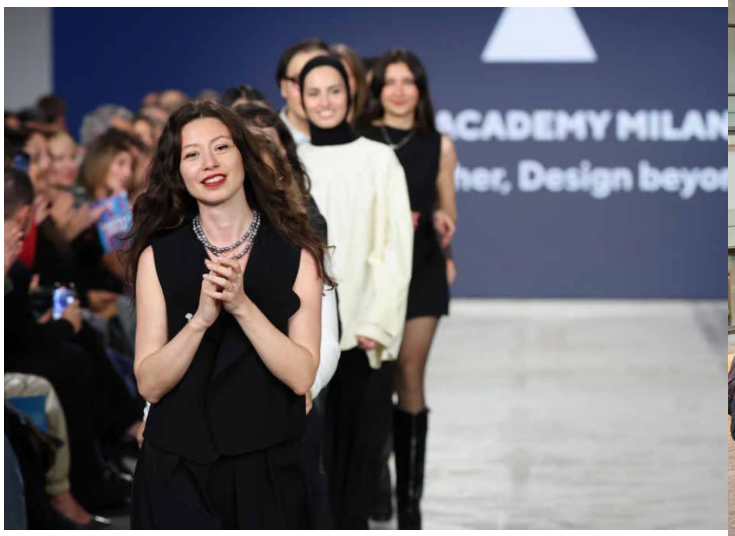
admissions.domusacademy.com/dadea/

Please note that if you are supported by an external educational counselor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, you must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter. Admissions office will inform you about documents needed for enrolment and matriculation to the course. Domus Academy will assist you for visa application. If you are non-European student, you will need to apply for study visa via Universitaly and check with the Italian Embassy or Consulate of reference for the proper documents needed.

Why Domus Academy







A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement Rate.

ICONIC DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

Awards and recognitions

SCHOOL AWARDS

- Selected by **Calibre** as one of the Best Fashion Schools 2026
- Recognised as one of the world's top 30 schools by **CEOWorld Magazine**
- Included in the top 3% of universities globally by **QS World University Rankings** by Subject 2026
- Included in **THE Impact Rankings**
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities
- Selected by **Azure Magazine** as Top 8 Interior Design and Interaction Design Schools
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by **BusinessWeek**
- **Compasso d'Oro** Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)

STUDENT AWARDS

- Rüya Akyol (Master in Product Design): winner Young Designer of the Year by the Elle Decoration International Design Awards (EDIDA) Türkiye, 2025
- Catherine Cable, Sarah Abdel Jalil, Tina Jain, Sevval Ozdogan, Sanjoli Gupta (Master in Visual Brand Design, Master in Business Design and Master in Product Design): selected to take part into 2025 Gwangju Biennale, Korea
- Özge Üçoluk (Master in Visual Brand Design): winner Graphic Designers Professional Association (GMK) Award, 2024
- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners Compasso d'Oro Targa Giovani certification 2024
- Christophe Pillet (Master in Product Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in AD100/2022
- Irem Başer Oğan (Master in Product Design): Winner IF Design Award 2021
- Morgan Ræ (Master in Interior & Living Design): Winner Radical Innovation Award 2021
- Namit Khanna (Master in Product Design): Winner EDIDA India Young Talent 2021
- Daniele Ficarra (Master in Product Design): Winner Swarovski Foundation Institute contest 2021
- Defne Koz, Marco Susani (Master in Product Design): Winners Compasso D'Oro 2020

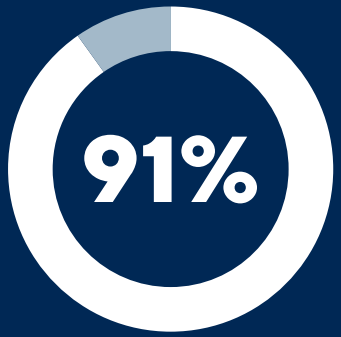
Projects by Domus Academy alumni have been recognised worldwide since the school's foundation in 1982; here we highlight a selection of the most recent awards.

Facts and Figures

Source: Doxa 2025



Internship / Project Learning Experience



Certified Employability Rate one year after diploma



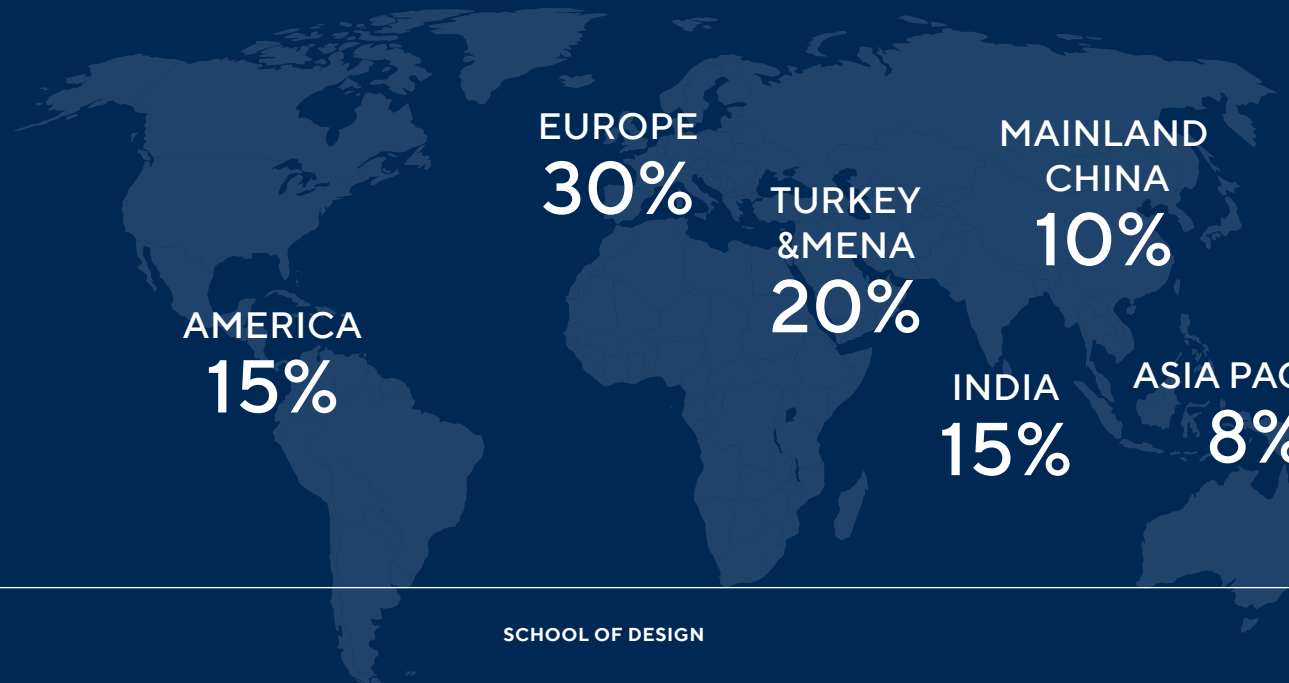


PAYBACK PERIOD



COMPANIES COLLABORATIONS **+40**/year

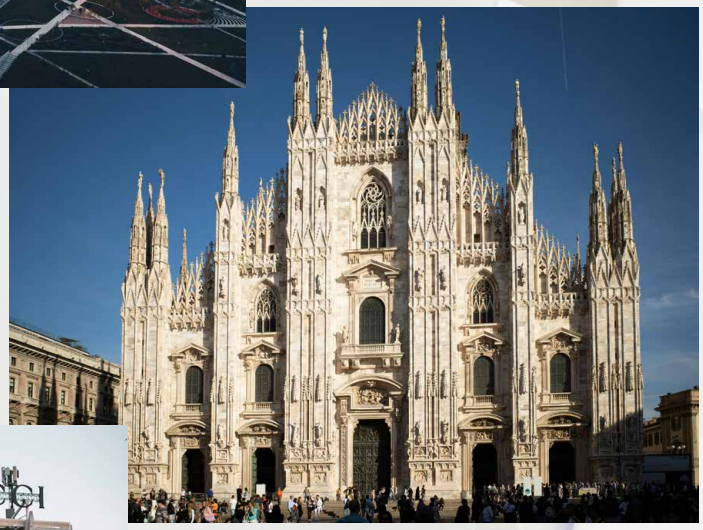
+60
Different Countries



STUDENTS' NATIONALITIES

Milan, Design & Fashion Capital







Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture.

Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems.

Milan is a creative environment like no other.



Galileo Global Education™

Domus Academy is part of Galileo Global Education, a world leader in independent higher education with 210,000 students, 61 schools and 106 campuses in 18 countries, has placed employability and innovation at the heart of its strategy for 15 years.

Galileo Global Education's mission is to enable everyone, whatever their starting point, to express their potential and develop their employabilitý sustainably through a skills-based pedagogy.

The Group's vision: to shake up the world of Education through innovation, and the hybridisation of disciplines, teaching methods, schools and geographies. The Group's schools, which specialise in digital, business, design, digital communications, health, arts and culture, share the same vision of higher education: the importance of interdisciplinarity, student support, high-quality training, international culture and professional integration.

Domus Academy is part of the following associations:

Piattaforma
SISTEMA FORMATIVO MODA

Cumulus Association

ADIMEMBER



DOMUS ACADEMY

MILANO