



DOMUS ACADEMY
MILANO

AY 26-27

Dual Award Master's Programme / Academic Master's Programme in

SERVICE DESIGN & UX

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, turbulence and leaps.”

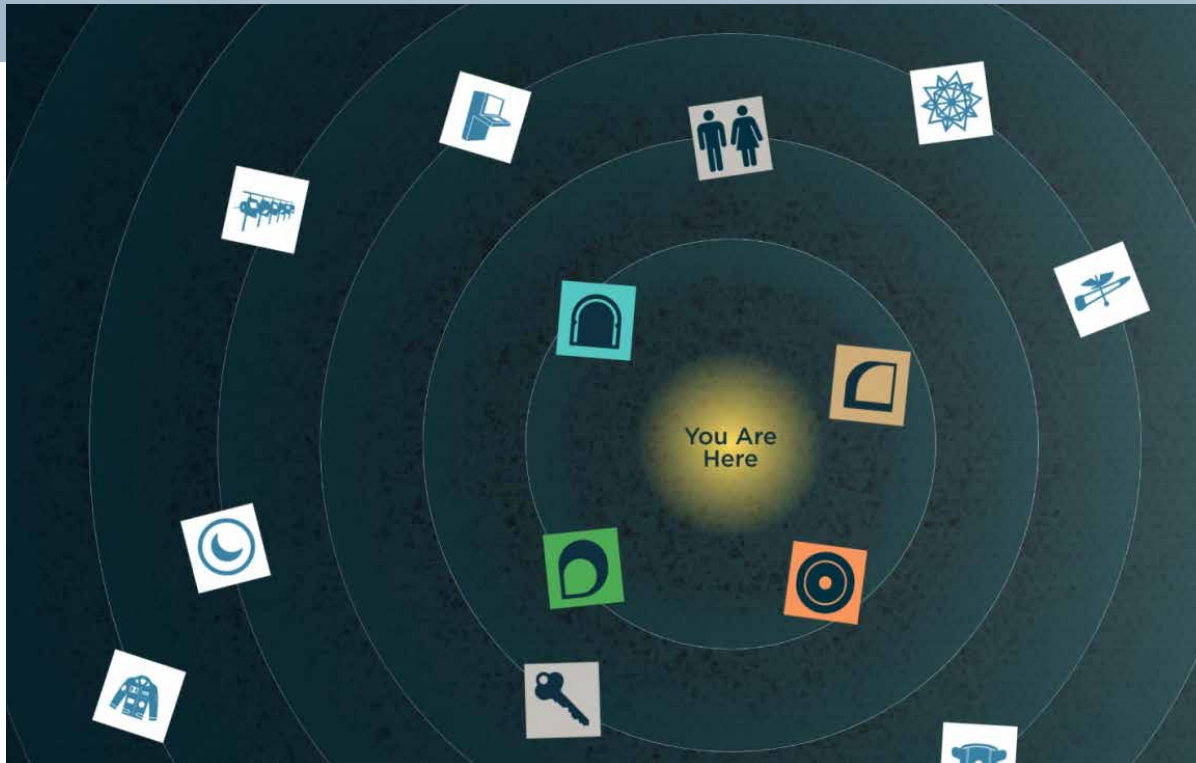
Isao Hosoe, Japan

Master in Service Design & UX

The Master's in Service Design & UX programme is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the course leader, and project leaders will guide you via individual coaching and mentorship.

The combination of accredited coursework and real-life professional projects gives you the opportunity to build on your academic foundation, while gaining valuable work experience directly applicable to your future career.

You can apply to the Academic Master's Programme, accredited by the Italian Ministry of Education, or to the Dual Award Master to obtain both an Academic Master's Degree with Italian validation and a Master of Arts Degree with a UK validation.



Career Profiles

Succeed as a Service Designer. Go on to secure roles in design consultancies, corporations and service companies, as well as in NGOs, government agencies and research institutions – or embark on a career as a consultant or entrepreneur. Jobs titles and career paths you may want to consider include:

SERVICE DESIGNER

SYSTEMIC DESIGNER

USER EXPERIENCE DESIGNER

DESIGN RESEARCHER

DESIGN STRATEGIST

Learning Outcomes

- Develop innovative service ideas.
- Collaborate with companies and institutions to re-invent or transform existing services, develop cutting-edge solutions, stimulate debate and envision new market and business opportunities.
- Identify users' previously unmet needs and develop compelling, physical and digital service experiences, with a focus on people and communities and the places they live in.
- Facilitate co-design activities with stakeholders, carry out design research, analyse findings, and synthesise new knowledge and insights.
- Be game-changers. Envision systemic solutions capable of elevating the human condition at all levels, from the local to the global scale.
- Gain interdisciplinary skills. Acquire storytelling, prototyping and problem-solving abilities and combine them with a business design approach to develop innovative service ideas.
- Adopt a future-oriented approach. Analyse contemporary and future scenarios to deliver effective service design solutions that embrace social changes and anticipate the evolving needs and desires of users.

Audience

The programme is designed for you if you have a first-level degree and/or professional experience in product design, visual and graphic design, interaction design, architecture, or interior design. You can also apply if you hold a degree or diploma, or have professional experience in communication sciences, psychology, sociology, or related disciplines -provided you are strongly motivated to conduct research within the programme's subject area.

Subjects and Workshops

SUBJECTS

Storytelling and Visual Narratives
Design Thinking
Business for Design

WORKSHOPS

Experience Design
Service Design

ELECTIVE WORKSHOPS

One to be chosen among:
Strategic Brand Management
Entrepreneurship Through Design
Identity Design and Communication Strategies
Envisioning
Tangible Interactions
New Product Strategies
Experience Design
Service Design

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


Simbio experts

Agri-JustNet

delivery

location

Subjects

STORYTELLING AND VISUAL NARRATIVES - SUBJECT

Storytelling is a fundamental component of contemporary design; your ability to integrate narration into the design process is essential to attract, engage, and expand the user experience. This subject responds to the growing need for creating and delivering original visual content across varied fields, including research communication, project presentations, interface design, and data visualisation. You will explore the visual and structural elements of storytelling and narratives, engaging with essential tools to design representations of user experiences, visualise complex systems, create user scenarios, and develop storyboards.

DESIGN THINKING - SUBJECT

Design Thinking is a human-centred innovation methodology that focuses on observation, collaboration, rapid learning, ideation, and iterative prototyping and testing. It brings together consumers, designers, and business stakeholders to co-create products, services, and experiences that address real-world challenges and improve quality of life. You will explore contemporary and historical design approaches and will learn how to evaluate design thinking and other design processes and methodologies to respond to diverse contexts and stakeholder needs.

BUSINESS FOR DESIGN - SUBJECT

Designers and design entrepreneurs alike need to become familiar with the tools of business analysis in order to have a good understanding of how businesses create value and generate revenues. The Business for Design subject offers you the possibility to understand and put into practice real-life business scenarios and to appraise the core aspects that determine the economic performance and viability of a company, studio or consultancy.

Workshops

EXPERIENCE DESIGN - WORKSHOP

The Experience Design workshop explores the design process from user perspective, focusing on people in the context of day-to-day life. You will design experiences that build upon interactions and relationships with information, communication tools, relational spaces, and interactive products and services. Your area of investigation can either focus on a topic related to the present condition or be guided by longer-term projections. In the first case, you will devise solutions connected to the present; in the second, you will speculate on future scenarios, identifying problems that may arise in the near or distant future.

SERVICE DESIGN - WORKSHOP

Service Design is the activity of defining, designing and executing an effective service model with the ultimate goal to improve the quality of the experience of people. You will design a service design solution that is able to transform existing services or to satisfy new and unmet needs and desires of the users and stakeholders involved into a certain process. The area of investigation to be either a topic or brief proposed by a private company or a public institution. Through a series of theoretical lectures and practical activities, the workshop in Service Design provides you a clear perspective on this subject and a clear framework encompassing all the key steps to be undertaken and the tools to be used to design new service systems or improve existing ones: as-is assessment, to-be alignment, stakeholders profiling, customer journey mapping, service blueprinting, prototyping and testing.

STRATEGIC BRAND MANAGEMENT - ELECTIVE WORKSHOP

The objective of the workshop in Strategic Brand Management is to give you solid strategic brand management frameworks to analyse existing brand strategies and businesses in order to evaluate the potential for new opportunities including new product and services development, brand and line extension, and other innovative business models, and growth strategy options. The Strategic Brand Management workshop is aimed at analysing already existing luxury brand strategies and making brand management decisions through the use of comprehensive case studies. You will deal with the specific issues of branding strategy and management and real-industry cases to highlight branding concepts and to aid in the development of brand strategy decisions and management.

Workshops

In our consumeristic societies, the obsession with luxury brands has created a cult for brands that provide quality and meaning. Only by adding a ladder of material values and telling a story about its buyers in connection with the brand, can a brand provide meaning.

Luxury and lifestyle brands cannot be analysed using the same parameters and through the same management strategies as mass or premium brands: they require specific knowledge and expertise, especially given that new, younger, consumers are redefining the construct of what makes a luxury brand.

ENTREPRENEURSHIP THROUGH DESIGN - ELECTIVE WORKSHOP

In a landscape full of ideas and emerging business ventures, what does it mean to approach business through the lens of design? It involves using design processes, alongside multidisciplinary methods and tools, to refine and bring an idea to life or rejuvenate the business model of an existing brand by proposing innovative and feasible solutions within a strategic and sustainable framework. This workshop explores the issues, theories, cultures, and methodologies relevant to designing the “ideal business,” based on the belief that every successful enterprise starts as an aspiration brought to life. The aim of this workshop is to develop a comprehensive business design strategy and plan that is both visionary and practical, achieved by applying design methodologies, sensibilities, and sustainable perspectives to business.

IDENTITY DESIGN AND COMMUNICATION STRATEGIES - ELECTIVE WORKSHOP

This workshop investigates a comprehensive conception of ‘branding’ beyond the definition of a visual image. You will employ conceptual and technical tools to create engaging visual environments that capture consumers’ attention. Design and strategic brand objectives are interpreted to convey brand values and create loyalty. The Identity Design and Communication Strategies workshop aims at developing the skills for designing the brand identity of a company or a product/service, extending a pre-existent one, and/or planning an innovative communication strategy. You are asked to research and analyse a brand/product to understand an existing situation, and to create scenarios and concepts utilising a mix of communication strategies and design tools, in order to design the global brand identity of a small- to medium- scale company, a product line, and/or a

start-up. The topics covered include visual design, illustration, brand identity and corporate culture, as well as communication strategies and touchpoints.

ENVISIONING - ELECTIVE WORKSHOP

Through field research and physical or digital analysis, the Envisioning workshop investigates cultural and social conditions that will have an impact on our society in a medium or long-term perspective for questioning and envisioning the role of design and designers.

TANGIBLE INTERACTION - ELECTIVE WORKSHOP

Tangible Interactions is a workshop dedicated to developing interactive solutions for the private or public sphere. In the first case, you will develop solutions for an individual’s private sphere such as the body, the identity, or the home environment; designing wearable devices or innovative interactive products for the home of the future.

In the second case, you will develop interactive solutions or platforms for the city and will deal with issues ranging from the use of data for the public good, to users’ privacy, to the transformation of public space into a sensible environment. The devised solutions will intersect the domains of physical computing, haptic interfaces, computer vision and artificial intelligence.

NEW PRODUCT STRATEGIES - ELECTIVE WORKSHOP

The New Product Strategies workshop aims to help you develop project proposals that combine different approaches in new, innovative, and surprising ways. This workshop explores industry cases involving leading design companies, whose ability to innovate focuses not only on products, but also on all the elements that contribute to shaping a truly global offering, including positioning, image, distribution, and communication.

The insights gained from these case-study explorations can be applied to established brands (brand extension), companies looking to exploit their potential, businesses wishing to reposition themselves, and new ventures (start-ups, crowdsourcing). A significant part of the workshop is dedicated to envisioning new opportunities and scenarios and launching new ideas that align with the company’s vision and business model. You should also define the appropriate go-to-market strategy and communication plan.

Course Leader

Giovanni Caruso

*Dual Award Master's Programme / Academic Master's Programme in
Service Design & UX*

"A holistic approach is key to designing sustainable solutions that will benefit humanity at large."

Giovanni Caruso is a professional with a diverse background. He holds an International Ph.D. in Audiovisual Studies. He transitioned into roles as a strategist and later as a design manager for a major consultancy. Previously, he was an experimental musician, traversing different genres, unconventional styles and gears. Giovanni co-founded GAME – The Italian Journal of Games Studies and Speculative Futures Milan.

Faculty

Visiting professors and collaborators include service, experience designers and strategists such as:

Pier Bardoni, Stefania Berselli, Yulya Besplemmenova, Julie Blitzler, Alice Casiraghi, Tala Chehade, Valentina D'Addato, Angelica Fontana, Federica Fragapane, Lilly Graf, Kim Mingo, Ece Özdil, Andrea Pedrina, Laura Polazzi, Daniele Radici, Ilaria Scarpellini, Jacopo Sironi, Serena Talento, Laura Varisco.



Master's Programmes

You may choose to obtain either 1 award in 11/12 months (**Italian study path**)
or 2 awards (**Italian + UK study path - Dual Award**) in 14/15 months

ACADEMIC MASTER

Duration: 11/12 months



AWARD: Academic Master

Italian Validation

CREDITS: 60 ECTS

LANGUAGE: English

GRADUATION CEREMONY: Milan (Italy)

ALUMNI COMMUNITY: Domus Academy

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

DUAL AWARD

Duration: 14/15 months



+

AWARD: Academic Master

Italian Validation

CREDITS: 60 ECTS

LANGUAGE: English

GRADUATION CEREMONY: Milan (Italy)

ALUMNI COMMUNITY: Domus Academy

AWARD: Master of Arts

UK Validation

CREDITS: 180 CATS (90 ECTS equivalent)

LANGUAGE: English

GRADUATION CEREMONY: London (UK)

ALUMNI COMMUNITY: Regent's University London



SEPTEMBER 2026 INTAKE:

from 7th September 2026 to 19th November 2027

NOVEMBER 2026 INTAKE:

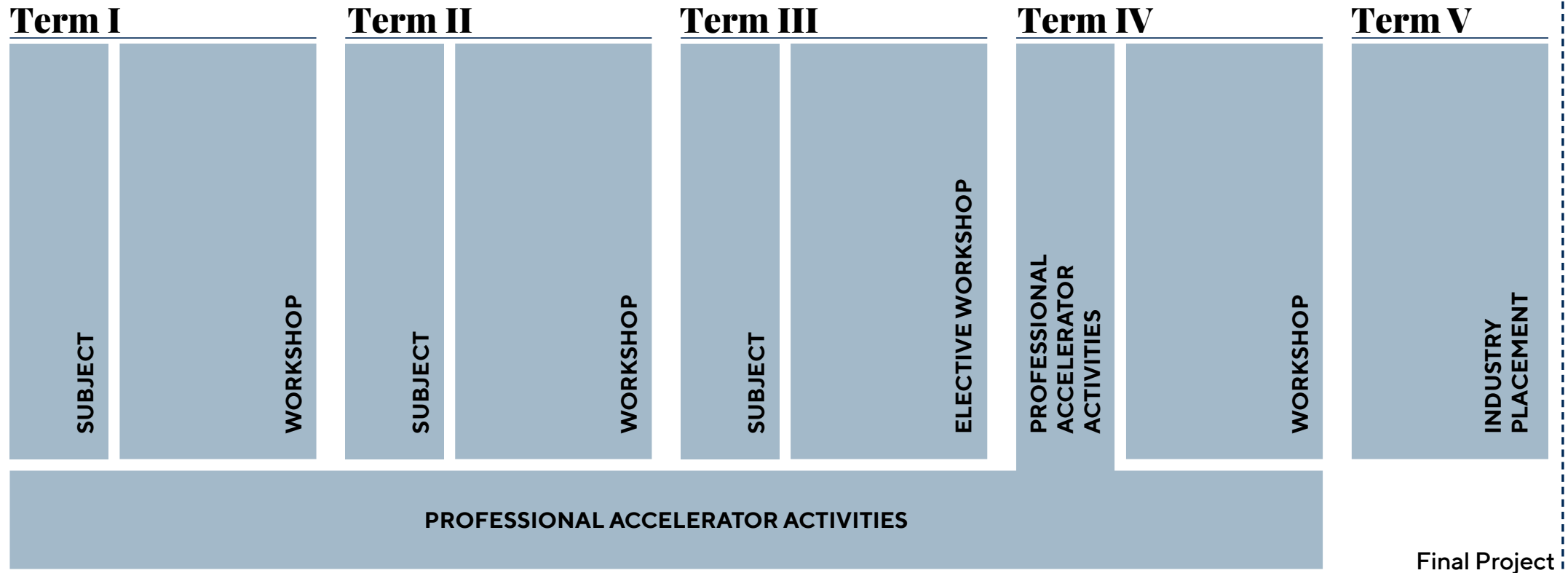
from 2nd November 2026 to 18th February 2028

FEBRUARY 2027 INTAKE:

from 8th February 2027 to 28th April 2028

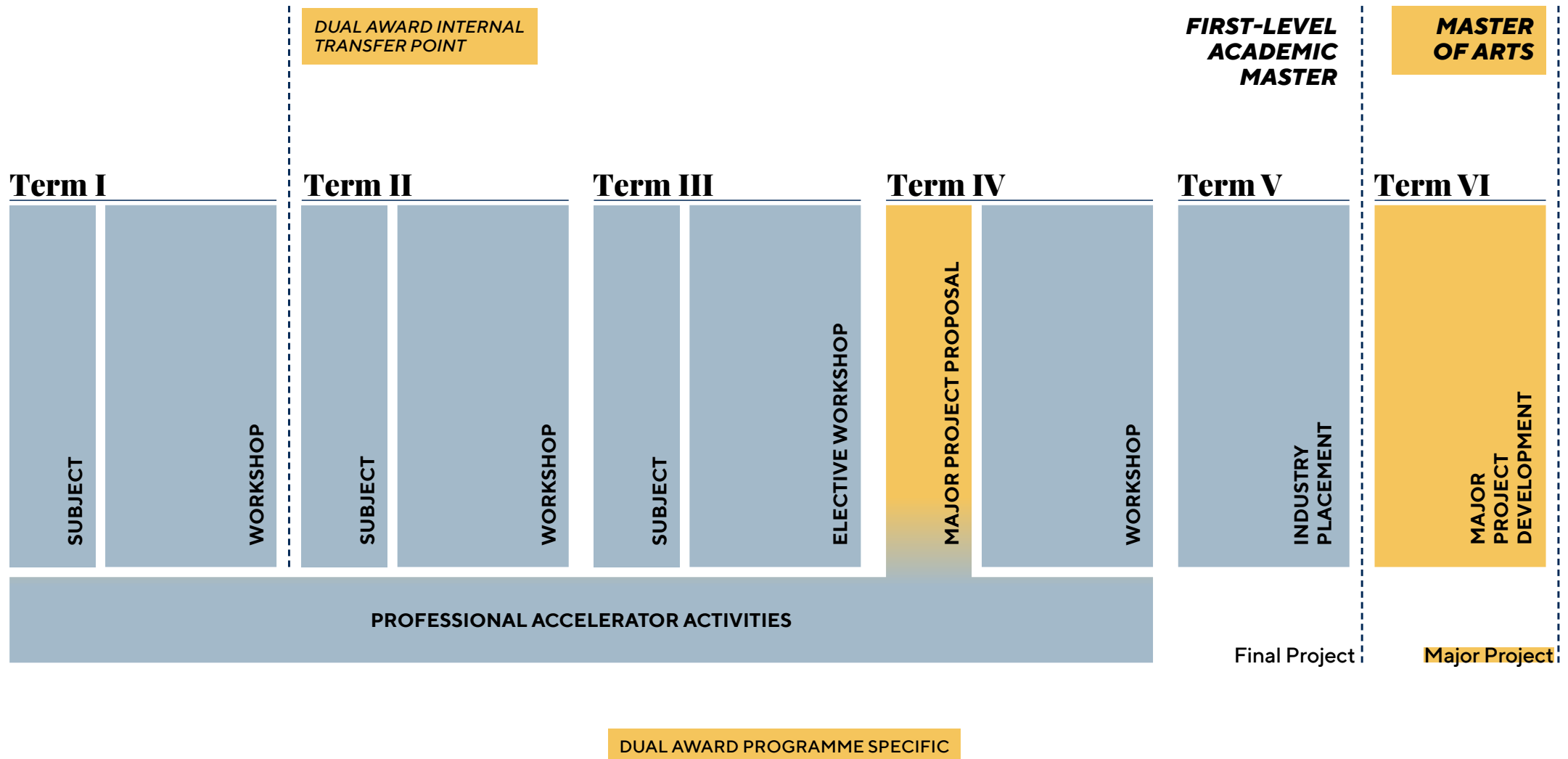
Academic Master Structure

**FIRST-LEVEL
ACADEMIC
MASTER**



Dual Award Structure

Get 2 prestigious awards in less than 15 months



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 fostering awareness of emerging job trends and market opportunities. It focuses on equipping you with essential skills to craft a professional identity and offering practical engagement with the professional world through mock interviews, expert-led presentations, and networking opportunities with industry leaders and successful alumni.

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.

MAJOR PROJECT PROPOSAL

This module, specifically for the Dual Award Programme, serves as an action plan for your Major Project Development. You will define project objectives, assess your topic, and identify opportunities for exploration. With academic support, you will refine your methodology and focus, laying the groundwork for your research. Lectures, seminars, and feedback from mentors and peers will help shape the proposal, setting the foundation for your Major Project.

MAJOR PROJECT DEVELOPMENT

The module marks the final stage of studies for the Dual Award Programme, expanding upon the proposal developed in the Major Project Proposal module. You will conduct in-depth research, applying advanced methods to a self-initiated project aligned with your area of study. Collaboration with an advisor will help refine the project, addressing contemporary challenges and showcasing future solutions and innovations. The final submission will reflect your research, design process, and outcomes fostered by an interdisciplinary environment.

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.

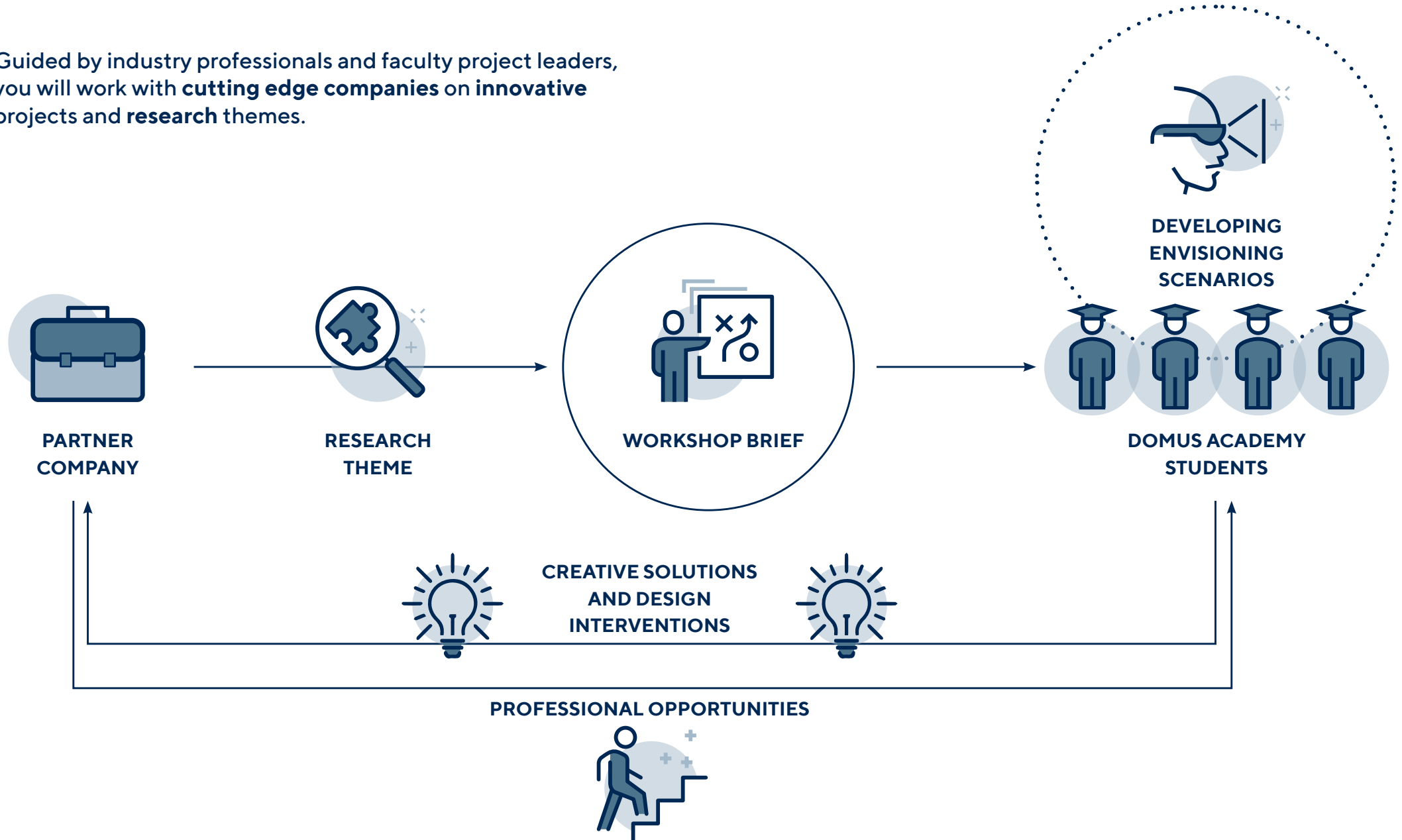
Based on a **cross-disciplinary** methodology, each workshop can involve students from **different Master's Programmes** working on diverse aspects of the same research issue.

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.

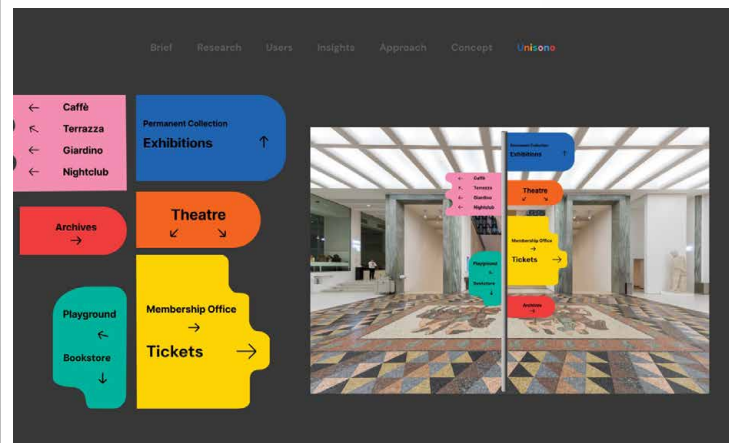
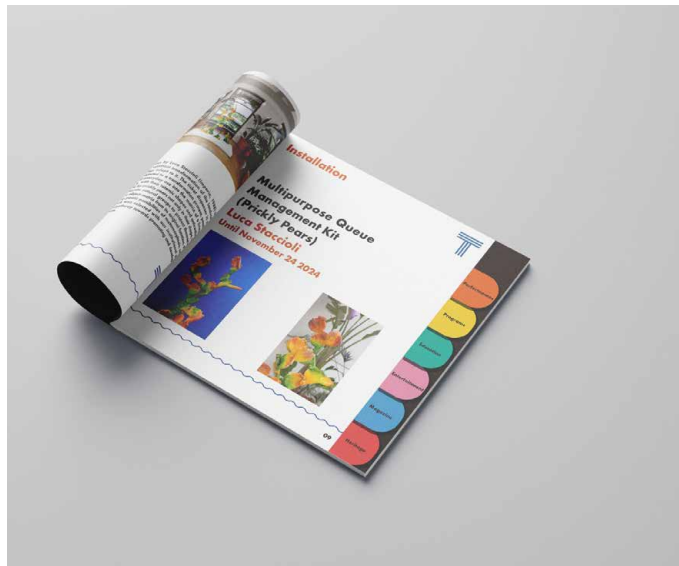
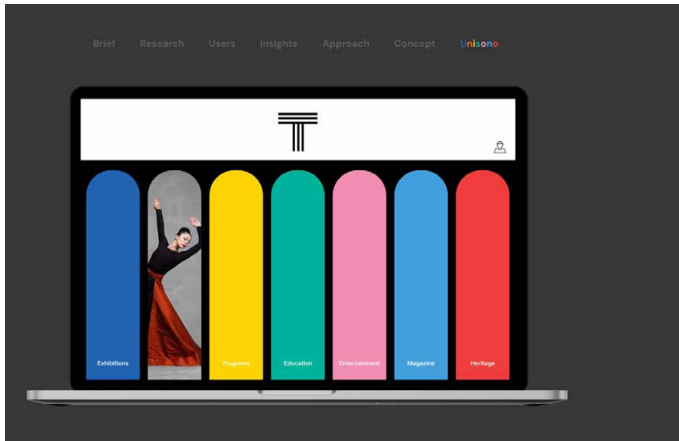


Companies

Several companies and design studios collaborate with the Master's in Service Design & UX such as:



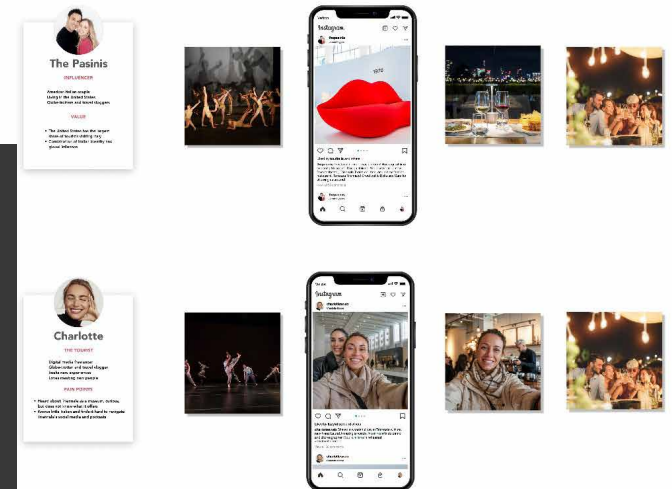
Case History



“Triennale Unisono”, project by Mingyang Xu, Bhaskar Kumar, Xin Liu, Joice Kuriappilly Leenson, and Feiyu Li, in collaboration with Triennale di Milano.

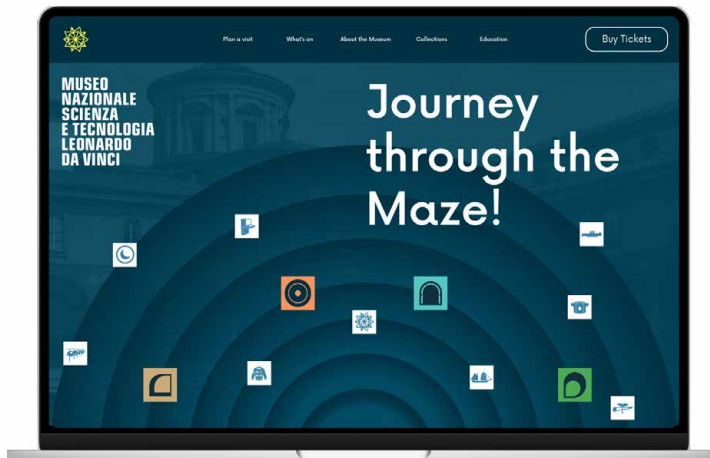
Triennale Unisono was conceived by students to bridge the gap between Triennale’s new identity and public perception. It aimed to elevate, balance, and unify the voices of Triennale’s various functions in order to stimulate dialogue with a wide range of audiences — from local to international, and from loyal enthusiasts to potential visitors.

The project sought to enrich the understanding and use of the iconic museum through communication, revealing Triennale’s dynamic nature as an accessible, inclusive, and engaging multifunctional cultural centre.



Case History

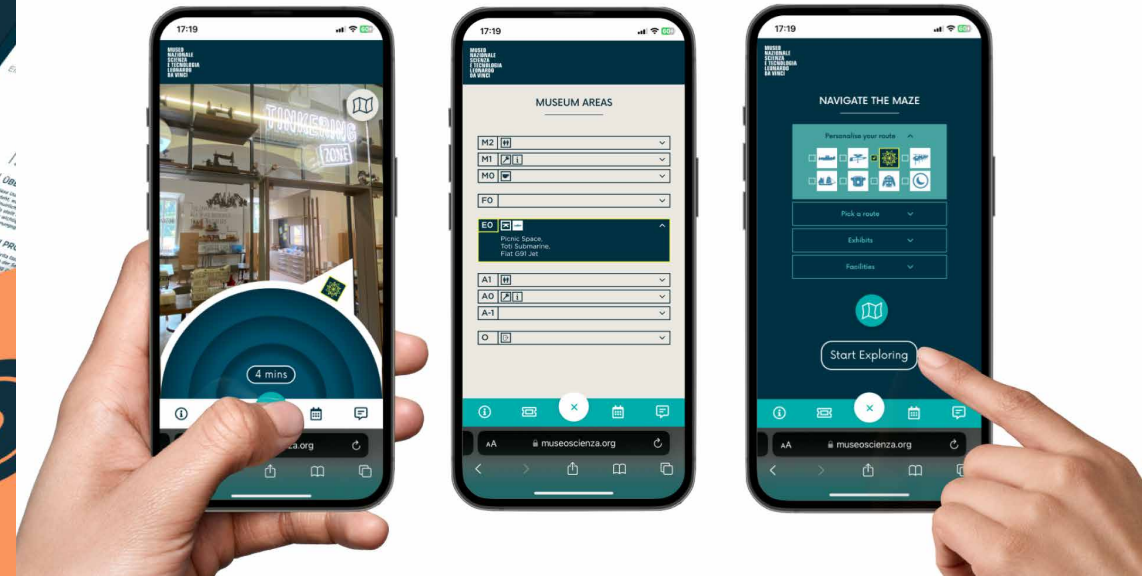
MUSEO NAZIONALE SCIENZA E TECNOLOGIA LEONARDO DA VINCI



“Maze”, project by Karina Kulawick, Merlyn Selvanathan, and Wei Chi Sun, in collaboration with **Museo Nazionale Scienza e Tecnologia Leonardo Da Vinci**.

The Maze project blended interior and interaction design to revitalise a historic museum’s entrance hall and cafeteria. By preserving the building’s heritage while incorporating modern digital elements, the project aligned with the museum’s technological focus. This transformation created an immersive journey for visitors, encouraging exploration and self-discovery.

State-of-the-art technologies offered a comprehensive overview of the museum’s offerings, enhancing the user experience by highlighting personalised journeys. The project ensured that the museum’s identity was showcased throughout, seamlessly integrating old and new, and bringing the museum into the 21st century.



Alumni



Domus Academy Alumni Community includes over 5,000 Alumni from all over the world spreading the value of a shared experience and culture.

Some of Domus Academy Alumni:

Nidhi Oblapur, India - Service Designer at Djungle Studio, Design Researcher and Visiting faculty at ISDI Mumbai

Catalina Dussán, Italy/Colombia - Senior Creative Designer at Publicis

Marlenne Escalante, Mexico - Visual and Service Designer at Grupo Secovam

Wan-Ting Chuang, Taiwan - Senior Design Planning Manager at Asus

Yueqi Liu, China - User Experience & Service Design at Accenture

María Isabel Chalco, Peru - Service & Business Designer Expert at e-Novia

Sang-Soo Lee, Korea - Senior UX Designer at HP

Maria Karnaukhova, Germany - Senior DesignOps Specialist at GetYourGuide

Xing Huang, China - User Research Expert at Alibaba.com

Francesco Sardu, Italy - Global IT Product Owner UX Research at Nestlé

"I knew that studying at Domus Academy would be challenging because it meant measuring myself against other talented people from all over the world.

After one month of theoretical lectures, we completely shifted to practical work.

Most of our time was dedicated to workshops and projects, collaborating with real businesses that provided briefs and simulated real-life projects.

It was a big surprise for me because, until then, I had only studied at university and never really had the chance to practice or get hands-on experience with actionable tasks."

Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

For the 1-Year Academic Master's Programme:

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

For the Dual Award Master's Programme:

- Holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification) in a field related to the chosen study programme*. Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel, proving also one year of relevant work experience.

*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.

3. SUBMIT THE APPLICATION

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

admissions.domusacademy.com/dadea/

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

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

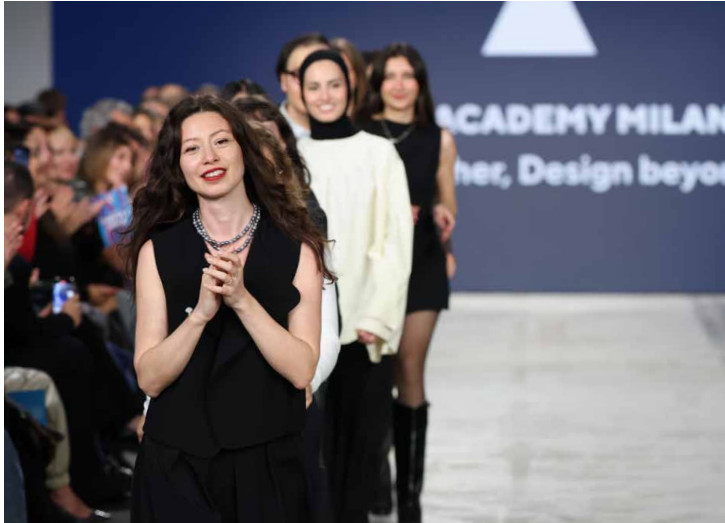
- Curriculum vitae
- Copy of Bachelor's Degree or Academic Diploma in original language and translation if necessary* or official certificate of expected Graduation issued by the Institution
- Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet in original language and translation 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 (for Academic Master's Programme: IELTS 5.0 or equivalent; for Dual Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)
- Motivational letter
- Copy of passport
- Portfolio of projects (not compulsory for Master's in Business Design, Fashion Management and Luxury Brand Management)
- Application fee of €100
- Two reference letters for Dual Award Master's Programme only

*Accepted languages: Italian, English, French, Spanish

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 University 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 and Design 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)



WORLD BRAND
DESIGN SOCIETY

STUDENT AWARDS

- Rüyâ 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 Candelieri, 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

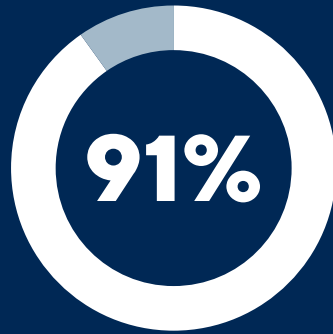
Projects by Domus Academy alumni have been recognised worldwide since the school's foundation in 1982; here we highlight a selection of the most recent awards.

Facts and Figures

Source: Doxa 2025



Internship / Project
Learning Experience



Certified Employability Rate
one year after diploma



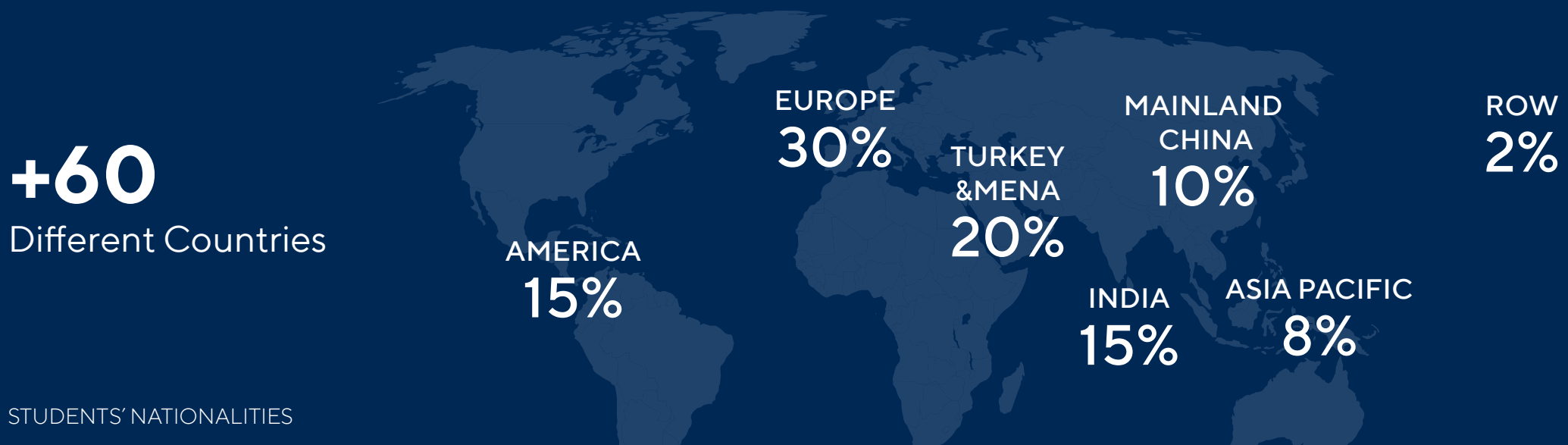
PAYBACK PERIOD



COMPANIES COLLABORATIONS **+40**/year

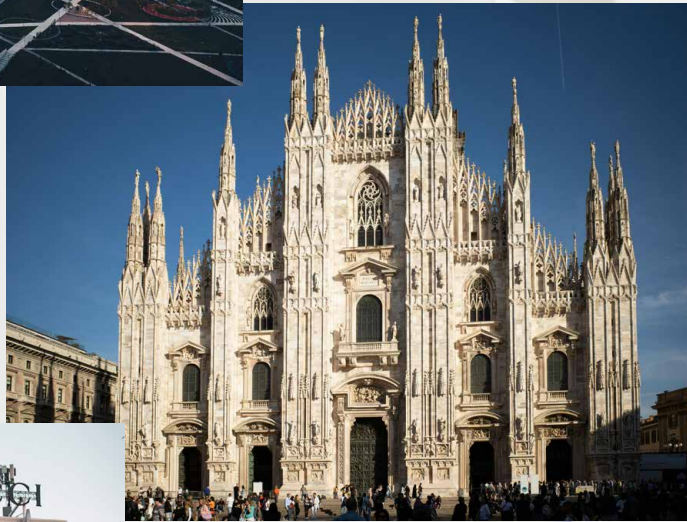
+60

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, 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 employability 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:





DOMUS ACADEMY
MILANO