

MASTER PROGRAM

# NOMAD PROGRAM

*ØKM Design  
& Applied Crafts*

DURATION

3 semesters

LANGUAGE

Italian/  
English

CREDITS

120 ECTS

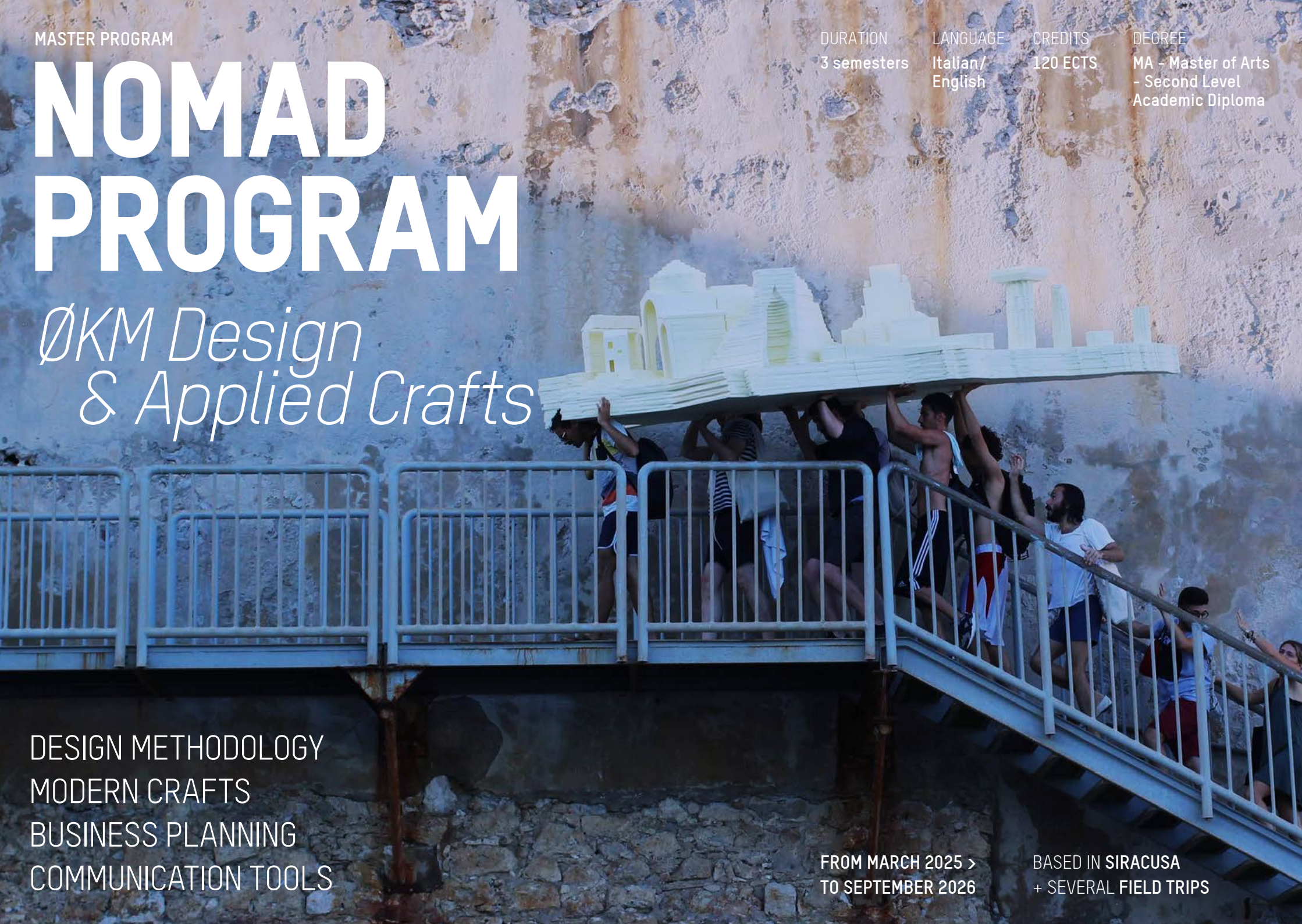
DEGREE

MA - Master of Arts  
- Second Level  
Academic Diploma

DESIGN METHODOLOGY  
MODERN CRAFTS  
BUSINESS PLANNING  
COMMUNICATION TOOLS

FROM MARCH 2025 >  
TO SEPTEMBER 2026

BASED IN SIRACUSA  
+ SEVERAL FIELD TRIPS







“IT IS NOT ABOUT ADVOCATING  
A RETURN TO ARTISANSHIP  
BUT RATHER ATTEMPTING  
TO PUT THE WORKER IN TRUE  
RAPPORT WITH THE MATERIAL  
AND THE FORM”

ENZO MARI

## EDUCATIONAL OBJECTIVES



The MFA in **ØKM Design & Applied Crafts** provides a synthesis between an approach to Design rooted in Craft - emphasizing making, community, social regeneration and a commitment to local material investigations - Zero Kilometers Design Approach - with a basic set of management competencies and skills, usually covered in more corporate business oriented courses, enabling them to undertake all phases of a work project.

Encouraging a cross-disciplinary studio environment in which the workshop is a lab to collaboratively explore design and making processes, the MFA in ØKM Design and Applied Crafts welcomes students from a wide range of backgrounds to make original work with an applied purpose.



## ONE PROGRAM, SEVERAL LOCATIONS

The program will have its “heart” in Syracuse (Sicily), while also extending to a network of peripheral locations through a series of **NOMAD Workshops**, each lasting 4 to 8 weeks.

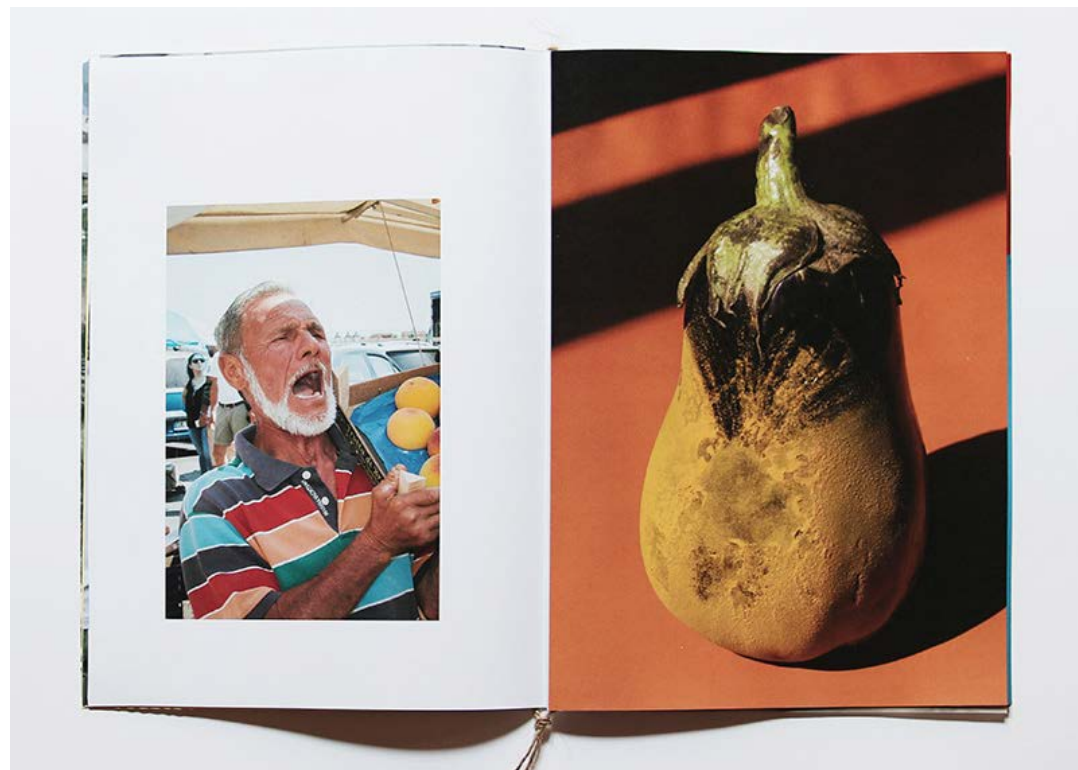
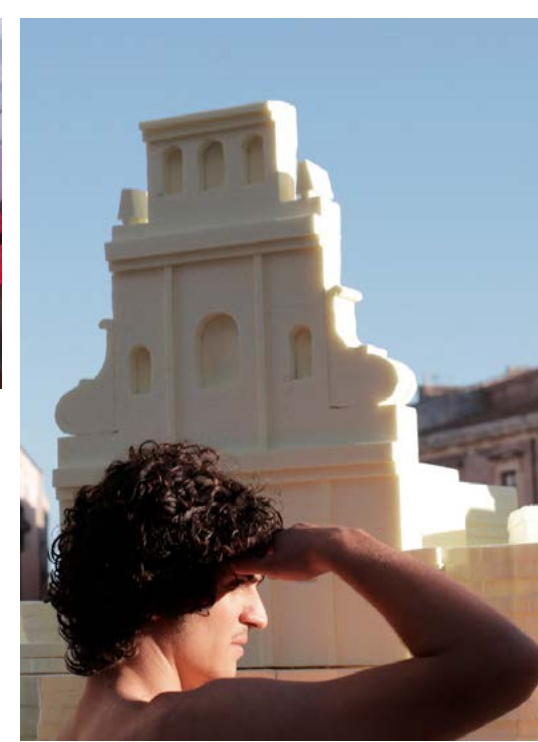
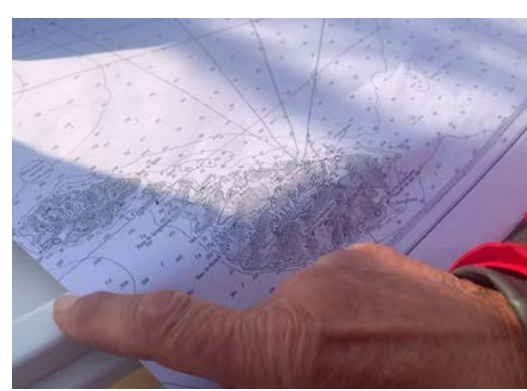
These locations serve as immersive living laboratories, offering access to local and embodied knowledge, encouraging students to challenge their own theoretical frameworks and develop action-oriented methodologies.

The program specifically focuses on neglected areas that are facing the phenomenon of demographic exodus, aiming to tackle the impoverishment of essential services and instigate a process of biocultural regeneration.

These workshops have the aim to:

- > **Explore models of sustainable development** integrating the identification of local goals and needs, the analysis of possible co-created solutions and the fabrication and installation of a finalized intervention;
- > **Building the resilience of small rural centers** by focusing on demographic decline, weak agricultural economy, demographic aging, and lack of educational and cultural services, generating new scenarios of sustainable development based on a “Zero Kilometers Design” approach;
- > **Revitalize local economies** through professional activities, the support of the economy linked to conscious tourism, the activation of educational services through participatory workshops, and the active inclusion of marginalised inhabitants, for example.

**Locations could change from year to year.**





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## CONNECTING HEAD, HANDS AND HEART

In its effort to sell mass-produced things and be commercially 'friendly', Industrial Design often forgets to pose **critical questions**.

Makers are at the forefront of a movement prioritizing **ethical, social, political and environmental responsibilities** in relation to profit in creative economies, making them essential for the delivery of ESG goals. The program highlights the importance of seamlessly combining **traditional craft to contemporary practices and advanced technologies** as a means to push forward the boundaries between design, crafts and (fine) art, by emphasizing making, community, and a commitment to material investigations.

The creative process will be tackled well upstream before the design of an object, to address a diverse range of areas including **social issues, global awareness, and local demand**, considering the designed objects and the used materials and processes.



## KEY MODULES

Manifesto  
Modern Crafts + Design History  
Design Methodology I  
Business Planning + Communication Tools  
Immersive Craft & Design Studio I  
Contemporary machine and digital manufacturing

## KEY GOALS

### **CULTIVATING ETHICS FOR TRANSFORMATIVE CHANGE**

> Provide the students with the space / ecosystem / courage / substance / to rebel.

### **DESIGNING WITH PURPOSE: TERRITORY AND MATERIAL INSIGHTS**

> Understand how territory, human behavior, and sustainability integrate into design, exploring their impact on cultural and social issues like the environment, health, economy, and ethics.  
> Critically reflect on craft as both a creative process and investigative method.  
> Identify sustainable materials and their applications, using both new and existing processes. Learn to up-cycle rather than simply recycle.

### **MASTERING BUSINESS STRATEGIES AND COMMUNICATION SKILLS**

> Manage complex projects by balancing economic and creative aspects.  
> Understand communication elements and languages in their cultural and contemporary contexts, using modern communication tools.  
> Evaluate communication methods and their impact on today's socio-economic and cultural landscape.

### **IMMERSIVE CRAFT & DESIGN PRACTICE**

> Flexible mentorship service to conduct in-depth, practice-based project in cooperation with a craftsman or a craft company selected by the student, together with her/his supervisor.

### **CONTEMPORARY MACHINE & DIGITAL MANUFACTURING**

> Explore design with a focus on additive manufacturing.  
> Develop an informed approach to "additive thinking" by designing and fabricating a medium-scale digital craft artifact.  
> Understand digital and physical form-finding processes.



### KEY MODULES

Art and Design Now  
Visualization and Presentation  
Design Methodology II  
Entrepreneurial and Management Skills  
Immersive Craft  
Design Studio II  
+ Personal project

### KEY GOALS

#### SHAPING SUSTAINABLE FUTURES THROUGH ART AND DESIGN

- > Examine the long-term effects of technology and modernity on the ecological crisis and the Anthropocene.
- > Understand how art, design, and philosophy collaborate to drive shifts toward posthuman, object-oriented, and sustainable thinking.

#### MASTERING DATA VISUALIZATION AND EFFECTIVE PRESENTATION

- > Visualization Tools: Learn to read, analyze, and visualize large datasets to effectively communicate ideas.
- > Presentation Tools: Develop personalized visual communication strategies and unique self-presentation techniques.
- > Magazine Design: Gain hands-on experience in designing a magazine from concept to completion.

#### HUMAN-CENTERED DESIGN AND INNOVATION

- > Develop core skills in product, graphic, and service design interactions.
- > Apply design thinking to generate innovative solutions and solve complex problems.
- > Use empathy and co-creation to engage users in the design process.
- > Focus on human-centered innovation to guide the development of products, services, and technologies.

#### BUILDING ENTREPRENEURIAL AND MANAGEMENT SKILLS FOR DESIGN

- > Explore strategies and tools to develop creative and professional skills for a sustainable design career.
- > Learn about business structures, contracts, cross-disciplinary relationships, cost estimating, and project management.
- > Understand the connection between business practices and design concepts, and their influence on decision-making.

#### SHOWCASE YOUR VISION

- > Develop and present a final design project that reflects your unique vision and adheres to program goals.
- > Inspire and engage a jury of professional designers by presenting your research, your project and its creative process.

## APPLICATION PROCESS

### PREREQUISITES FOR ENROLLMENT

Applicants to the **Master Nomad Program** must submit the following documentation to start the **pre-registration process**:

- **A letter of motivation**, a personal statement answering the question *Why am I pursuing a Master's Program in Design?*, focusing on the applicant's genuine motivations, curiosity, and expectations for professional growth. We advise against using artificial intelligence tools to write this text, as it may affect the authenticity of the application. (A4, max. 2000 characters)
- **Portfolio**, a curated selection of the applicant's most notable works (PDF file, landscape format, max. 10 pages, file size max. 2 MB)
- **Curriculum Vitae**, highlighting relevant academic achievements, professional experience, and skills.
- **English Language Proficiency**, English language B1 - *intermediate level* English language certificate (IELTS 4-5, Cambridge PET, or equivalent)

Candidates must submit all required materials through [THE ONLINE APPLICATION FORM](#) or send them via mail to [info@madeprogram.it](mailto:info@madeprogram.it) by **February 21<sup>st</sup>**.

To be considered for a scholarship, candidates must submit their complete application by **January 31<sup>st</sup>**. **The program is scheduled to begin on March 3<sup>rd</sup>**.

### SELECTION OF CANDIDATES

The selection of students is based on their academic background, skills, professional experience, and motivation, following a careful evaluation of the motivation letter and portfolio.

**Selected candidates** will be notified via email and provided with the **APPLICATION FOR ENROLLMENT FORM**, to finalize the enrollment process. The APPLICATION FOR ENROLLMENT FORM must be completed and submitted via email **along with the additional documentation listed below** and payment of the first installment of the tuition fee.

Additional documentation required to complete the enrollment process:

- **Photocopy identity card or passport**
- **Birth certificate**
- **Bachelor's Degree or Diploma**, proof of successful completion of undergraduate studies is required for admission.

**Candidates who have not yet obtained their Bachelor's Degree** (or First-Level Academic Diploma) **may still apply conditionally**, as long as they complete the First-Level qualification by **March 31<sup>st</sup> 2025**.

### TUITION FEES

**EU Students:** € 7,600 per academic year (€ 15,200 in total)

**Extra EU Students:** € 9,800 per academic year (€ 19,600 in total)

Fees are payable in three installments.

Travel and accommodation expenses during the field trips are not included in the tuition fees. Accommodation costs for work periods outside Syracuse will generally be covered by our local partners. However, we cannot guarantee that this will always be the case.

### REDUCTIONS AND SCHOLARSHIPS

#### Former MADE Students

All former MADE students who are admitted to the program will receive a **50% discount** on tuition fees.

#### Students Graduating with Top Marks

Graduates who achieve excellent academic results are eligible for the following tuition fee reductions:

- > **A 30% discount** for students graduating with a final grade of 110/110 (First-Class Honours).
- > **A 40% discount** for students graduating with a final grade of 110/110 cum laude (First-Class Honours with Distinction).

#### Creative Talent Scholarships

To make the program more accessible to a wider selection of students, **5 additional scholarships** are offered to those who are not eligible for the fee reductions mentioned above. These initiatives are designed to ensure that talented and motivated individuals can participate in the program, regardless of their financial background, promoting diversity and inclusion. **Creative Talent Scholarships are awarded based on the evaluation of the portfolio and motivation letter.**

To be considered for **Creative Talent Scholarships**, applicants must submit all required documentation for pre-enrollment by **January 31<sup>st</sup>**.

Scholarship recipients will be announced on **February 9<sup>th</sup>**, following an evaluation of all eligible candidates.

For detailed information about scholarships, please refer to the [CALL FOR SCHOLARSHIPS](#) document available for download on the website.



## CONTACTS

Should you have any requests,  
please do not hesitate to contact  
[info@madeprogram.it](mailto:info@madeprogram.it).

To submit your application  
and upload the required documents,  
please click on the button below.

[APPLY HERE](#)

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