M·A·I·A
Master in Interior Architecture
—HEAD Genève
Interior Architecture today operates at the intersection between physical interiors and the parallel narratives of mediated interiors, such as those of online media, publicity or visual arts. The Master in Advanced Interior Architecture # M·A·I·A at HEAD-Genève is a 2-year professional programme that prepares its students to master the progressive diversification of interiors in the contemporary world, characterized by cross-disciplinary approaches, from publicity to cinema, from digital design to media culture.
M·A·I·A is structured into 5 blocks that envision Advanced Interior Architecture as the crossing point between the objects, spaces and media that construct contemporary societies, addressing urgent issues such as environmental impact, transformation of existing heritage, spaces of shared economy and construction of inclusive communities.

The programme will enable its diplomates to apply for registration on the Professional Register of Swiss Architects (REG A).

M·A·I·A #1, #2, #3, #4 are thematic semesters. M·A·I·A #summer is an optional summer residence.
M·A·I·A #1 examines how Advanced Interior Architecture operates at the intersection between sustainability, environment and society, by exploring the role of interior spaces in the construction of inclusive communities and the reduction of environmental impact. The semester investigates the technologies, networks and forms of social design deployed in interiors and their associated ecologies, and uses real projects as the main design methodology.
M.A.I.A #1
Sustainability, Environment, Society

Technique and Profession 1
- Technique: Sustainable Construction
- Technique: Energy & Environment
- Profession: Social Design

Studio Project
- Atelier
- Media: Society

Workshop HEAD-Camondo

Research Education 1

Joint Master of Architecture
- Theory Seminar 1
- Theory Seminar 2
- Option

Ects
6
9
3
3
9

M.A.I.A #1. School for Sustainable Agriculture in Mandraka Park, Madagascar.
* Subject to final confirmation
M·A·I·A #2 explores how Advanced Interior Architecture articulates objects, spaces and users in the construction of contemporary lifestyles that traverse all programs and scales, from domestic to retail, from local to global. Featuring regular collaborations with brands and organizations, the semester intensively teaches product design and space scenography, analysing its articulation with associated media campaigns, slogans and desires.
M.A.I.A #2
Objects, Space, Scenography

Technique and Profession 2
- Technique : Object Design
- Technique : Object, Space, Image
- Profession : Publicity, Communication

Studio Project
- Atelier
- Media : Space
- Scenography : Interiors

Research Education 2

Joint Master of Architecture
- Theory Seminar 1
- Theory Seminar 2
- Option
- EVE

Ects
6
12
3
10

M.A.I.A #2. Univers La Redoute: Furniture Collection, Pop-up stores, Brand Image
* Subject to final confirmation
M·A·I·A #summer* Creative residence, Leadership

M·A·I·A #summer embraces Advanced Interior Architecture as a live and open-ended creative residence engaging with both local and global issues, by exposing students to contexts of creativity in different countries and locations. Promoting potential residences in Texas, Madagascar and Japan for the first edition, along with collaborations with incubators and NGOs, the programme is envisioned as a transformational journey that actively produces critical discourse and trains design leadership.
M.A.I.A #summer
Creative Residence, Leadership
- Dagoi-ji Temple, Japan
- Mandraka Park, Madagascar
- Marfa, Texas
- Design Incubator
- ONG

Daigo-ji Temple, Japan, 2018

Foundation AHEAD / Design Incubator HEAD–Genève
Aurore de Geer & Pia Farrugia, Lauréates AHEAD / Design Incubator, 2016
M·A·I·A #3 investigates how Advanced Interior Architecture operates as a platform for the transformation of existing heritage and the exploration of new materiality through the articulation of craftsmanship and digital practices. The semester seeks to document and reflect upon the working methods and hybrid techniques that have reinvented material, physical and digital agendas in the contemporary world, and uses interventions in existing heritage as the main research methodology.
M.A.I.A #3
Heritage, Materiality, Digital Media

Technique and Profession 3
- Technique: *Heritage, Old & New*
- Profession: *New artisans*

Studio Project
- Atelier
- Media: *Digital reality*
- Materiality: *Industrial v. Handmade*

Workshop HEAD-Camondo

Research Education 3

Joint Master of Architecture
- Theory Seminar 1
- Theory Seminar 2
- Option

* Subject to final confirmation
M·A·I·A #4 envisions Advanced Interior Architecture as a personal project on design and innovation that actively transforms reality. Featuring courses and modules on strategy, design thinking and entrepreneurship, the semester favours content and impact over form, prompting students to develop their own entrepreneurial agendas through different formats and practices on interior architecture, from product to space design, exhibitions to publications, audio-visual works to publicity of interiors.
M.A.I.A #4
Entrepreneurship, Personal Project

Master Project
- Atelier
- Strategy : Design Thinking
- Entrepreneurship : Implementation

Master Thesis
- Intellectual Leadership
- Thesis

Philippe Rahm, Interior Weather, Canadian Center for Architecture, Montreal, 2006

Lara Grandchamp, To the Moon and Back, HEAD–Genève x Bucherer, Geneva, 2018