M·A·I·A
Master in Interior Architecture

1850

Interior Space

Hand drawing	Painting	Theatre	Conversation	Exhibition
Technical drawing				
	Illustration		Music	
Model / Mock-up			Literature	
	Diagram			**Direct experience**

Perception – Thinking

In less than 200 years systems of space production have doubled

2019

Interior Space

Hand drawing	Painting	Theatre	Conversation	Exhibition
Technical drawing	Photography	Cinema	Radio	Installation
Software 2/3D	Illustration	Video / TV	Music	Performace
Model / Mock-up	Collage	Cartoon	Literature	
VR/AR	Diagram	Videogame	Comic	**Direct experience**
	Instragram	Youtube		

Perception – Thinking

Direct experience of space is a piece in a larger whole

Bekâ & Lemoine, Moriyama San, Japan, 2017

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.

M·A·I·A #1
Sustainability, Environment, Society

M·A·I·A #2
Objects, Space, Scenography

M·A·I·A
Summercamp : Creative residence

M·A·I·A #3
Heritage, Materiality, Digital

M·A·I·A #4
Entrepreuneurship, Personal Project

REG A

Daniel Zamarbide Atelier, Islands 2, HEAD–Genève, 2012

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
Sustainability, Environment, Society

Leonid Slonimskiy - KOSMOS Architects, Hidden Park, Switzerland, 2017

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

	Ects
Technique and Profession 1	6
- Technique : *Sustainable Construction*	
- Technique : *Energy & Environment*	
- Profession : *Social Design*	
Studio Project	9
- Atelier	
- Media : Society	
Workshop HEAD-Camondo	3
Research Education 1	3
Joint Master of Architecture	9
- Theory Seminar 1	
- Theory Seminar 2	
- Option	

Rotor Deconstruction, Restauration of Val Benoits, Brussels, 2014

M·A·I·A #1. School for Sustainable Agriculture in Mandraka Park, Madagascar.
* Subject to final confirmation

M·A·I·A #2
Objects, Space, Scenography

Youri Kravtchenko - YKRA, Antichambre, Geneva, 2018
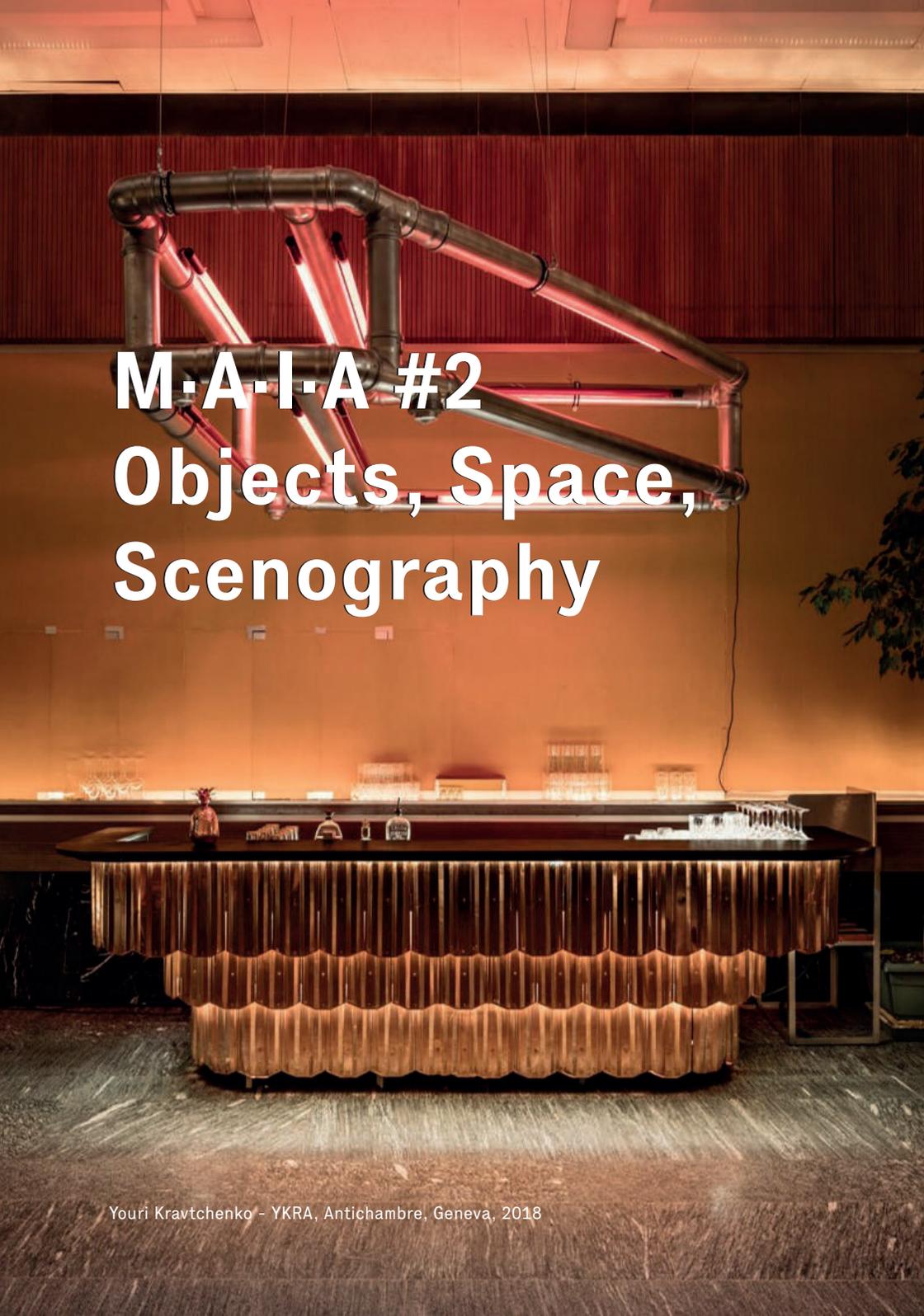
M·A·I·A #2 explores how Advanced Interior Architecture articulates objects, spaces and users in the construction of contemporary lifestyles that traverse all programs and scales, from domestic to retail, from local to global. Featuring regular collaborations with brands and organizations, the semester 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

	Ects
Technique and Profession 2	6
- Technique : Object Design	
- Technique : Object, Space, Image	
- Profession : Publicity, Communication	
Studio Project	12
- Atelier	
- Media : Space	
- Scenography : Interiors	
Research Education 2	3
Joint Master of Architecture	10
- Theory Seminar 1	
- Theory Seminar 2	
- Option	
- EVE	
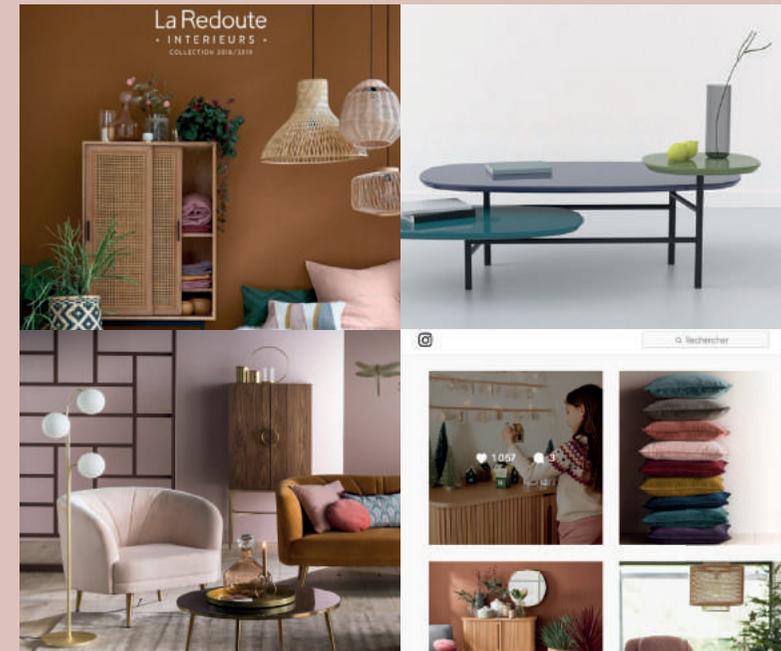
Ciszak Dalmas Design, Ambrosia Store, Madrid, 2016

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

Haroon Mirza, Stone Circle, Marfa, Texas, 2018
* **M·A·I·A #summer** is an optional creative residence.

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
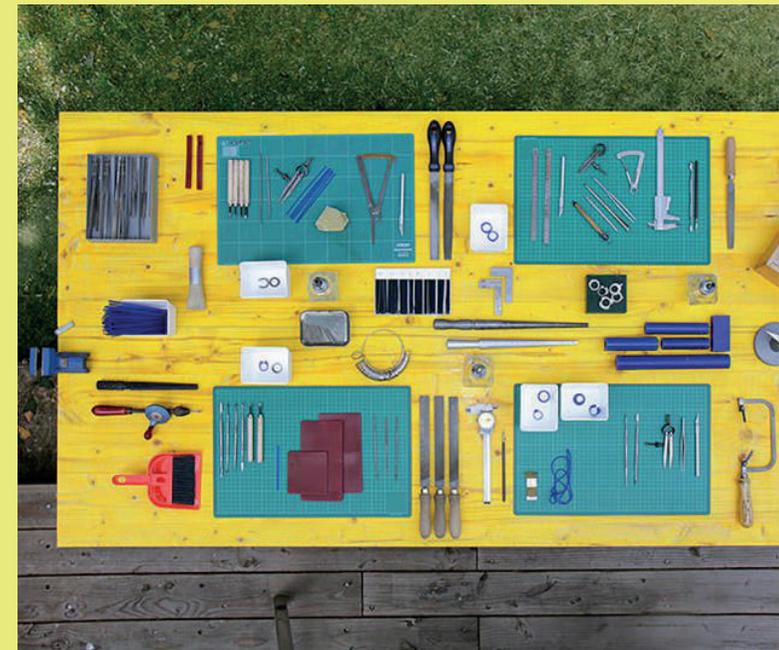
M·A·I·A #3
Heritage,
Materiality,
Digital Media

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.

HEAD–Genève x USM, A Breathing Grid, Designers Saturdays, Langenthal, 2016

M.A.I.A #3
Heritage, Materiality, Digital Media

	Ects
Technique and Profession 3	3
- Technique : *Heritage, Old & New*	
- Profession : *New artisans*	
Studio Project	
- Atelier	12
- Media : *Digital reality*	
- Materiality : *Industrial v. Handmade*	
Workshop HEAD-Camondo	3
Research Education 3	3
Joint Master of Architecture	8
- Theory Seminar 1	
- Theory Seminar 2	
- Option	

Miralles/Tagliablue, House in Barcelona, Spain, 1995

M·A·I·A #3. Renovation of Shukubo Pavilion for Daigo-ji temple in Kyoto, Japan
* Subject to final confirmation

M·A·I·A #4
Entrepreneurship, Personal project

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

	Ects
Master Project	21
- Atelier	
- Strategy : Design Thinking	
- Entrepreuneurship : Implementation	
Master Thesis	9
- 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

—HEAD
Genève