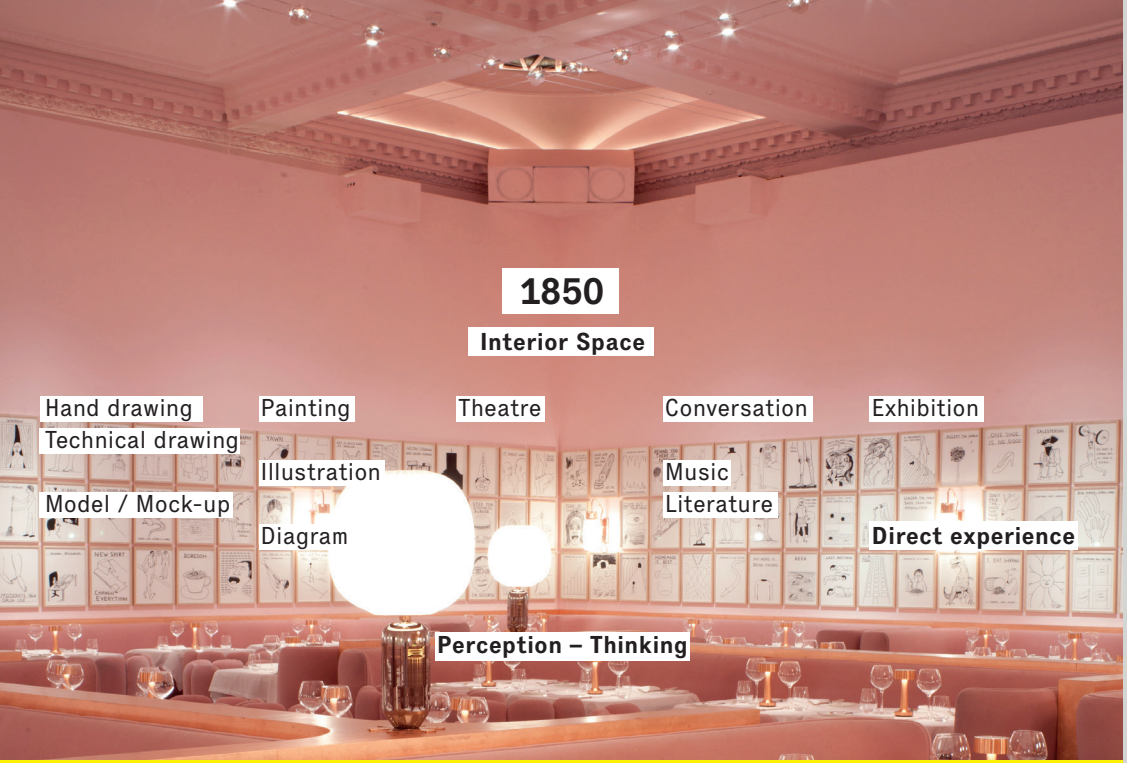
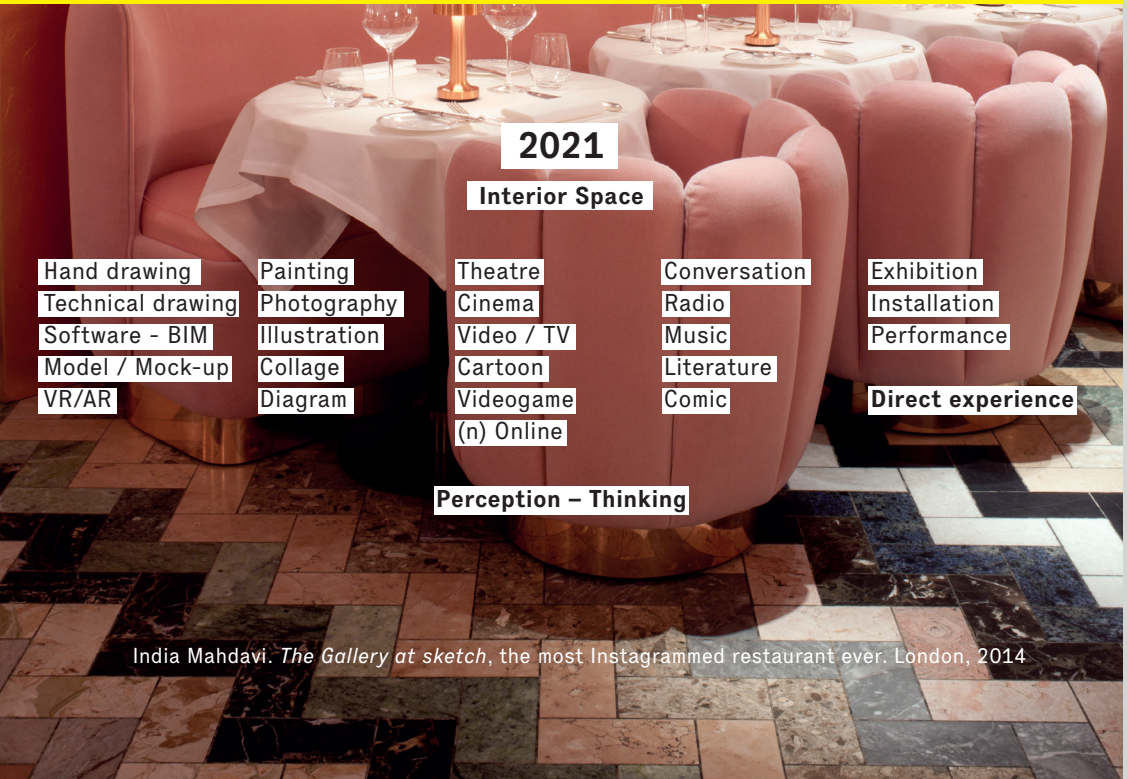
M·A·I·A
Master of Arts in Interior Architecture

—HEAD
Genève



In less than 200 years systems of space production have doubled



India Mahdavi. *The Gallery at sketch*, the most Instagrammed restaurant ever. London, 2014

Interior Architecture today operates at the intersection between physical spaces and the parallel narratives of mediated interiors, such as those of online media, publicity or visual arts. The Master of Arts in Interior Architecture M·A·I·A at HEAD - Genève is a two-year professional programme that prepares its students to master the progressive diversification of interiors in the contemporary world, characterised by cross-disciplinary approaches, from image to space, 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, the transformation of existing heritage, spaces of shared economy and the construction of inclusive communities.

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

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

M·A·I·A
Summer camp : Creative residency

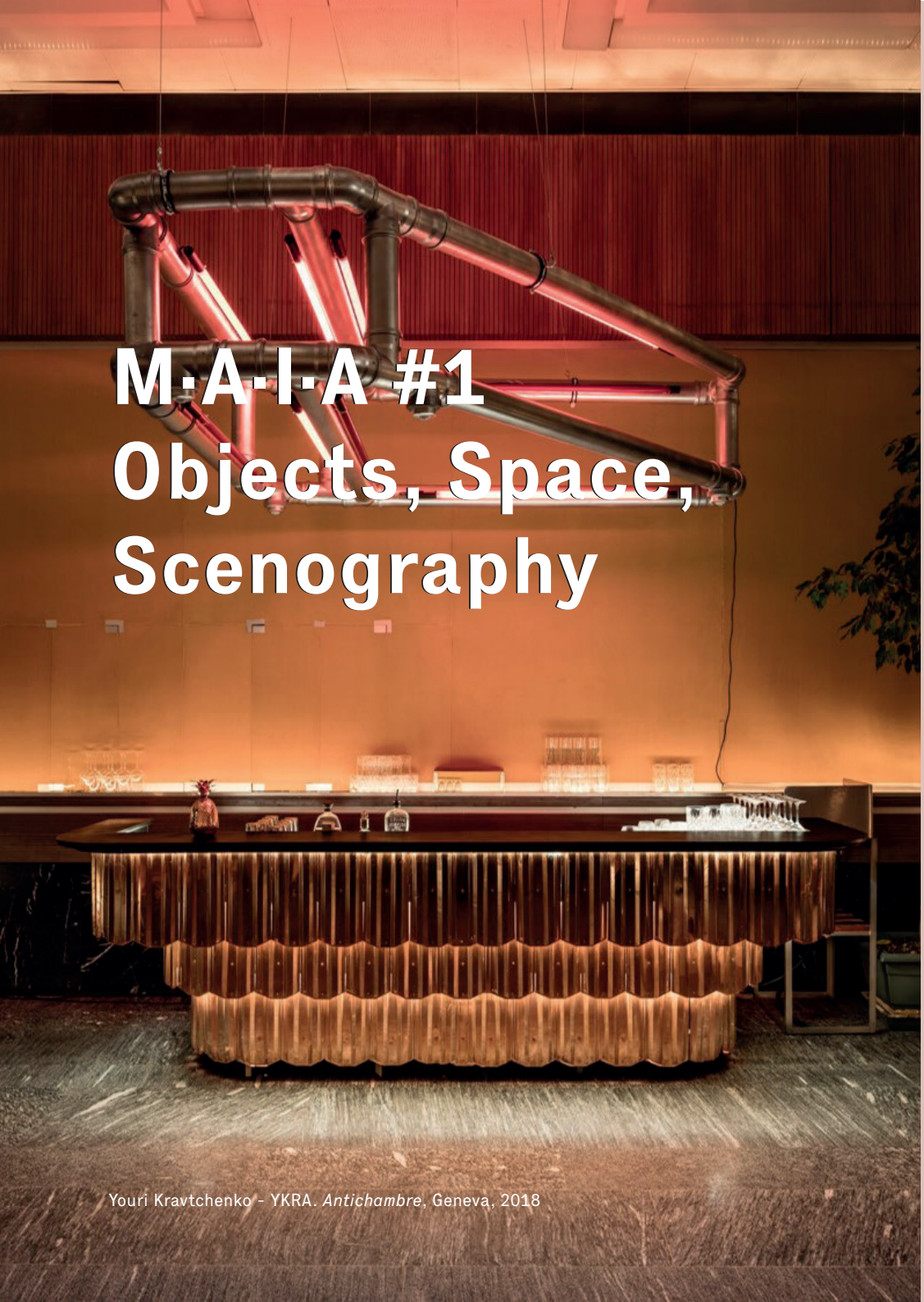
M·A·I·A #3
Heritage, Materiality, Digital

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

REG A

Fala Atelier. *Small House*, Amarante, 2017-18

The programme will enable its graduates to apply for registration with the Professional Register of Swiss Architects (REG A, Architecture d'intérieur).
M·A·I·A #1, #2, #3, #4 are thematic semesters. M·A·I·A #summer is an optional summer residency.



M·A·I·A #1
Objects, Space, Scenography

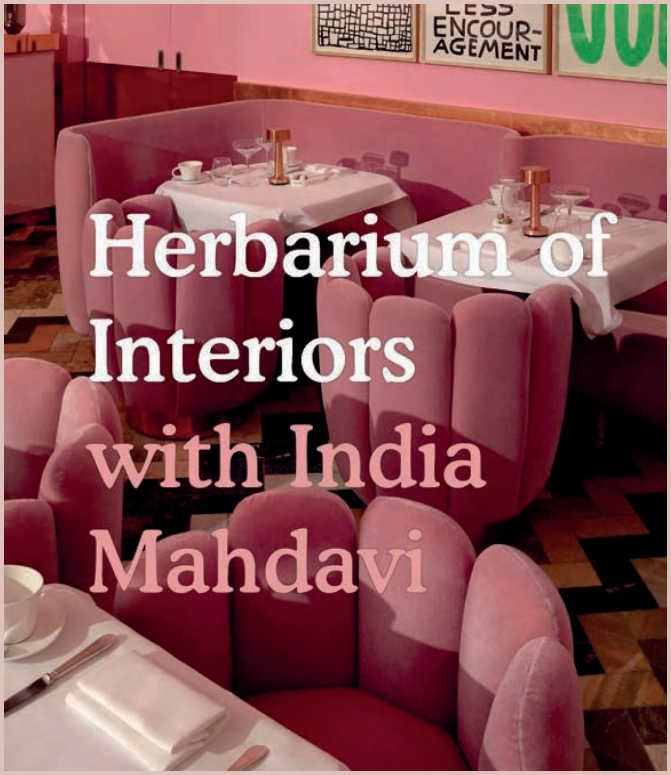
Youri Kravtchenko - YKRA. *Antichambre*, Geneva, 2018

M·A·I·A #1 explores how Advanced Interior Architecture articulates objects, spaces and users in the construction of contemporary lifestyles in all programmes and scales from domestic to retail, and from local to global. Featuring regular collaborations with Salone del Mobile in Milan, the semester intensively teaches Product Design and Space Scenography, analysing their articulation with associated media campaigns, slogans and ambitions.

M.A.I.A #1
Objects, Space, Scenography

	ECTS
Technique & Profession 1 - Technique: Product Design - Profession: Scenography, Media	6
Studio Project - Atelier	9
Workshop HEAD - Camondo	3
Research Education 1	3
Joint Master of Architecture - Theory Seminar 1 - Theory Seminar 2 - Option	9

Ciszak Dalmas. *Ambrosia Store*, Madrid, 2016



M·A·I·A #1. *Herbarium of Interiors* for Salone del Mobile, Milan 2021
Curated by India Mahdavi

M·A·I·A #2 Sustainability, Environment, Society

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

M·A·I·A #2 examines how Advanced Interior Architecture operates at the intersection between sustainability, the environment and society, by exploring the role of interior spaces in the construction of inclusive communities and the reduction of environmental impacts. The semester investigates the technologies, networks and forms of social design used in interiors and their associated ecologies, and focuses on real projects as the main design methodology.

M.A.I.A #2

Sustainability, Environment, Society ECTS

Technique & Profession 2	6
- Technique: Energy & Environment	
- Profession: Social Design	
Studio Project	12
- Atelier	
Research Education 2	3
Joint Master of Architecture	10
- Theory Seminar 1	
- Theory Seminar 2	
- Option	

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

M·A·I·A #2. Humanity Art Prize 2020 - *CarEvents*, project for Caritas Geneva
Students: Dany Champion, Karen Pisoni, Marion Vergne

M·A·I·A #summer*
Creative residency, Leadership

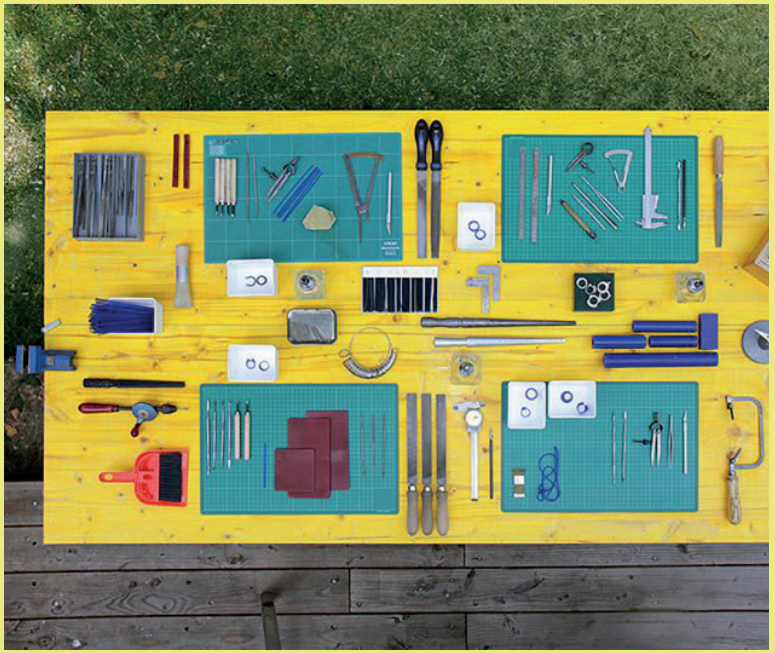
Haroon Mirza, *Stone Circle*, Marfa, Texas, 2018
* **M·A·I·A #summer** is an optional creative residency.

M·A·I·A #summer embraces Advanced Interior Architecture as a live and open-ended creative residency engaging with both local and global issues by exposing students to contexts of creativity in different countries and locations. Promoting residencies in Texas and Armenia for its first iteration, along with collaborations with incubators and NGOs, the programme is envisioned as a transformational journey that actively produces critical discourse and fosters design leadership.

M.A.I.A #summer
Creative Residency, Leadership

- Daigo-ji Temple, Japan
- Yerevan, Armenia
- Marfa, Texas
- Design Incubator
- ONG

Daigo-Ji Temple, Japan, 2018



AHEAD Foundation / Design Incubator HEAD – Genève
Aurore de Geer & Pia Farrugia, Laureates AHEAD / Design Incubator, 2016

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

HEAD – Genève x USM. *A Breathing Grid*, Designers' Saturdays, Langenthal, 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 its main research methodology.

M.A.I.A #3

Heritage, Materiality, Digital Media

	ECTS
Technique & Profession 3	
- Heritage & Media	3
Studio Project	
- Atelier	12
Workshop HEAD - Camondo	3
Research Education 3	3
Joint Master of Architecture	
- Theory Seminar 1	
- Theory Seminar 2	
- Option	8

Miralles/Tagliablue. *Mercaders House*, Barcelona, 1995

M·A·I·A #3. *Heritage, Floating Islands*. Studio Fala Atelier at HEAD - Genève, 2020
Image: project by Blanca Algarra

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

HEAD – Genève x TED. Geneva, 2016

M·A·I·A #4 envisions Advanced Interior Architecture as a personal design and innovation project 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 agenda through different formats and practices on interior architecture, from product to space design, exhibitions to publications, and audio-visual works to diverse media.

M.A.I.A #4

	ECTS
Entrepreneurship, Personal Project	
Master Project	21
- Atelier	
- Entrepreneurship: Creative Industries	
Master Thesis	9
- Thesis	

HEAD – Genève x USM Foundation. *Space Duality.* Red Dot Award 2020 / Frame Award 2020
Studio Simon Husslein at HEAD - Genève, 2019. Students in Interior Architecture

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

M.A.I.A . 2021

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Genève