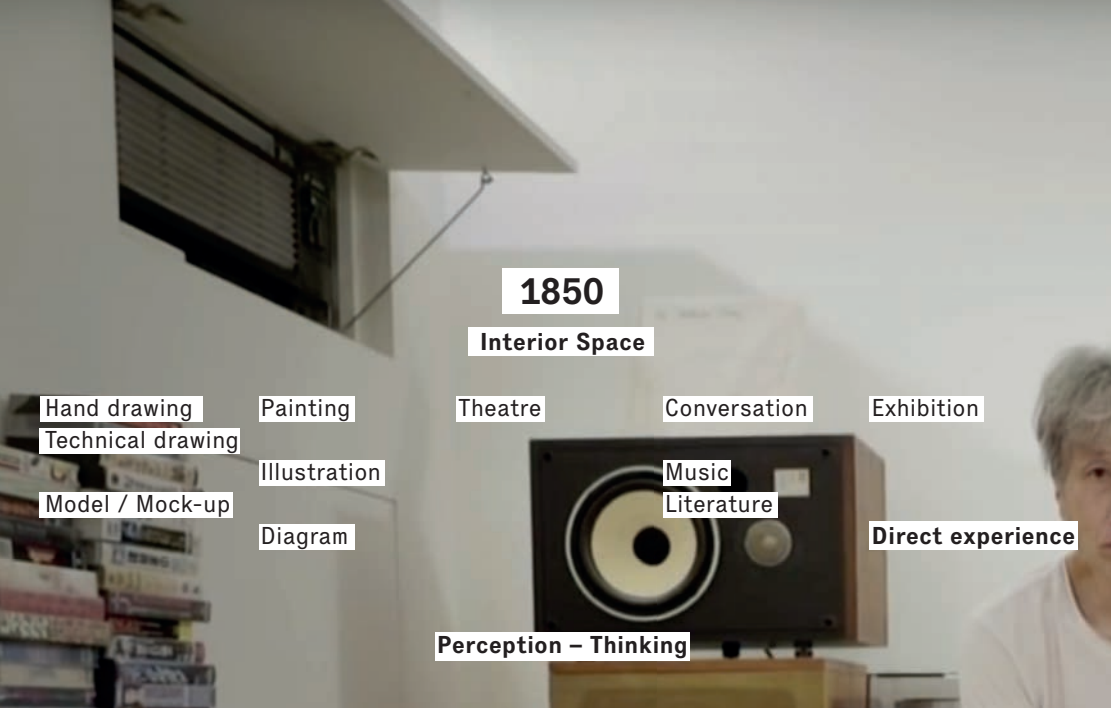


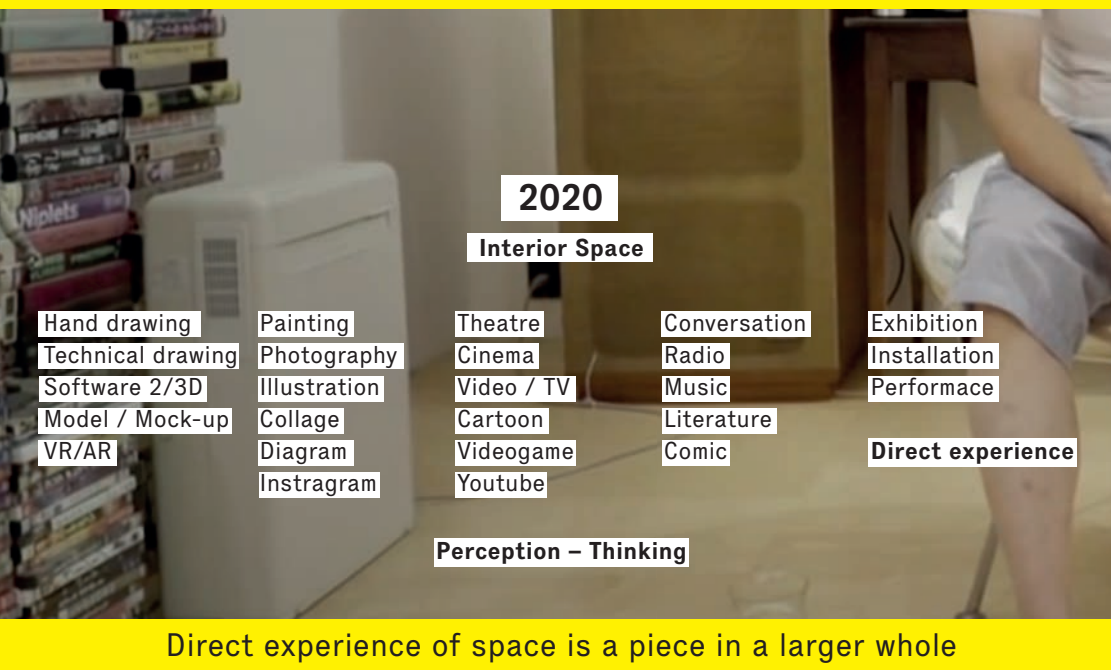


# M·A·I·A Master of Arts in Interior Architecture

—HEAD  
Genève



In less than 200 years systems of space production have doubled



Direct experience of space is a piece in a larger whole

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 of Arts in 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

Objects, Space,  
Scenography

### M·A·I·A #2

Sustainability,  
Environment,  
Society

### M·A·I·A

Summertime :  
Creative  
residence

### M·A·I·A #3

Heritage,  
Materiality,  
Digital

### M·A·I·A #4

Entrepreneurship,  
Personal Project

### REG A





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

M·A·I·A #1 explores how Advanced Interior Architecture articulates objects, spaces and users in the construction of contemporary narratives that traverse all programs and scales, from domestic to retail, from local to global. Featuring regular collaborations with Salone del Mobile in Milan, the semester intensively teaches product design and space scenography, analysing its articulation with associated media campaigns, slogans and desires.

M.A.I.A #1

**Objects, Space, Scenography**

Technique and Profession 1

- Technique : Object Design

- Profession : Journalism, Media

Studio Project

- Atelier

Workshop HEAD-Camondo

Research Education 1

Joint Master of Architecture

- Theory Seminar 1

- Theory Seminar 2

- Option

Ects

6

9

3

3

9

Ciszak Dalmas. Ambrosia Store, Madrid, 2016



M.A.I.A #1 2019-2020. Herbarium of Interiors for Salone del Mobile, Milan 2020  
Curated by India Mahdavi





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

M·A·I·A #2 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 HEAD-Genève catwalk show as the main research and design project.



## M.A.I.A #2

### Sustainability, Environment, Society

Ects

#### Technique and Profession 2

6

- Technique : Energy & Environment

- Profession : Social Design

#### Studio Project

12

- Atelier

- Society: Fashion and Space Design

#### Research Education 2

3

#### Joint Master of Architecture

10

- Theory Seminar 1

- Theory Seminar 2

- Option

- EVE

Rotor Deconstruction, Restauration of Val Benoits, Brussels, 2014



M-A-I-A #2. Poésie, HEAD-Genève's catwalk show. 2019

Student's project: Paulo Jorge Diaz

Studio directed by Leonid Slonimskiy, assisted by Bertrand van Dorp





# 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 creative residences in Texas and Armenia 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.

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



M.A.I.A #summer

**Creative Residence, Leadership**

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

Dagoi-ji Temple, Japan, 2018



Foundation AHEAD / Design Incubator HEAD-Genève  
Aurore de Geer & Pia Farrugia, Lauréates AHEAD / Design Incubator, 2016



The background image is a photograph of an art installation. It features a large, white, cloud-like sculpture that is partially enclosed within a metal grid structure. The setting is a dark, industrial space with visible wooden beams and a polished floor. The lighting is dramatic, highlighting the sculpture and the grid.

# 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.



## 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

Miralles/Tagliabue, 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



A photograph of a TED stage. In the background, there is a large, craggy prop that looks like an iceberg, illuminated with blue light. A grand piano is positioned on the stage to the left of the iceberg. The foreground shows rows of empty, light-colored wooden chairs. The overall lighting is dim, with spotlights on the stage.

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

TED

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

Ects

21

9

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



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



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Genève