



PRESS COMMUNICATE 6 – 02 – 07

IAAD - TRANSPORTATION DESIGN DEPARTMENT

MONDAY, FEBRUARY 5th, 2007 "LANCIA TOUR ITALIAN DESIGN"

**PRESENTATION OF THE FIRST EDITION OF THE
"MASTER COURSE IN TRANSPORTATION DESIGN"**

EVENT CONTENTS

Public presentation of the study program and the group of partner companies of the first edition of the "Master Course in Transportation design" by IAAD.

Yesterday, Monday, February 5th 2007, IAAD presented the first edition of the "Master Course in Transportation design" in the evocative "Lancia Tour Italian Design" in Piazza Cattaneo 9 in Torino.

The presentation has been lead by the Director of IAAD – Laura Milani and the Master course co-ordinator – Maurizio Corbi, at the presence of journalists of specialized press, professionals and interested student.

A special thanks goes to Raffaello Porro, press office of FIAT, for his precious collaboration and the efficient co-ordinament.

Some of the journalists present:

Luca Ciferri - Automotive News Europe,
Silvia Baruffaldi - Auto & Design,
Alberto Calliano - Motori
Enzo Buscemi - Autodigest;

For the partner companies:

Pietro Camardella CRF - Centro Ricerche Fiat
Frank Stephenson e Christopher Reitz FIAT - Centro Stile Fiat
Marco Tencone LANCIA - Centro Stile Lancia
Annamaria Palmigiano ALFA ROMEO – Centro Stile Alfa Romeo
Gianandrea Fabbro - DUCATI
Marco Di Gregorio - PIAGGIO
Franco Amato e Anna Astegiani - PININFARINA
Gianluigi Scanzi - BERTONE
Umberto palermo - I.DE.A INSTITUTE
Luca Fioravanti - FIORAVANTI
Sabrina Panessa - CARCERANO
Matteo Tampone e Andrea Righetti - PROFILO DESIGN
Matteo Brogia - QUARTOSTILE
Riccardo Marabese - MARABESE DESIGN
Alessandro Battaglini - ENVIRONMENT PARK
Roberto Angiono - AUTOSTUDI
Giuliano Biasio - TORINO DESIGN
Marco Sciarpa - DICAMILLO DESIGN

Master lessons will start on March 5th, 2007 and will end on June 30th, 2008; the selection of the candidates will end in February.



Inside the study path: 3 months of internship, 100 hours of special lessons with designers coming from the partner companies about specific subjects, while the rest will be dedicated to ordinary lessons, company visits, exhibitions and to the development of the thesis with the main partners.

The Master course is the only one in Italy to be officially recognized by EABHES – European Accreditation Board of Higher Education Schools, and allows the obtaining of the “European Master of Science in design” corresponding to 120 credits EABHES ECTS.

The study path has been conceived to give the students the skills to design a correct relationship between mobility and territory, having as fundamental the conceptual and stylistic aspects.

In that sense, the correspondence of the design to the scenario is basilar for the creation of a complete and aware professional figure.

The programme faces concept, style, and technological and ergonomic aspects, with the purpose of proposing advanced project principles coherent with the needs of the production market.

INFORMATIONS

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