

# istituto d'arte applicata e design

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### THE RESULTS ON CONTEST FOR SCHOLARSHIPS ASSIGNATION: "BACHELOR OF SCIENCE IN DESIGN" - ACADEMIC YEAR 2009 - 2010

*Press release – July 2009*

The session of the board in charge to award the scholarships 2009 - 2010 for the Bachelors of Science in Design – educational qualifications officially recognised by EABHES European Accreditation Board of Higher Education Schools and congruent with ECTS European Credits Transfer System - is successfully completed today.

**This year the main theme of the contest was dedicated to environmental sustainability: the purpose is to suggest the sustainable design as solution for an eco friendly way to project. The related themes for the assignment of scholarships are promoted by IAAD in collaboration with Greenpeace.**

The valuation board (Laura Milani – Internal Commission President and IAAD Director, Giuseppe Onufrio - External Commission President and Executive Director of Greenpeace Italia, Carlos Sanchez – IAAD Transportation Design Dept. Coordinator, Umberto Rondolino - IAAD Industrial Design Dept. Coordinator, Massimo Giuntoli - IAAD Interior and Furniture Design Dept. Coordinator and Massimo Morelli - IAAD Advertising & Graphic Design Dept Coordinator), has screened tens of proposals congruent with the participation requirements, verifying high quality projects and correct interpretation of the brief. In particular was evident the vocations of the entrants for innovative projects, often realized with care and precision.

Speaking of which, Giuseppe Onufrio, Executive Director of Greenpeace Italia, pointed out: "If the design will incorporate the environmental sustainability, that will be crucial for a real change in our way to produce and consume. The opportunity to promote this sensitiveness in young designers, with the assistance of IAAD scholarships, was a good choice. I'm wishing that this element will be more and more relevant in design culture."

Positive feedback from Laura Milani, IAAD Director: "Year after year is always harder choosing winner projects. The quality of the concepts and the expression abilities are constantly improving. For us, anyway, the "compass needle" is always pointing towards the quality and the driving force of the innovation, elements that must be fitting with the brief."

The long and strenuous valuation process concluded with the selection of the first 3 classified for each one of every 4 Department - Transportation, Industrial, Interior and Furniture, Advertising and Graphic - and, at the same time, with the ordination of some special mentions for other candidates.

**The names of the winners will be published from July 7<sup>th</sup> 2009 on IAAD website, [www.iaad.it](http://www.iaad.it). This ranking will be the benchmark for the assignment of the scholarships amounting to the 100%, 50% and 20% of the attendance fee of the Bachelors.**

The projects of the winners will be exposed on the occasion of the IAAD SUMMER PARTY 2009, which will be July 17<sup>th</sup> 2009, starting from 22.00 pm, at Pastis - Piazza Emanuele Filiberto in Torino, Italy.