

istituto d'arte applicata e design



partecipates in the Conference
"Sustainable Design"
Palazzo Turati, Via Meravigli 9/b Milano
Friday, 18th December 2009 from 10.00 to 18.00

Press release – december 2009

Friday, 18th December 2009 at the Palazzo Turati in Milan, headquarter of the Chamber of Commerce, will be held the Conference entitled **"Sustainable Design"** organised by the Updating company and implemented with the support of ADI - Association for industrial design- and with the sponsorship of the Municipality of Milan, the Province of Milan and Milan Chamber of Commerce.

The event is an exhibition/conference that explores the industrial production and its designers besides the answer of consumers relatively to technologies, materials for houses, furnishing accessories and mobility.

The Sustainable Design event in Milan is divided in two moments: an exhibition-area, where it will be possible to find many examples of sustainable design with illustrations and models, realized by important professionals and students of the main educational realities operating in this sector.

Simultaneously the event will have a conferences session, divided into one-way speeches and panels dedicated to how to make sustainable design and to practical experience of the experts that work in this way.

In the exhibition-area will be exposed the prototypes on the draft thesis carried out by the students of the **Bachelor in Transportation design (dedicated to Andrea Pininfarina)** of **Istituto d'Arte Applicata e Design** in collaboration with **Renault**.

Inside the conference, **Laura Milani**, Director of the **Istituto d'Arte Applicata e Design** will present, starting from 15 pm, the first edition of the **Bachelor (First Level Academic Degree) in "Design of Sustainable Mobility and Transportation Means"**, resulting from the collaboration between IAAD Torino and ISIA Firenze.

At the end the Director will speak about the experience of the relation school-company, presenting the Case History entitled: *"Renault 2020 - reaction and evolution in the transporting market and in the mobility system after the crisis"*.

Related to the understanding of automotive market changes in the next future, the students started from a deep analysis of the events linked to past periods of economical crisis, having in mind the aim to suggest models and solutions of business, service and vehicles in general, consistent with the vision of an "after crisis" scenario.

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