

istituto d'arte applicata e design

IAAD

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Istituto d'Arte Applicata e Design in Torino (IAAD) presents "A112 of the next decade" during Automotoretrò 2009, Torino - Lingotto Fiere, February 13th - February 15th.

Press release – February 2009

Visitors of Automotoretrò 2009, famous exhibition dedicated to the history of automotive, will have the occasion, from 13 to February 15th, to check the results of "A112 of the next decade", project realized in 2004 by the students of "Andrea Pininfarina" Transportation Design Department.

The project is based on sketches and illustrations, already exposed in 2004 at "Museo dell'Automobile" in Torino, realized by students interested to show their point of view about the concept of "A112 of the next decade".

The Autobianchi brand was revisited through sensitivity, taste and style of future designers. Today, 5 years later their first job, ex-students of IAAD have found employment in the automotive sector, with significant experience in national and international companies.

Moreover, during these three days dedicated to the best of automotive collecting, alongside the drawings of colleagues, the young graduates of IAAD will be engaged to carry out illustrations during the entire duration of the exhibition: an exercise useful to show directly notions and abilities of future professionals of design.

The appointment is at **Lingotto Fiere**, for one of the most interesting event of **Automotoretrò 2009**, a different exhibition that definitely offers big motivations, technique, style and culture.

Automotoretrò is organized in collaboration with **ASI**, and supported by **Regione Piemonte, Città di Torino, Camera di Commercio**. Automotoretrò is also kindly supported by **Sabelf, Petronas Lubrificanti, Fondazione CRT** and **Regione Valle d'Aosta**.

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