

# istituto d'arte applicata e design

In collaboration with

**GREENPEACE**

presents

## **SCHOLARSHIPS ASSIGNATION CONTEST FOR "EABHES – EUROPEAN BACHELOR OF SCIENCE IN DESIGN" - ACADEMIC YEAR 2009 - 2010**

*Press release – March 2009*

Istituto d'Arte Applicata e Design in Torino (IAAD) as any other year, presents a design contest to offer the possibility to win twelve scholarships to attend the first level post-diploma specializations (Bachelor).

This year the main theme of the contest is 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 scholarships, amounting to the 100%, 50% and 20% of the attendance fee of the Bachelors, will be assigned to the three first classified in each of the four different specializations; the student will have to pay the admission fee and the EABHES tax, both for each academic year.

The four specializations of the IAAD - **Transportation Design, Industrial Design, Interior & Furniture Design and Advertising and Graphic Design** - are officially recognized by EABHES – European Accreditation Board of Higher Schools for the obtaining of the European Bachelor of Science in Design.

The purpose of the contest is to suggest creative projects destined to find new points of view for new possibilities of sustainability. This concept is considered not only an ethical choice, but above all as fundamental element for a process of cultural "re-thinking", useful to modify the lifestyle of society and mankind.

The themes of the contest are specific for every department:

- **Transportation Design Department**

The candidate must project an ideal urban vehicle, considering the problem of parking, traffic and alternative energetic sources to reduce at least CO<sub>2</sub> emission in the atmosphere.

- **Industrial Design Department**

The candidate must project an object useful for the house, exclusively conceived with recycled materials or re-using everyday objects.

- **Interior and Furniture Design Department**

The candidate must project his/her ideal space, setting it out exclusively with eco friendly materials and products.

- **Advertising and Graphic Design Department**

The candidate must create a poster, which fully represents the spirit and attitude of Greenpeace.

The contest is sponsored by:

- ANFIA - Associazione Nazionale Filiera Industria Automobilistica.
- ADI - Associazione per il Disegno Industriale (Delegazione Occidentale)
- AIPI - Associazione Italiana Progettisti in Architettura di Interni
- AIAP - Associazione italiana per la progettazione della comunicazione visiva

For complete information about the contest (conditions and general terms of participation, application form...) please visit [www.iaad.it](http://www.iaad.it) or contact Maurizio Barbiani Gonzalez at: [info@iaad.it](mailto:info@iaad.it) or +39.011.548.868

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