

# istituto d'arte applicata e design



in collaboration with



presents

## GRADUATION THESIS PROJECTS, ACADEMIC YEAR 2008-2009

*Press release – July 2009*

Istituto d'Arte Applicata e Design in Torino (IAAD) is proud to announce the collaborations and their relative sponsorships for the projects of the graduation thesis, academic year 2008-2009. Here **the partner companies: Yamaha, Renault, Programma Housing della Compagnia di San Paolo, Italwin and Mizuno.**

The final-year undergraduates of the four IAAD *Bachelors of Science in design* already operating – Transportation, Industrial, Interior and Furniture, Advertising and Graphic – will test skills and knowledge acquired during the triennial course, showing thesis projects fruits of comparison and collaboration with important companies and organizations.

The projects, based on provided briefs, are yearly realized under the supervision of a person who represents the company and teachers from IAAD staff. The didactic procedure foresees that the students work singly or in-group. The projects, then, are strictly developed with professional attitude, taking particular care to quality and concept, thinking about the needs of the purchaser and pursuing the goal.

Correct brief interpretation, creativity, innovation, attention to detail and commitment are the standards for the work of the students. **The best projects will be officially presented to media, professionals and public on the occasion of an exhibition scheduled for September.**

### PARTNERS AND TITLES OF THESIS PROJECTS

- **TRANSPORTATION DESIGN DEPARTMENT “ANDREA PININFARINA”**

#### **YAMAHA – “Find New Expression for Next Generation Scooter !!!”**

Yamaha is looking for a new design language, which expresses itself through new combinations of shapes, colours and materials. Students suggest, then, a new concept of Yamaha Scooter, presented by an innovative language able to communicate with strengthened and potential customers.

**Partner company project coordinators:** Gen Mizutani, Cristiano Tasca

**IAAD teacher coordinator:** Emanuele Bomboi



## **RENAULT – “Renault 2020”**

To better understand the changing of the next future in automotive market, 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.

**Partner company project coordinators:** Luciano Bove

**IAAD teacher coordinator:** Carlos Sanchez

## **• INDUSTRIAL DESIGN DEPARTMENT**

### **ITALWIN – “Ride on electric design”**

A new concept of electric bicycle, not a simple research then, but a new idea that could be successful on the market always in evolution and more and more diversified, permanently looking after the low environmental impact. Projects and proposals for the ecological vehicle par excellence.

**Partner company project coordinators:** Mauro Tomasoni, Gary Fabris

**IAAD teacher coordinator:** Umberto Rondolino

## **• INTERIOR AND FURNITURE DESIGN DEPARTMENT**

### **PROGRAMMA HOUSING DELLA COMPAGNIA DI SAN PAOLO: Progetto STESSOPIANO**

#### **"Basic kit for a new home"**

StessoPiano addresses to young people, emerging and important target for the housing needs. The aim of the IAAD student thesis is double: to study the characteristics of the young people who choose co-housing, and to design a distribution and furniture space system able to fill the young people's needs, both to save money and about comforts.

**Partner organization project coordinators:** Grazia Tomaino, Lorenzo Germak

**IAAD teacher coordinator:** Massimo Giuntoli

## **• ADVERTISING AND GRAPHIC DESIGN DEPARTMENT**

### **MIZUNO – “Swimming Age”**

Mizuno launches its first swimming-swimming pool collection. The aim of the project is to design a graphic format with clear and forceful brand codes. The presence of a very important testimonial, Federica Pellegrini, represents a starting point for the new promotional campaign that will must develop on traditional or not media (adv, viral marketing, events...).

**Partner company project coordinators:** Mauro Battistin

**IAAD teacher coordinator:** Massimo Morelli