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AUTOBIANCHI 40

40 students celebrate 40 years of A111 and A112

Saturday 26th September 2009 since 9.30
Sala Agorà, Mirafiori Motor Village, Piazza Cattaneo 9, Torino

Press release – September 2009

On the occasion of 40 years of Autobianchi A111 and A112, 40 students of the “Andrea Pininfarina” Transportation Design department of Istituto d’Arte Applicata e Design - Torino (IAAD) will be starring in a project, which will see them involved in telling the story of Autobianchi brand and its “contaminations” with Abarth, through as many historical and restyling illustrations of the models which made the brand so famous.

Referring to the images and pictures brought by **Marco Lerda, Registro Autobianchi Director**, and **Laura Lodi, Registro Autobianchi Press Responsible**, each student chose a model and represented it with manual illustration techniques, **under the guide of professors Maurizio Corbi and Luciano Speranza**.

Furthermore, each student has reinterpreted the style and the lines of the chosen model and has imagined a restyling, suitable for circulating on our roads, since 2009 till the next 40 years.

Salvatore Leotta, Abarth Marketing Product Manager, involved the students in a key moment, a lesson about Abarth brand and the ways the scorpion “pinched” Autobianchi in its history.

The project results will be exposed in an exhibition, which can be visited **Saturday 26th September 2009 since 9.30 at Sala Agorà, Mirafiori Motor Village, Piazza Cattaneo 9, Torino**.

During the two days of event, IAAD students will make freehand illustrations live. This is a way to renew the experience made during Automotoretrò 2009: an exercise made to give prove of skills and talent of the future professionals in car design.

The complete event programme is available on the web site www.autobianchi.org.

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