



present

the first Bachelor in
“Design of Sustainable Mobility and Transportation Means”

press conference

Turin Municipality Premises - Sala delle Colonne

Piazza Palazzo di Città

Monday, November 9th, at 12.00

Press release – October 2009

Istituto d'Arte Applicata e Design - IAAD is glad to present 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.

The mobility system, the transportation means and the related environmental sustainability are playing a key role in the economical and socio-cultural development of our Country.

To maintain and enhance the international strength of Italian companies and enterprises operating in this field, and to empower their competitiveness in the global market, it is necessary to create educational paths of excellent level, able to be recognizable as research and innovation think tanks.

The institutional partners, who supported and made possible the accreditation of the new academic degree, will be present at the press conference:

for Turin Municipality – the Deputy Mayor, **Tom Dealessandri**

for Piedmont Region – the University Town Councillor, **Andrea Bairati**

for Turin Province – the School Town Councillor, **Umberto d'Ottavio**

for Turin Chamber of Commerce – the Secretary, **Guido Bolatto**

for IAAD – the Director, **Laura Milani**

for ISIA – the Director, **Stefano Maria Bettega**



At the presence of industry and crafts associations' representatives, who endorsed the course:

ANFIA – National Association of Automobile Supply Chain
Industry Confederation of Young Contractors
Industry Union
API – Small and Big Business Association
CNA – National Confederation of Craftsmen and Enterprises
Craftsmen Confederation
Autonomous Confederation of Craftsmen Syndicates

And at the presence of a list of partner enterprises' representatives, such as:

Fiat Group
Volkswagen
Renault
Yamaha
NTV
Italdesign Giugiaro

At the end of the press conference, Renault and Yamaha heads of design will introduce the exhibition, result of the students' thesis projects of IAAD Bachelor in "Transportation Design" a.y. 2008-2009:

"Renault 2020 – reaction and evolution in the transportation market and in the mobility system after the crisis", introduced by **Luciano Bove**, Design Research Unit Renault Responsible;

"Yamaha Next Scooter Icon – New Expression for New Generation Scooter", introduced by **Gen Mitzutani**, Scooter Design Centre Yamaha Europe Responsible.

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