



ISIA

Firenze

istituto d'arte applicata e design



present

GREENWHEELS: DESIGN AND SUSTAINABLE MOBILITY

Exhibition and conference at

Crea@tivity+iDEA '09

Pontedera (PI)

From the 18 to the 20 of November

*press release – November 2009*

During Crea@tivity+I.D.E.A. 2009, the Istituto d'Arte Applicata e Design – IAAD Torino is glad to present the **exhibition** "Greenwheels – Design and Sustainable Mobility".

At the premises of **Centro Sete Sóis Sete Luas – Viale Rinaldo Piaggio 94**, will be visible:

- **RENAULT 2020** – "*reaction and evolution in the transporting market and in the mobility system after the crisis*": an analysis of the world economical crisis and resultant projecting of a post-crisis scenario and a vehicle for 2020. Characteristics of the vehicle, on Renault requirements, should answer back to the evolution of transports, according to the needs of ordinary traffic circulation and of a linkage between city centre and outskirts, through conceptual solutions, functional, technological and stylistic that could face together the needs of the forecasted scenario.
- **PIAGGIO Greenwheels** – thanks to Piaggio collaboration and considered the location of Crea@tivity, 2 real scale models will be visible. Models are the result of a transversally targeted project from the demographical point of view, for people living close the historical city centres or in small towns, that need short travel to reach the job/the school, go shopping, and has typical needs of charging.
- **VOLKSWAGEN Greenwheels** – new concepts for urban mobility. Not a conventional car, but a four-wheeler able to match practicality and low price of a scooter with safety and fun drive of a urban car. At the center of the concept the hydrogen engine.

At 5 pm of Thursday, November the 19<sup>th</sup>, at Piaggio Museum – Viale Rinaldo Piaggio 7 – the conference "**Design for Sustainable Mobility and Transportation Means**" will take place.

During the conference, the first edition of the Bachelor (First Level Academic Degree) in "Design of Sustainable Mobility and Transportation Means" will be presented.

Speakers:

- **Stefano Maria Bettega**, ISIA Florence Director
- **Laura Milani**, IAAD Torino Director