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**“MOTORCYCLES AND RIDERS – FROM INTENTION TO EMOTION”**  
special lesson about Racing Design, by Aldo Drudi

Monday 18th May 2009 at 15.00  
c.o. I.DE.A. Institute - Strada del Portone, 61 Torino - Italy

*Press release – May 2009*

The “special lessons” schedule of Istituto d’Arte Applicata e Design in Torino (IAAD), thanks to the precious contribution of Yamaha Motor Racing, get richer with “Motorcycles and Riders – from intention to emotion” a new didactic appointment by Aldo Drudi. A unique occasion useful to know the secrets of Racing Design, a new graphic design expression. The enrichment of IAAD syllabus proves once again, through the use of this kind of contributions, the verve and the constant research of quality that are the base of the teaching approach of the Institute.

This special lesson - reserved as usual to students and guests - will be taught by **Aldo Drudi**, extraordinary Visiting Professor ([www.drudiperformance.com](http://www.drudiperformance.com)), the Italian talent that has signed a lot of graphics, celebratory and not, chosen by **Valentino Rossi**. Graphic outputs that now have become a connotative element of victories and sporting successes of the Champion from Tavullia.

Aldo Drudi is one of the reference persons of Racing Design and its activities affect areas ranging from the graphic studies for the hulls, to suits and logos for many pilots, up to clothing for motorcycling enthusiasts. It will be discussed about high quality products and results at the highest level of competition in two-wheelers. The lesson will have an experimental cut: there will be, in fact, a live performance of Aldo Drudi and some specific moments not strictly formal, in addition to motorcycles and cars that were developed by its graphics. Students and guests can enjoy: **Yamaha M1 Assen 2007, Yamaha M1 FIAT 2008 World Champion, Yamaha M1 Abarth 2007 and Fiat 500 with graphics "The Doctor"**, in addition to representative suits and helmets.

To confirm the excellent relations of cooperation between IAAD and Yamaha, and to witness the importance of this event, will participate also **Mr. Marco Riva – General Manager of Yamaha Motor Racing**, the team capable in recent years to establish itself at the top of rankings MotoGP.

The speakers who will complete the lesson of Aldo Drudi are: **Monica Grimoldi** - Yamaha Motor Racing Management assistant, **Laura Milani** - IAAD Director and **Duilio Romano** - I.DE.A. Institute Head Business Development