



collaborating with



PIAGGIO

presents

TRANSPORTATION DESIGN PROJECT ACADEMIC YEAR 2006 - 2007
"GREEN WHEELS"
study of new urban vehicles with low environmental

inauguration

on friday 7th september at 3'30 p.m. Oval Lingotto
AUTOECO – ecological mobility review

The research of new concepts into low environmental impact mobility field let born the design project "GREEN WHEELS", that will be presented on Friday 7th September from 3'30 p.m. at Oval, on the AUTOECO event – an endurable mobility review. The project as been developed by "Transportation Design" majoring students of Istituto d'Arte Applicata e Design - Torino (IAAD) in collaboration with Volkswagen and Piaggio. The exhibition will we kept at Oval until 9th September, and will go on at IAAD in c.so Re Umberto 5 until 4th October.

IAAD - VOLKSWAGEN PROJECT DESCRIPTION

The idea is creating a new concept for urban mobility affording the most known problems such as pollution, parking spaces and too much big-engined cars relating to their performances and small shifts required.

The project conjugates function and shape according to an ethic process that promotes clean carriers, particularly hydrogen, such as an alternative to fossil fuels, highly polluting.

Not a conventional car, then, but tension toward a road quadricycle with unique features for this field: a simple object, easy to be built and assembled and with a very peculiar maintenance easiness.

The purpose is to conceive a vehicle that can conjugate convenience and scooter low cost with safety and fun of an urban car.

The project development was supervised by Simon Grand - Transportation design department coordinator, for IAAD and for VOLKSWAGEN by Flavio Manzoni - Head of Creative Design Volkswagen Group.

IAAD – PIAGGIO PROJECT DESCRIPTION

The project is addressed to a target that lives in historical city centres or in small cities, and needs a short-range vehicle and has loading needs related to the kind of use.

The project has to be developed within the following points: *safety*: driving has to become familiar also to those which are not usually in confidence with two-wheels vehicles, due to their own self dangerousness, due to the thieves; *loading capacity*: it will be necessary study new solutions for an everyday loading use (everyday shopping, working and studying bags ...); *prices*: it has to be found different contents that could reduce the cost of the vehicle and costs concerning its everyday use; *innovation*: it will be important that the new concept should have an high innovative content which give strength the born of a new kind of means of transport; *ecology*: the everyday increasing level of air pollution into big cities and the consequent closing to traffic to all vehicles is still a problem which creates a lot of discomforts to citizens. It is so necessary to create alternative ways of mobility with low environmental impact.

The project development was supervised for IAAD by Simon Grand - Transportation design department coordinator, Emanuele Bomboi - "Moto & scooter design" teacher; for PIAGGIO: Marco Lambri – Style Department and Product Development CEO, Giorgio Neri - Marketing and Product CEO.

COLLABORATIONS

Environment Park - Turin (Italy) about low-environmental impact

I.DE.A Institute - Turin (Italy) for Volkswagen prototypes realization to scale 1:4 and Piaggio prototypes realization to scale 1:1

EXE – Turin (Italy) for complex virtual renderings development.

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