



SUPERMOTO WORLD CHAMPIONSHIP and
YAMAHA – MAGIC FOR FUN

TURIN – OVAL LINGOTTO 25th - 26th - 27th OF MAY 2007

The Oval, the structure built for the Winter Olympic Games – Turin 2006 – will be completely dedicated to the amazing and charming world of the motorbikes. From the 25th to the 27th of May, Turin is going to confirm its own passion relationship to the world of motors and competitions hosting, in collaboration with the Motorcycle International Federation, a stage of the Supermoto World Championship, in an extraordinary context full of fun and emotions.

For the first time, a big city hosts one stage of this great competition that as an exception will go off by night, in an outdoor race track organized for the occasion in the wide outdoor areas of the Oval Lingotto.

However, Magic For Fun is the third stage too of the Yamaha City Ride – the cycle of events organized by Yamaha Motor Italia in the big Italian cities. In Turin, it will be the day-time part of this great event dedicated to two-wheel vehicles.

L'ISTITUTO D'ARTE APPLICATA E DESIGN – TURIN (IAAD)
takes part in the event presenting the scooter design project
YAMAHA NEXT MOVE

The project, born from the teamwork between the “Transportation design” department from IAAD and YAMAHA MOTOR EUROPE, is based on the research of new concept in the scooter world destined for a young public.

The Yamaha philosophy, entirely described by the Japanese word “Kando”, foresees that the activity has always been stretched to exceed clients’ desires, offering more than expected, springing passion through the products, and developing, in the inside, Team Building activities, applied to the company staff, also through the help of methods developing self-esteem. Thanks to these principles, Yamaha contributed to write important chapters in the history of motorcycles and scooters as well as in sports and customs.

IAAD, first in Italy to have founded a course specialized in car body architecture in 1978, today the first at national level to be officially confirmed for the granting of the educational qualification “EABHES - European Bachelor of Science In Design”, offers since a decade the study path in “Moto & Scooter Design” inserted in the Transportation design specialization course.

From this alliance made of competence, the “YAMAHA NEXT MOVE” project is born. The Transportation Design students from IAAD were requested by the partner to develop a personal vision of a Yamaha scooter for the next future, assuming that scooters target keeps changing following new and different trend and usage. The outcome presents conceptual stylistic studies, and prototypes realized in 1:1 scale.

Information:

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