



"SENSIBLE DESIGN" PROJECT

An initiative by the Institute of Applied Arts and Design-Turin

Premiss

The project "Sensible Design" is born from the will of creatives (teachers and students) from the Institute of Applied Arts and Design-Turin and the object is the sensitization of consumers regarding the contribution pro no-profit associations in this period of the year, Christmas, that is often linked to a sterile and compulsive consumism.

Project

The Institute's "Advertising and Graphic Design" course has created posters, postcards and manifestos relating to the initiative, to be exposed in the shops of down town Turin, that have as subject the following associations:

- ANLAIDS, National association fighting against AIDS
- AISM, Italian Association for Multiple Sclerosis
- TELEFONO AZZURRO, National association for children tutelage
- AIRC, Italian association for cancer research
- FILO D'ORO, association for the assistance, education, rehabilitation treatment and re-integration of people who are deafblind and have multisensory deficits."
- VIP, Federation Let's live positive Italy ONLUS
- AVIS, Italian Association for Blood Volunteers
- Coordination Paratetraplegic of Piedmont
- Association for the research on depression

Objectives

The main objective is to sensitize the public regarding very important social problems also during this period of joy and feast.

The sensitization is not a reproach or obligation to immediate action, but wants to contribute to awaken the conscience of people regarding the less fortunate and extremely in need of help, that we all can give.

Time and realization modality

The shops that adhere to the initiative, will expose the manifestos in the shop-windows dedicated to one of the above associations plus the presentation poster of the initiative; the period of exhibition will be December-January.

The shopdealers do not have, in any way, to gather funds.

Patronage

Municipality, Province and Turin Chamber of Commerce.

Collaboration

Piedmont Region, Sanpaolo, Ages Artigrafiche and AnfaGraf.

Official inauguration / Press conference

Thursday, December 2nd at 18,30 at IL POSTO – Via Lagrange 34/A
Among our guests: Lorenza Pininfarina – ANFIA president and Godmother of the initiative, Ugo Nespolo – painter, Silvano Guidone – advertiser, Gianluca Pessotto – Juventus football player, Fabio di Bella – captain of Biella Basketball team, Alessandro Ramagli – trainer Biella Basketball team.

Information

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