

THE INSTITUTE OF APPLIED ARTS AND DESIGN - TURIN (IAAD-TO)

Presents

«Turin Automotive Design: yesterday, today, tomorrow»

inauguration Monday 1st of July

Press at 15 H., Public at 18.30 H.

At the Automobile Museum of Turin, Corso Unità d'Italia, 40

Inside the exhibition the main Automotive Design Centres in Turin will be present, and the results of the sponsored project by the Fiat Research Centre will be presented, that have been realized by the students of the course of Transportation Design of the IAAD-Turin.

SUBJECT OF THE EXHIBITION:

from the 1st of July until the 1st of September 2002, at the Automobile Museum of Turin, there will be held a new exhibition of automotive design, dedicated to the main Turin Style Centres, inside which one can see prototypes and studies of automobiles from yesterday, today and tomorrow.

Inside sector «Tomorrow», there will be presented the result of the sponsored project by the Fiat Research Centre and realized by the students of the last year of the course of «Transportation Design» of IAAD-Turin. The project, that as main subject has the study of a transportation vehicle for the mobility of the future, reinterprets the current concept of metropolitan mobility creating new shapes, new transportation vehicles and their reason and moment of utilization. The project «Mobility of the future» is born from an important consideration relative to the metropolitan mobility based on the role of the final user, of his needs and of his constant possibility of personalization of its existence.

In the hypothetic future created in this brilliant project, the user wears, uses, chooses and optimizes all the movements throughout his day.

In this new scenery there are 4 main themes: the vehicle modification, the interface, the relation between producer company - end user and the mobility.

. The vehicles are subdivided by typologies of utilization: that is how semiprivate vehicles are born, those to be shared, and those that are used only for public transport.

The semiprivate vehicles are conceived according to the logic of renting, but with a great possibility of personalization in the interior, as to make the end user perceive them at the same level of the private vehicles; those to be share, allow lower costs, great security and if desired, sharing of knowledge; while those in relation with public transportation foresee an improvement of the travel conditions through higher interior comfort.

. The interface hardware and software is wore, is given for free by the producer companies of the services in place of the current gadgets and results totally self-manageable and personalizable.

. The vehicle producer company, that in this optic become more appropriately transportation vehicles, reinvents a relationship with the end user based mainly on the optimization and on the personalization of the service. The transportation vehicle is chosen according to the typology of the journey, by timetables and goods to be transported: everything based on efficiency.

. The lightening of the mobility is conceived through a global management of the mobile resources, that travel creating less traffic and without the pressing parking exigences, resolved mainly by the constant non-property of the vehicle and of its possible shared use.

In the same premises, there will be exhibited also the exam thesis of the students of «Interior Design» and «Graphic Design».

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