



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

presents

“DESIGN INSIDE” exhibition of the best projects of end semester

inauguration 10 march 2003

press at 14 - public at 18.30
at the Automobile Museum of Turin, C.so Unità d'Italia 40

Inside the exhibition the best works of end semester realised by our students from all operative departments in our institute will be exhibited.

Exhibition time table: Tue., Wed., Fri., Sat., at 10-18,30; Thur.,Fri. At 10 – 22 ; Sun. At 10 – 20,30

EXHIBITION THEME:

From March 10th until 31st, the Automobili Museum of Turin, will host “Design inside”: presentation of the best projects of end semester of the students from the Institute of Applied Arts and Design-Turin.

The exhibition will be parted in 4 areas: Transportation design, Industrial design, Graphic design and Interior Architecture.

Some of the projects exhibited for each of the 4 areas:

1. **Transportation design:** illustrations epoch cars, study of a citycar and of an off-road.
2. **Industrial design:** study of a table lamp, creation of a special collection of coffee cups, study of a multi-use table.
3. **Graphic design:** Concept board “Hear the silence”, restyling of the brand of a sport team (Basketball Biella), social theme advertisement campaign (Blue Telephone)
4. **Interior Architecture:** Concept board “Collage of an epoch: interpretation of the concept of modernity”, project with CAD: immovable unit for private use and immovable unit for public-offices (used spaces, decoration and construction particulars).

The exhibited works are the result of the didactic methodology of the Institute, that has as main object the formation of its students according to a working approach of European style, developed starting from the Italian one.

After doing this quick but necessary premise, it is important to notice how Italian design has its own roots on aspects that are not limited only to the field of production, but are born from a wider history of culture and costume of a country that together has determined the success and the consecration of an Italian mood and to conceive the style worldwide (in the vast exception can space from fashion, to interior design, car design...)

The projects start from the observation and reproduction of reality, to arrive to a new type of observation finalized to the reinterpretation where other than examining the surrounding, there are presuppositions to the knowledge and to the development of the autonomy and individuality as basic aspects of creativity. Inside the exhibited works, images, signs, messages move through a projectual eclectic and transversal path, that comes from the analysis of particular social-cultural contexts to arrive to the specific reference target.

The object is to give back to the generation of next designers not only a static model to imitate, but to create; in this way there will be the presupposition for a new generation of designers that are free to conceive according to their own style, a “modus operandi e vivendi” that is absolutely personal, a mirror of the needs in a multi-ethnic industrial context: creative knowledge and autonomy as a distinctive sign of an international culture.