



THE CAR THAT DOES NOT EXIST
28th of June – 2nd September 2004 Automobile Museum of Turin

Official presentation of the FIAT and HONDA sponsored projects, realized by the Transportation Design course students from Institute of Applied Arts and Design – Turin.

Exhibition's inauguration Monday 28th June; Press at 14, public at 18, at the Automobile Museum of Turin - C.so Unità d'Italia 40.

THEME

Through the study and the planning of a concept car for Fiat and a new sedan for Honda, the exhibition named "The car that does not exits" will take place on Monday 28th of June at the Automobile Museum of Turin (at 14 hrs. for the Press, at 18 for the public) taken care by the Institute of Applied Arts and Design – Turin. Other than the works done by the students, the exhibition includes epoque vehicles and prototypes that belong to both prestigious brands.

The two companies have committed the students of the Transportation Design course, the study of two new models of automobiles destined for the market in the future ten years.

The exhibited works will present, historical and concept research boards, sketches, renderings by hand or computer. The exhibition foresees the projection of a multimedia CD, summary of the entire project.

The projects have didactic end, realized in collaboration between IAAD-Turin, Fiat Auto Advanced Design and Honda Europe, will remain property of the sponsors.

It is another important achievement for IAAD-Turin that sees its importance grow in the design forming area at international level, that finds its appreciation in its students works.

The FIAT project, has like main object the realization of a vehicle to improve and strengthen the image of Fiat brand in front of the public and the clientele, it consists in the creation of an automobile, following an absolutely free theme, with the possibility of choosing any concept, from citycar to luxury car, also taking into consideration more particular vehicles such as SUV, crossover, etc. , as well as completely new concepts.

The vehicle should have strong character and a remarkable impact on the public, it should become a symbol vehicle, that allows the public to understand that Fiat group is evolving, in order to let down the criticism, that for long have been addressed to the prestigious italian brand.

With this new model a new season for Fiat will be inaugurated, made of quality vehicles, that range to North European standards, with the fascinating italian design, a patrimony that makes the Fiat brand absolutely unique.

Fiat project responsables:

Exterior: Humberto Rodriguez - Fiat group style responsible; Flavio Manzoni - Fiat style centre responsible; Roberto Giolito - Fiat Auto Advanced Design responsible; Salvatore Cacciatore - chief designer Fiat Auto Advanced Design - Concept Lab.
IAAD-Torino: Giampiero Briguglio - coordinator and teacher in Transportation design course; Mauro Basso - Transportation design course teacher.

The HONDA project, has like object the creation of a new sedan for 2015 destined to the European market.

This future sedan has to consider the target's needs, with an effective buying power that evolves progressively, and at the same time, give a more european print to the famous Japanese brand.

The fusion between the European style, with emotional fulcrum in the italian style and oriental, must strongly characterize this new generation sedan.

HONDA project responsables:

Exterior: Martin Glotzbach - Style Honda Europe Responsible, Ichiro Yamaguchi - vice president Segno Milano.
IAAD-Torino: Luciano D'Ambrosio - Transportation design course teacher.

Moreover, on the first floor the final year projects realized by the students of the specialization design course in Transportation Design and supervised by John Sweeney and Matteo Conti, from Northumbria University, will be presented.

For more information: tel. & fax 011/548868, info@iaad.it, www.iaad.it

Ticket: full € 5,50, reduced € 4,00, schools € 2,00.

Exhibition's time table: Mon. Tues. Wed. Fri. Sat. from 10 to 18'30, Thur. from 10 to 22 and Sunday from 10 to 20'30.