



presents

YAMAHA NEXT MOVE

Scooter design project done in collaboration with YAMAHA MOTOR EUROPE

Inauguration

**September 5th, 2006 at 18.30 – Cortile del Maglio – Via Andreis, 18 10152 Torino
(the exhibition will last until the 13th of September 2006)**

Project in synthesis

The research of new concept in the scooter world gave the possibility to present the project “YAMAHA NEXT MOVE” that will take place on Wednesday 5th of September at Il Cortile del Maglio in Torino (at 14.30 for press representatives, 18.30 for the public), taken care by Istituto d'Arte Applicata e Design – Torino (IAAD).

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, society attraction, springing passion through the products, employee satisfaction, establishing a corporate environment that fosters 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 car body architecture specialization in 1978, today is the only one at national level to be officially recognized inside the European Community as a Bachelor, since a decade a study path in 'Motorbike & Scooter design' has been inserted in the Transportation design specialization course (EABHES European Bachelor of Science In Design).

From this alliance made of competence and philosophy, 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.

Yamaha guided the students through the next generation of “two wheelers” suggesting two themes:

1. Youngsters, 2 wheels – 50 cc: for kids that can only drive 50 cc, there are many products on the market, but sales are in decline – evaluation of the possible causes for lack of interest and new solutions, functional and aesthetic proposals.

2. City use, 2 wheels – 125 / 250 cc: today many users prefer scooter as commuter from home to school or home to office – evaluation on attraction reasons and proposals of new solutions for users that drive scooters in the city.

For each student the realized works will consist of historical research and concept boards, sketches, handmade and digital renderings and for the best 2, models in 1:1 scale clay models. In occasion of the exhibition inauguration, some of the latest Yamaha models will be shown.

The projects, developed during a semester with educational purposes will remain property of the sponsor; for the students the study projects will be inserted at conclusion of the three year specialization post-diploma course “EABHES European Bachelor of Science in Design – majoring in Transportation” and will be an important personal introduction into the working world.

Responsibles

For IAAD: Emanuele Bomboi –Motorbike & Scooter Design teacher; Mario De Carlo – Modelling teacher
For YAMAHA: Kenji Otombe – President of ELM Design Europe; Naoki Segawa – Scooter Product Planning Manager; Marco Riva and Valentina Gonnella – Product Development Co-ordinators.

Special thanks

Cristiano Tasca – Yamaha designer: for helping the students during their project development.
Model Clay and Idea Institute: for the important contribution in the realization of the 1:1 scale models.
Confartigianato Imprese Torino: for the collaboration in the realization and the publication of the exhibition.
Comune di Torino: for the exhibiting spaces and sponsorship.



At the inauguration of Tuesday 5 th September will be present:

For YAMAHA

ELM Design:

Otombe Kenji _ President of ELM Design Europe, Isshiki Chikoh _ Coloring Manager, Tasca Cristiano _ Designer, Ferrario Marco _ Designer, Corticelli Filippo _ Designer

Yamaha Product Planning:

Segawa Naoki _ SC Product Development Manager, Camisa Giovanna _ Product planner, Polati Alessandro _ Product planner, Hanakura Yasushi _ Product planner

Yamaha Engineering Administration:

Marco Riva _ Product Development Coordinator, Ghezzi Alessandro _ Product Development Coordinator, Valentina Gonnella _ Product Development Engineer, Sergio Corbetta _ Design Administration Group Leader, Andrea Gentilini _ Prototypes Administration & workshop management, Francesco Penati _ External technical consultant, Daniele Brivio _ Prototypes Administration & workshop management

Marketing research:

Beatrice Cusmai _ PR & Press Leader, Fabrizio Corsi _ Product planner YMIT

PTW:

Enrico Pellegrino _ General Manager PTW

Pilots:

To be defined _ The presence of some pilots from Yamaha Racing Team will be possible, their names will be communicated some days before the inauguration

For IAAD

Direction:

Laura Milani _ Director

Co-ordination:

Monica Carelli _ Didactic Co-ordinator, Rossana Brando _ "Adv & graphic design" dept. Co-ordinator

Teachers:

Emanuele Bomboi _ "Moto & scooter design", Mario De Carlo _ "Modelling"

Informations

IAAD - Via Pietro Micca 15 - Torino - tel. + 39.011.548868 - info@iaad.it - www.iaad.it