



“EXPRESSION OF A NEW CONCEPT OF LUXURY”
30 june – 31 august 2003 • Automobile Museum of Turin

*Official presentation of the sponsored projects LANCIA & APRILIA,
realized by the students of the course in “Transportation design”
of the Institute of Applied Arts and Design Turin*

Inauguration of the exhibition Monday 30 june; Press at 14 h., public at 18'30 h., at the
Automobile Museum of Turin - Corso Unita' d'Italia 40

SUBJECT:

through the study and the project of a new HPE for Lancia and an innovating scooter between 300 and 800 cc for Aprilia, on monday 30 june at the Automobile Museum of Turin, will be presented (at 14 h. for the press and at 18,30 for the public) the exhibition called “New expression of luxury” care of the Institute of Applied Arts and Design - Turin.

Other than the students' works there will be historical automobiles and motorcycles that belong to the two brands.

In fact the two partners gave the IAAD-Turin students of the course of “Transportation Design” respectively committed and sponsored the study of a new model of automobile and scooter that holds in its lines and in the functionality the requirements of a particular user that fitted in the following characteristics: age, urban user, careful consumer, medium-high cultural social level, has a good relationship with technology, loves intense sports as psychophysical well-being, interested in travelling and fashion for whom the acquisition of an object that defines gratification that goes beyond the simple satisfaction of a need.

Each exhibited work will present, for each student, history research and concept tables, drafts, renderings by hand and digital. The exhibition foresees the projection of a multimedia CD summary of the whole project.

The projects realized in collaboration between IAAD-Turin, Fiat Auto Advanced Design and Aprilia, are property of the sponsors.

It is another important result for IAAD-Turin that sees its intentional growth in the field of design forming and finds appreciation of its graduates works.

- Responsibles of Lancia project: Roberto Giolito - resp. Fiat Auto Advanced Design, Salvatore Cacciatore: chief designer Fiat Auto Advanced Design - Concept Lab, Flavio Manzoni - resp. Lancia Style Centre.
- Responsibles of Aprilia project: Jannis Xanthakis - resp. stile scooter Aprilia, Andrea Strassera - resp. stile and Products Innovation Aprilia.

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