



presents the design project

**"Pedalando verso il futuro"**

**ON THE 26<sup>th</sup> OF JUNE 2007 – AT 10.30 a.m.**

**MUSEO DEI CAMPIONISSIMI – NOVI LIGURE**

On the 26<sup>th</sup> of June at 10.30 a.m. at the Museo dei Campionissimi – Novi Ligure, in occasion of the time trial cycling Italian championship's stage in loco, the Istituto d'Arte Applicata e Design di Torino (IAAD) will present, in an international exhibit, the design project "Pedalando verso il futuro" by the students of Industrial design department.

Lorenzo Robbiano, mayor of Novi Ligure, which is going to open the exhibit explains: "It is a project totally in keeping with our greatest ambitions – referring to two-wheels vehicles being not only actual and environmental but also possible in the future!"

Students specialized in INDUSTRIAL DESIGN of IAAD (EABHES - European Bachelor of Science in Design, first level post diploma) supervised by the coordinator Carlo Morra, developed a thesis project entitled "Pedalando verso il futuro". In this specific case, the incentive to design for the young students derives from new considerations about the use of the bike in the spare time.

The project foresees as a basic element the need to realize a final functional prototype, exploiting in a planning way intuitions, creativity and talent. The astonishing result consists in eight innovative projects born into home garage or into relatives' and friends' workshop, by recovered materials and low budgets, but built through deep studies, visits to different companies, contacts with artisan laboratories, in-depth analysis upon materials, calculations and attempts. This exercise required courage and students' remarkable organizing abilities, because realizing a prototype full-scale nowadays means to practise on how you have to manage yourself into labour market.

On the one hand the carried out bikes surprise for their bold shapes and on the other hand they call for a reflection on the planning project that brought to their accomplishment: the bike has to be carried comfortably according to everyday life and to every kind of situation. The brand-new bike could be then pliable and dismantled, but at the same time it has to be roomy, it has to carry at least one passenger and has to be supplied with interchangeable wheels, in order to afford every kind of course. The real challenge in realizing this project was about wedding creativity and functional character.

Here is the flowing of creativity together with planning ability and technique originate a fine bike for women: "BB bike", in a noir-style with side folding bags, ergonomically studied to stick to woman body. An example of deep observation from designers comes from the "Egg bike" model, born to favour students: this version in fact is made from two different shells that once refolded turn the bike into an easily transportable trolley, in whose side pockets you can fit in books and exercise books. "Space" instead is a racing bike that has a downright boot; it is a city bike where you can preserve a portable computer or a overnight bag. And so on: a city bike with reduced measures with an old-fashioned aftertaste thought for any age and almost completely wooden made. "Svepa", at the end, is the bike with an original and charming design derived from Scandinavian inspiration and made by materials taken up even into the Po river.

Good ideas walk by themselves and those ones coming from IAAD young students really seem to have a pair of "foot levers". One more resource for Turin: city of wits and in 2008, World Design Capital.

**Information ([www.iaad.it](http://www.iaad.it))**

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