

istituto d'arte applicata e design



WHO ARE WE AND WHY

The Istituto d'Arte Applicata e Design in Torino is born in 1978 in the capital city of Industrial design by the initiative of a group of professionals that operate in the field of visual communication and product design, becoming a reference point for schools, forming and industry.

Design is culture of planning, a system able to correlate the production with end users. Design must attend to research and innovation, pointing to give social value and cultural meaning for assets and services. Shape and function are cornerstones for conscious design. Since year 2000 IAAD renewed its directive staff and focused its effort to fill the distance between students and job opportunities (end of year thesis developments in partnerships with Italian and international firms, forming internships, creation of public exhibitions). The institute is consolidated as an important reference point for the firms that are looking for highly qualified professionals in design.

Starting from 2005, **the first level post-diploma specializations are officially recognized by EABHES for the obtaining of the European Bachelor of Science in Design.**

Courses foresee different lengths according to the level; the courses are addressed to undergraduates, graduates, and professionals in search of qualified adjournments.

European bachelors, and post-graduate masters and seminars, begin in October and end in June. Bachelors and Masters complied with **ECTS - European Credits Transfer System.**

The students must think about themselves as "citizen of the world", reflecting the wish to reach a global point of view able to demonstrate their abilities of adaptation and mobility. To get an European Qualification, learning at least two languages, it will allow the students to travel and to work anywhere in Europe and in the world

IAAD is member of national and international design associations and is constantly collaborating with institutes, social organizations, agencies, and companies. Its aim is promote and develop cultural and didactic projects, internships and research. In other words : pedagogy permanently updated.

The Institute was the first Italian school of design that activated "Car Body Architecture" course, today known as "Transportation design" which is attended by students from all over the world. From 2008 the "Transportation Design Department" is dedicated to the memory of Andrea Pininfarina.

The departments of IAAD are:

- **Transportation design**
- **Industrial design**
- **Interior & furniture design**
- **Advertising & graphic design**

The core of IAAD didactics is based on: fixed number of students for every department, compulsory attendance, internships and collaboration with national and international companies, public presentation of the best projects in the presence of professionals and journalists.

The teaching staff, supported by visiting professors, is mainly constituted by professionals coming from national and international "design system".

Scholarships are scheduled.

An argument of extreme importance is represented by the final year thesis that annually involves national and international companies.

IAAD IN THIRD MILLENNIUM

IAAD nowadays follows a constant progress path. The main evidences are: high quality of pedagogy, updating, evolution of organizational structure, creation of a scientific board and a ethical board. The constant increase of students, teachers and projects is structural and, at the same time, is guarantee of seriousness.

It means: quality of dynamic teaching approach and high level pedagogy.

Therefore the pertinence of IAAD to propose solutions suitable for reconciling the distance between supply and demand of job market and students' expectations, is the key factor for improving the development of a high level vocational training.

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PARTNERSHIP & JOB PLACEMENT

Regione Piemonte - Artigianato, Comunicazione Istituzionale, Industria, Turismo e Promozione, Università e Ricerca, Internazionalizzazione,; Network per lo sviluppo della Comunicazione Sociale; Comune di Torino - Politiche del Lavoro, Politiche Sociali, Politiche per l'Integrazione, Arredo Urbano, Turismo e Promozione; Camera di Commercio di Torino; Virtual Reality & Multi Media Park; Environment Park; NABA Nuova Accademia di Belle Arti - Milano; Università di Scienze Gastronomiche - Pollenzo; Saatchi Gallery - UK; CPD Consulta Persone in Difficoltà - Torino; Confartigianato - Torino,; CNA - Torino; API - Torino; Confindustria Giovani Imprenditori - Torino; Comune di Valenza (AL), Comune di Novi Ligure (AL); Museo dei Campionissimi - Novi Ligure (AL); Museo della Mille Miglia - Brescia; Museo Nazionale dell'Automobile Carlo Biscaretti di Ruffia - Torino; Italdesign; Giugiaro design; Pininfarina; Pininfarina Extra; Bertone; Centro Ricerche Fiat - CRF: Centro Stile Fiat; Centro Stile Alfa Romeo; Centro Stile Lancia - Torino; Centro Stile Piaggio; Centro Stile Honda - Europe DE; Centro Stile Volkswagen - Europe DE; Centro Stile Renault - Europe FR; Centro Stile Ducati; Centro Stile Aprilia; Centro Stile Yamaha - Europe IT; I.DE.A Institute; Fioravanti; Carcerano; Adriano Design; Profilo Design; Artissima; Bauli; DeFonseca; De' Longhi; Le Meridien; Giorgetti; Robe di Kappa; Lucifero Illuminazione; Targetti; Cose di Casa; Modo...