



**«IAAD 2006: WINTER CREATIVE GAMES»**  
**exhibition of the best semester end projects realized by the students from IAAD - Torino**  
**14 - 26 February 2006 • Via Pietro Micca 15, Torino**

*inauguration Tuesday 14<sup>th</sup> February at 11'30 a.m.*

## **CONTENTS**

The exhibition, that takes advantage of the Olympic break and the relative suspension of the lessons, will present some design and communication projects realized by the students inside their specific study subjects.

The exhibited projects represent an important moment for the students as they anticipate the end of semester exams.

The works will present, for each selected project, history research and concept boards, sketches, manual and digital renderings.

## **THE EXHIBITED PROJECTS**

- Interior 1: "Eat the Movie" – Movie table place"

Starting from a chosen cinematograph film, students have designed a complete table place getting inspired by the plot, the characters, environment and message of the movie.

Project Responsible teacher: Marino Verneti

- Interior 2 "It was grandparents' house"

Renovation of the house that ideally grandparents left as inheritance to their nephews so they could go live in it. Each student has reinvented the rooms and the furniture following a modern guide line.

Project Responsible teacher: Massimo Giuntoli

- Graphic 1: "Turin today, and tomorrow?"

Realization of two concept graphic boards: the first captures the city through images and slogans, the second sends a personal message. Each student has, in this way expressed their own point of view in a phase of great transformation.

Project Responsible teacher: Laura Milani

- Graphic 3: "A postcard to..."

students have created the graphic and text to design a postcard as if they had to send it to a celebrity from the movies, fashion, a politician or a common person.

Project Responsible teacher: Rossana Brando

- Industrial 2: "Writing on the road – a pen for a car manufacturer"

After the guide lines analysis of an automotive brand, each student has designed a precious and "important" fountain pen that identifies with the image of the chosen brand.

Project Responsible teacher: Marino Verneti

- Transportation 2 and 3: "3Be-Brand – cars for firms that existed, that don't exist anymore, that still don't exist"

The students' project was addressed toward these three proposals: design a car for a historic brand, for an extinct brand or for a brand that does not produce cars, creating the car of today or tomorrow following the style of the chosen brand.

Project Responsible teachers: Giampiero Briguglio and Simon Grand

**LOCATION:** Via Pietro Micca 15, Torino

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**OPENING HOURS:** to be defined (will be communicated as soon as possible)