



GIUGIARO
D E S I G N

**Istituto d'Arte Applicata e Design
celebrates its 30th anniversary with the inauguration of**

“2008 FATTI DI DESIGN”

Piazza Palazzo di Città, Friday 10 October h.18.30, Torino

The Istituto d'Arte Applicata e Design celebrates its 30th anniversary with the Municipality of Torino and Giugiaro Design, business unit of industrial design from Italdesign Giugiaro Group. Friday 10 October at 18.30 in Piazza Palazzo di Città will be inaugurated the exhibition of some projects realized in collaboration between IAAD and Giugiaro Design in presence of the Authorities, journalists, teachers, friends and students. The exhibition of prototypes and production cars, created in the atelier of Moncalieri, will be visible until 20.00 of Sunday 12 October.

The Istituto d'Arte Applicata e Design (IAAD) and Giugiaro Design present the exhibition “2008 FATTI DI DESIGN” in one of the most suggestive Torino's square, Piazza Palazzo di Città, head office of the Municipality of Torino.

For this occasion the products of the projects “*Urban Dress Design*” (realized in collaboration between IAAD and Giugiaro Design) will be given to the Town Mayor Sergio Chiamparino. This project shows the engagement of the students for the elaboration of new urban dress for the city. “*Urban Dress Design*” has foreseen the creation of a new tourist route for the knowledge and observation of the city by the use of particular benches.

The best 3 projects (out of 30 total) were carried out in single copy by Giugiaro Design and will be installed at the end of exposure, in places of the city for which they have been specially conceived and designed.

The Istituto d'Arte Applicata e Design (IAAD) will be 30 years. Since 1978 it confirms and chooses Torino as home and place to bring together academics and critics, journalists and experts, creative and businesses around the themes of design and education.

These celebrations are a way to enshrine the important work done so far and an opportunity to submit future commitments, inspired by the principles that have guided and are still guiding any activity of IAAD: professionalism and passion.

The exhibition - event “2008 FATTI DI DESIGN” provides for the submission of 4 interesting projects developed in 2008:

- “*Urban Dress Design*” done in collaboration with Giugiaro Design
- “*Design parassita*” in collaboration with Confartigianato Torino, Camera di Commercio di Torino, Regione Piemonte, Città di Torino e NABA Milano
- “*Superlight 2020*” in collaboration with Ducati
- “*Next generation*” in collaboration with Alfa Romeo

Italdesign Giugiaro also will attend the event with 10 copies of concept cars and production cars: BMW Nazca C2, Lucciola, Lamborghini Calà, Alfa Romeo Brera Prototype, displayed next to the car series, Fiat Grande Punto, Ferrari GG50, Mustang by Giugiaro e Iveco Massif.

INFO & CONTACTS

IAAD PR & Press Office: Coso Re Umberto 5, Torino; Tel +39.011.548868; press_pr@iaad.it; www.iaad.it

Italdesign Giugiaro PR & Press Office: Via Achille Grandi, 25 - 10024 Moncalieri (TO); Tel +39.011.6891.824-987, +39 011.6201428; pr@italdesign.it