



**The Istituto d'Arte Applicata e Design Torino participates
in the Conference "Terra, acqua, aria e design"
Monday, June 16, 2008
Milan - Palazzo Isimbardi**

Press release – May 30, 2008

Monday, June 16, 2008 at the Palazzo Isimbardi in Milan will be held the first edition of the Conference entitled "Terra, acqua, aria e design" organised by the Updating company and implemented with the support of ADI - Association for industrial design- and with the sponsorship of the Municipality of Milan, the Province of Milan and Milan Chamber of Commerce.

The event is an exhibition / conference on inspirations, approaches, players, instruments and examples of design and industrial design applied to vehicles, transport of persons and goods by road, off-road, rail, water and air.

The idea is to explore and deepen the concept of the project through the tools applied to the transport.

In the Expo Area will be exposed some prototypes on the draft thesis achieved by the students of the Department of Transportation design of IAAD in collaboration with Volkswagen.

Inside the conference, Laura Milani, Director of the Istituto d'Arte Applicata e Design - Torino (IAAD) will speak at 12 am, telling the experience of the relation school-company, presenting the Case History entitled: "Volkswagen - Urban car design project".

The project, linked to the study of new urban vehicles of low environmental impact, combines form and function according to a process that promotes ethical carriers clean, and in particular hydrogen as an alternative to highly polluting fossil fuels. Not a conventional car but a simple subject, easy to build, assemble and with a particular ease of maintenance.

INFO

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