



**Istituto d'Arte Applicata e Design (IAAD) has had a lead role at
Festival della Creatività**

Firenze, Fortezza da Basso, 23 – 26 October 2008

Press release - November 2008

Visitors' satisfaction for IAAD proposals during the third edition of Festival della Creatività, organized by Fondazione Sistema Toscana on the initiative of Regione Toscana.

Over 350.000 visitors, from 23 to October 26, have invaded the Fortezza da Basso (location of the Festival), and many of them crowded the expo area of IAAD, expressing admiration for the setting up and for every project there presented.

The prototypes, realized for the thesis projects 2007/2008 of Master in Transportation Design, aroused the curiosity of the public during the Festival. The IAAD exhibition has been hosted in "Innova" sector (Spadolini Pavilion), inside the stand of Arval (BNP Paribas division for car rental and management of fleet of cars).

Those prototypes were realized within "Phylla, Veicolo Urbano Multi-Eco Sostenibile", main project born from the initiative of several companies and organizations, sponsored and financed by Regione Piemonte. Environment Park defined and selected innovative technologies to reduce environmental impact, Centro Ricerche Fiat (CRF), as Vehicle Project Leader, worked out technical and structural solutions for the realization of test vehicle, and Politecnico di Torino, as Programme Manager, optimized the management of the project and the coordination of the partnerships. IAAD students, supervised by teachers, set up two different proposals (one by each workgroup) useful for the start-up and for the next steps of "Phylla".

In 2005, Arval presented "Progetto Ecopolis", initiative for a sustainable development, and this prestigious draft was the "trait d'union" between students' thesis works and Arval proposals.