

# istituto d'arte applicata e design



## Istituto d'Arte Applicata e Design attends at Educational Guidance Fairs

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**Istituto d'Arte Applicata e Design (IAAD)** presents in Italy its teaching approach and points out to public and professionals many projects of the students, realized with the supervision of teachers and professors in collaboration with international companies and worldwide enterprises.

On the occasion of some of the most important educational and careers guidance fairs, IAAD stand obtained big appreciations.

In particular at:

- \_ **Campus Orienta 2008 (Roma)**
- \_ **Orienta Sicilia (Palermo)**
- \_ **New Generation Expo – Il Salone per gli Under 18 (Torino)**
- \_ **Fiera dell'Università (Como)**
- \_ **Campus Orienta: Salone dello Studente 2008 (Bari)**
- \_ **JOB&Orienta (Verona)**
- \_ **Incontro Aziende Studenti (Vicenza)**
- \_ **Connessione Campus (Brescia)**

IAAD participation remarks its proactive attitude and the spirit that animate the achievement of its aim. This long tradition, passing through the concreteness of its teaching approach, has been once again well understood and appreciated in every fair.

The presence of the institute is a part of its main interest for the evolution of design that, year after year, change and renew the proposals. 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.

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.

IAAD stand (from Torino to Palermo passing through Como, Verona, Vicenza, Brescia, Roma and Bari) has presented some of the best thesis projects realized by the students in collaboration with brands like Renault, Alfa Romeo, Ducati, Giugiaro Design, Robe di Kappa, De' Longhi, Regione Piemonte... Visitors' feedback has been absolutely considerable and it has made easier the encounter between young designers and IAAD.