

istituto d'arte applicata e design



Istituto d'Arte Applicata e Design special guest on "Alle falde del Kilimangiaro", television broadcasting of RAI 3, Sunday December 7th 2008

Press release – December 2008

Istituto d'Arte Applicata e Design of Torino special guest in the last episode (December 7th 2008) of "Alle falde del Kilimangiaro", popular television broadcasting presented by Licia Colò.

Laura Milani, Director of IAAD, was present at the live broadcasting of "**Alle falde del Kilimangiaro**" during the debate about using new prototypes of bicycles for a better and eco-friendly future of our cities.

Some of the most interesting results of "**Pedalando verso il futuro**" (2007 thesis project for students in "Industrial Design") have been presented in studio, receiving a remarkable appreciation for the originality and the concreteness of the proposals. In this particular case, the project was born from topical reflections on the use of bikes in the leisure time. The astonishing result proposes innovative projects assembled in small garages, with recycled or recovered materials and a very reduced budget. Projects developed through deep studies, contacts with craftsman laboratories, close examinations on the materials, attempts and calculations.

Sonia Cretier, Anna Maria Cervai, Pär Blanking, Pierre Franco, with the supervision of Carlo Morra (IAAD professor), are the authors of the three prototypes presented during the live broadcasting.

"**BB bike**" is a prototype with a bag on each side, a bike designed with an ergonomic shape suitable for a female body. Two shells that could be refolded, transforming this bike in a handy trolley, compose "**Egg bike**". "**Svepa**" is a prototype with an original and catchy design, inspired by Swedish tradition and made of recycled materials picked up from Po, the river that flows in the middle of Torino.

This prestigious showcase allows the Istituto d'Arte Applicata e Design to highlight the most interesting characteristics of its pedagogy and, at the same time, to improve the skills of the students and their inventiveness.