

istituto d'arte applicata e design



**Istituto d'Arte Applicata e Design is present at Motor Show of Bologna,
2008 Salone Internazionale dell'Automobile, from 5 to December 14**

Press release - December 2008

The usual crowd of fans and professionals that will overrun the 33rd edition of Motor Show, Salone Internazionale dell'Automobile, can admire some of the most interesting proposals developed by the students of the IAAD.

In Pavilion 33 – Innovation Cube, are displayed the prototypes realized for “**Phylla, Veicolo Urbano Multi-Eco Sostenibile**” and the “racing version” of “**Hysyrider**” (hydrogen scooter that does not discharge any polluting substance in atmosphere, but simple distilled water), designed by “**Hysylab**”, research laboratory of Environment Park, and especially conceived by students of Istituto d'Arte Applicata e Design “Transportation Department”.

These 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”.

Innovation Cube is a brand new initiative (in collaboration with H2Roma) to show innovative technology of automotive. The purpose is attracting the attention of the public on four topics: environmental compatibility, information on mobility transportation system, safety and design.

In this specific context "Phylla" and "Hysyrider" have received the approval of insiders and visitors. In particular many newspapers and some of the most popular TV and Radio Stations.