



**Istituto d'Arte Applicata e Design participates to the
1st "Sport and Design in creative interaction" Biennial
Jinan - Shandong - China
2nd – 5th July 2008**

On 2nd of July 2008 at the University of Art and Design of the Shandong to Jinan (China) will be inaugurated 1st the biennial "Sport and Design in creative interaction".

The program foresees a seminary held by CUMULUS (International Association of University in Design, Art and Media) with topics focused on Design, Olympic Games and Harmony.

Following the rapid footsteps of 2008 Beijing Olympics, participants from Cumulus member institutions will gather in Jinan to discuss with enthusiasm relevant issues concerning design, Olympics and harmony, aiming at reconsidering the development of design education in the context of harmony and Olympics.

The Istituto d'Arte Applicata e Design - Torino will be present during the Biennial as important Italian reality in the high level design education field.

In this occasion will be exposed different projects realized by the Institute, during the last years, in partnership with relevant national and international companies. Moreover the Institute will participate during the CUMULUS seminary focused on Ecodesign and Design Education topics.

The Istituto d'Arte Applicata e Design - Torino has introduced ECODESIGN subject in all the departments, with the purpose of giving social value to the education and to the students' projects.

The course has already produced interesting projects realised in collaboration with important national and international companies: Hydrogen Scooter project - in collaboration with Environment Park, Urban car "Green Wheels" project - in collaboration with Volkswagen, "Urban Vehicle Multi-Eco Sustainable" - in collaboration with Fiat Research Centre and the Piedmont Region.

IAAD: Corso Re Umberto 5, Torino; tel + 39.011.548868; relazioniesterne@iaad.it;
www.iaad.it