



presents

## **MY FIRST RENAULT**

Car design project in collaboration with RENAULT Design Centre

### **Inauguration**

**July 12th, 2006 at Cortile Del Maglio – Torino**

(the exhibition will last until July 24th 2006)

### ***Project in synthesis***

Through the study and planning of different concepts with RENAULT brand, on Wednesday the 12th of July at the Cortile del Maglio, Torino Istituto d'Arte Applicata e Design – Torino (IAAD) will present the exhibition "MY FIRST RENAULT" (at 14,30 for press representatives and at 18,30 for the public).

In fact, the partner asked the students from the "Transportation Design" course from IAAD to develop a personal vision of a Renault automobile for the near future. From here the title "My First Renault".

The project inspiring principle is the improvement of the creative-realizable process just like the Renault way of conceiving car design. The company, in full respect of its philosophical and methodological approach to design, deliberately did not give the students a precise technical briefing in order to stimulate to the utmost the creative aspect of their execution, but leading them to obtain a credible effect and project variety (different typologies developed).

From the very beginning, quality aspects linked to the concept research were taken care of with attention (discovery of own creative limits) as well as realization of sketches and lay out (credibility and proportions), realization of scale models and project exhibition capabilities (in English language also) in their wholeness (presentation quality and concreteness).

The constant presence and periodical verification from Renault designers at the Institute enriched the project with a fundamental valence: the simulation of a real relationship between client and customer.

The exhibition, preceded by an official presentation in Paris directly at the Renault Techocentre with the presence of the entire Direction of Industrial Design (Patrick le Quément – Renault Design President; Thierry Metroz – Exterior Design Director; Anthony Grade – Interior Design Director; Fabio Filippini – Design Director Renault Design Paris; Louis Morasse – Design Director Light Commercial Vehicles & Trucks; Luciano Bove – ESPACE Design Manager), contains the best students' projects, directly selected by the customer. The projects will present for each student historical and concept research boards, sketches, hand made and digital renderings; and for the best 4, scale 1:5 models, done in clay.

The projects, developed during a semester with didactic purpose, will remain property of the sponsor, for the students the study projects are inserted at conclusion of their three-year post diploma specialization "EABHES European Bachelor of Science in Design majoring in Transportation" and will be an important personal presentation to enter the working world.

### ***Responsibles***

For IAAD: Simon Grand – Transportation Design Department Co-ordinator; Mario De Carlo – Modelling Teacher

For RENAULT: Louis Morasse – Design Director Light Commercial Vehicles & Trucks; Luciano Bove – ESPACE Design Manager

### ***Special thanks***

Massimo Barbieri and Stephane Maiore from Renault Design: for their precious availability in guiding the students during the realization of the project.

Model Clay and Idea Institute: for the important contribution to the realization of the 1:5 scale models; Vercamodel for its contribution.

Confartigianato Imprese Torino: for the collaboration to the realization and the publication of the exhibition.

Comune di Torino: for granting the exhibition spaces and for the sponsorship.

### ***Informations***

IAAD - Via Pietro Micca 15 - Torino - tel. + 39.011.548868 - info@iaad.it - www.iaad.it