



PRESS FOLDER

**ISTITUTO D'ARTE APPLICATA E DESIGN – TORINO (IAAD)  
TRANSPORTATION DESIGN DEPARTMENT**

**MOTOR SHOW BOLOGNA 5 - 17 DECEMBER 2006  
STAND “L’AUTO CHE VERRÀ”**

**EXHIBITION CONTENT**

Istituto d'Arte Applicata e Design – Torino (IAAD) will be at the 6th edition of the Bologna Motor Show, in a space called “L’Auto che verrà”. The exhibition is about the thesis projects done in collaboration with Renault and Yamaha during the academic year 2005/2006. Hand made drawings and computer renderings will be exposed as well as scale models (1:5 for automobiles and 1:1 for scooters) as well as a video on the development of the projects.

***MY FIRST RENAULT: final year thesis for academic year 2005-2006. Car design project done in collaboration with RENAULT EUROPE.***

The students from the Transportation design first level course were requested to develop a personal vision of the Renault car 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 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 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 official exhibition in Italy took place in July at the Cortile del Maglio, it was preceded by an official presentation in Paris directly at the Techocentre Renault with the presence of the entire Direction of Industrial Design (Patrick le Quément – President Design Renault, Thierry Metroz – Director Exterior Design , Anthony Grade - Director Interior Design, Fabio Filippini – Director Studio M1 Design, Louis Morasse - Director Studio VU/VI Design and Luciano Bove - Design Manager ESPACE)

Project responsables:

For IAAD: Simon Grand - Transportation Design Department Coordinator, Mario De Carlo – Modelling Teacher

For RENAULT: Louis Morasse – Design Director Light Commercial vehicles & Trucks; Luciano Bove - Design manager ESPACE

***YAMAHA NEXT MOVE: final year thesis for academic year 2005/2006. Scooter design project done in collaboration with YAMAHA MOTOR EUROPE.***

The research of new concepts in the motorcycle world lead to the thesis project “YAMAHA NEXT MOVE” The Transportation Design students from IAAD were requested by the partner to develop a personal vision of a Yamaha scooter for the next future, starting from the assumption that scooter driver target is in constant movement in respect of the choices dictated by nature and type of use.

Yamaha has addressed the students through the next generation of “two wheelers” suggesting two themes:

1. Youngsters, 2 wheels – 50 cc: for kids that can only drive 50 cc, there are many products on the market, but sales are in decline – evaluation of the possible causes for lack of interest and new solutions, functional and aesthetic proposals.

2. City use, 2 wheels – 125 / 250 cc: today many users prefer scooter as commuter from home to school or home to office – evaluation on attraction reasons and proposals of new solutions for users that drive scooters in the city.

The realized works for each student will present; historical research and concept boards, sketches, handmade and digital renderings and for the best 2, models in 1:1 scale done in clay.

The official exhibition of the project results was done in Italy at the Cortile del Maglio during the month of September; it was preceded by a presentation at the IDEA Institute in front of the entire Direction of European and Japanese Industrial design.

**Project responsables:**

For IAAD: Emanuele Bomboi –Moto & Scooter Design teacher, Mario De Carlo – Modelling teacher

For YAMAHA: Kenji Otombe – President of ELM Design Europe, Naoki Segawa – Scooter Product Planning Manager, Marco Riva and Valentina Gonnella – Product Development Coordinators.

**Contacts & info**

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## **PRESS FOLDER**

### **ISTITUTO D'ARTE APPLICATA E DESIGN – TORINO (IAAD) TRANSPORTATION DESIGN DEPARTMENT**

#### **PRESS CONFERENCE**

**MOTOR SHOW BOLOGNA DECEMBER 6th, 2006 at 13 hrs. STAND “L’AUTO CHE VERRÀ”**

#### **CONFERENCE CONTENT**

1. Presentation of the first edition of the Transportation design Master – EABHES European Master of Science in Design (post-diploma second level), academic year 2007 2008 Torino

On Wednesday, December 6th at 13 hrs. at the Bologna MOTOR SHOW, inside the stand “L’Auto che verrà”, the first edition of the Transportation design master of IAAD will be presented.

The Transportation design study path, already present as a Bachelor (first level post-diploma, three years) will be completed with a specialization course.

The Master, EABHES European Master of Science in Design – specialization in Transportation design, foresees a maximum of 20 students admitted, the selection will be done by a committee of professionals that will value all the requests that will arrive within February 15th 2007.

The Master is the only in Italy to be officially recognized by EABHES – European Accreditation Board of Higher Education Schools and allows the obtaining of the European Master corresponding to 120 ECTS credits. The study path equal to three semesters will start on the 5th of March 2007 and will end on the 15th of June 2008. The study plan has been conceived to give the students all the instruments to plan a correct relationship between mobility and territory, considering concept and style aspects as fundamental. In that sense correspondence of planning in respect to the scenery is crucial for the creation of a complete and aware professional figure.

The programme will face concept, style, technological, ergonomic and managerial aspects in order to propose advanced planning principles that are coherent with market and production needs.

The master will be realized and enhanced thanks to the contribution of partner companies that in different measure will make internships and thesis projects possible.

The strength point, other than the didactics, is therefore represented by the collaboration with international companies of the automotive, motorcycle and scooter area, always the hinge element of the Transportation design department first in Italy since 1978.

2. Announcement of collaboration agreement between Rigoletti Design School, Mexico City – Academic year 2007/2008 Transportation design and Industrial design bachelor opening – EABHES European Bachelor of Science in Design (post-diploma first level) in Mexico.

At the Bologna Motor Show on December 6th at 13 hrs. inside the stand “L’Auto che verrà”, the first edition in Mexico of Transportation design and Industrial design bachelors of IAAD will be presented.

The Bachelors, EABHES European Bachelor of Science in Design – specialization in Transportation and Industrial design, foresee a maximum of 25 students admitted: the selection will be done by committee of professionals that will value all the requests that will arrive from March to the 30th of June 2007.

Both Bachelors, first in Italy, are officially recognized by EABHES – European Accreditation Board of Higher Education Schools and allow the obtaining of the European Bachelor corresponding to 180 ECTS credits. The study paths, that last three years, will begin on the 10th of October 2007, and will follow the Italian academic calendar and will take place at Rigoletti Casa de Diseño premises in Mexico City, very well known design school in Central America.

The same announcement will be given at the SALON INTERNACIONAL DEL AUTOMOVIL 2006, Mexico City, on Friday, December 8th 2006, during a similar press conference, at the presence of the directors of the two institutes: Laura Milani – IAAD and Alberto Rigoletti – Casa de Diseño.

The collaboration between IAAD and Rigoletti becomes official after one year of exchanges and transversal didactic experiments. The courses will be identical to those developed in Torino and will also have the same coordinator, Simon Grand, other than a Mexican teachers’ staff formed by professionals in their teaching area: the programmatic fulcrum will develop around Car & Motor scooter Design and the didactic methodology will have as main objective the forming of its students according to a working approach of European style and particularly Italian: stimuli that are not limited only to transportation means, will develop the desire of knowledge and exploration that are typical of the Italian and European culture. We will go beyond the concept of “I see and copy” but “I see and I reinvent”, where other than examining the surrounding environment, the conjecture to knowledge and autonomy development as basic aspects of creativity will develop.

Also in this case, collaboration with international companies for the development of final year course thesis is foreseen.

#### **FOR INFORMATION**

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