



TEACHING-STAFF

The teaching-staff, supported by visiting professors, is mainly composed by professionals, tightly linked to the national and international “design system”.

IAAD has an academic offer divided into 4 departments and their related majorings (Bachelor and Master courses):

Transportation design

Industrial design

Interior and furniture design

Advertising and graphic design

Every department is structured as follows:

- **a Strategic Co-ordinator**
- **a Technical Co-ordinator**
- **an Ordinary Professors-staff**
- **an Extra-ordinary Professors-staff - Visiting Professor**

Co-ordinators, together with the Director, have the task of discussing, defining and updating the didactic guidelines of each department, year by year: contents, instruments, methods and goals.

Strategic Co-ordinators, who do not belong to the ordinary teaching-staff, make available their national and international professional experience and back-ground, in order to guarantee constantly updated contents; while Technical Co-ordinators, who belong to the ordinary teaching-staff, have the task to make sure that the shared contents are correctly and fully inserted as singular subjects into the courses.

Ordinary Professors of each study subject, as soon as the programme is decided, have the task of transmitting skills and experiences to the students, and of verifying the correct comprehension, through the exams.

Visiting Professors – national and international representatives of design and culture world – have instead the task of deepening complementary subjects aside the ordinary subjects of each study plan, through seminars and workshops.



TEACHING STAFF - A.Y. 2009-2010

Departments Co-ordinators:

• TRANSPORTATION DESIGN

Strategic Co-ordinator – Luciano Bove



Born in Nocera Inferiore in 1963, he got the degree in Transportation Design at the Pasadena Art Centre College of Design, California in 1989; he had been working at the FIAT Design Centre for 12 years, becoming the responsible for the Fiat Seicento design project; in 2000 he left Fiat and became Senior Design Manager at Renault Design Centre at Technocentre in Guyancourt, France. The most remarkable project is the managing of the New Kangoo II 2008. Since 2006 he is member of the Renault Schools of Design Committee.

During his career, he's been teaching in some of the most prestigious design school all over Europe.

Technical Co-ordinator - Carlos Sanchez



Mexican, he studies at San Diego South-western College and gets the majoring in Transportation design at Pasadena Art Centre College of Design, in California. Now he is chief designer at Italdesign-Giugiaro in Torino. He developed many important projects for several car design companies, such as Lamborghini, FIAT, Lancia, Alfa Romeo, Autobianchi, Ferrari, Maserati, BMW, Mercedes Benz, Porsche, Karmann, Ford, Nissan, Toyota, Isuzu, Daewoo, IVECO, Fiatagri, Komatsu and Volkswagen.

He's been teaching car design at IAAD Transportation design department since 2008.

• INDUSTRIAL DESIGN

Strategic Co-ordinator – Davide Adriano



Born in Cuneo in 1968, he got the degree in Architecture at Polytechnics in Torino; professor in charge at Polytechnics in Torino from 1997 to 2009; guest professor at Industrial design degree at University of Firenze; member of the ADI Territorial Observatory. Since the university years, his projects have been prized and recognized nationally and internationally.

In 1998, he founded Adriano Design, with his brother Gabriele, active in design and innovation world, and he's been making projects of innovative products, most of which put in production.



Technical Co-ordinator - Umberto Rondolino



Graduated in Industrial design at Pasadena Art Centre College of Design, in California, he works at the beginning as designer for important Italian and international enterprises, as Italdesign-Giugiaro, Quartostile, Gruppo Bodino, Coca Cola. He works at the design of the Look of the Game for the Winter Olympic Games in Torino. Now he is working as freelancer and is collaborating with L_DWN, a design company in USA.

He's been teaching at IAAD since 2005.

• INTERIOR AND FURNITURE DESIGN

Strategic Co-ordinator – Lorenzo Palmeri



Architect, he got the degree at Polytechnics in Milano. During the university years, he has been studying music composition.

Active in the design field, in interior architecture, in musical composition and production, he has been working as a teacher since 1997, teaching in prestigious university institutes in Italy and abroad. In 2005 he won the Good Design Award with the lamp Promenade, produced by Valenti Luce. The guitar Paraffina Slapster is part of the touring exhibition "The new Italian design", launched at Triennale di Milano in April 2007. Among his customers, Fumagalli, Valenti Luce, Arthema, Korg, Noah Guitar, Garofoli, Andreoli, Guzzini, Invicta, Caffè River.

Technical Co-ordinator - Massimo Giuntoli



Born in Torino in 1969. Architect, he gets the degree at Torino Polytechnics. Professor at Torino Architecture University, adviser for ergonomic design, he is charter member of TORINOPROGETTI and member of the Safety Commission of Architect Order of Torino Province. He deals with architectural design, office design, ergonomics, safety-engineering and risk analysis.

• ADVERTISING AND GRAPHIC DESIGN

Strategic Co-ordinator – Aurelio Tortelli



Born in 1964 in Collegno, he got the degree at the Liberal Arts University. After a brief experience in teaching, in 1990 he collaborates with the agency, at the time called BGS, today Leo Burnett Torino, as copywriter. In 1998 he becomes creative director. In 2004, with other two members, he founded the SaffirioTortelliVigoriti, of which is still partner and creative director.



Technical Co-ordinator - Massimo Morelli



Born in Torino, he got the degree in Philosophy in 1987. Copywriter, he's owner of the communication and advertising agency Pensativa of Torino.

During the years, he had the chance to face several aspects of the "writing and communicating job": translator, editorial consultant, copy editor in scientific magazines, journalist, responsible for the cultural sponsorships activities for Gruppo Italgas, associate

of Partners Agency in Torino.

In 2005 he founds his new agency, Pensativa, which works aside with some of the most promising creative talents in and out the town scene.

He is one of the founders of Asset (Association for an Excellent Health in Torino) and is proudly a member of the Piemonte Region Social Communication Network.

PROFESSORS:

Felicity Babao
Daniele Baiotto
Pierpaolo Barra
Mauro Basso
Marco Benna
Chiara Bianco
Fulvio Bisca
Francesco Blancato
Emanuele Bomboi
Carlo Bordone
Rossana Brando
Pier Bussetti
Giovanni Cagnoni
Daniele Calonaci
Filippo Cappadona
Pino Cappellano
Alberto Caramello
Andrea Cartella
Pietro Cherchi
Eugenio Chiambretto
Raul Claro
Nicolas Cocino
Maria Teresa Coluccia
Laura Copelli
Maurizio Corbi



Rodolfo Di Martino

Luciano Elia

Giuseppe Errico

Elena Filippone

Aldo Gataleta

Brid Gayer

Massimo Giuntoli

Luana Marmo

Fabio Miniati

Massimo Morelli

Roberta Novelli

Filippo Orlando

Edwin Osorio

Adriano Partiseti

Enrico Perone

Massimo Rasero

Luca Ribotta

Roberta Rolle

Umbero Rondolino

Giuliano Rossi

Francesco Salamano

Carlos Sanchez

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Andrea Sanna

Luciano Speranza

Davide Tomatis

Simona Zara

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