



## **IAAD of the third millennium**

**IAAD conceives design as culture of the project**, a system able to create a relation between production and final users, dealing with research and innovation, in order to give goods and services distributed to the market a social value and a cultural meaning: significance, function and shape are the hinges of an aware design.

The high quality of the didactic process, the continuous upgrading of the contents, the EABHES accreditation, the collaboration with institutions, organizations, associations and enterprises for the development of cultural, research, didactic projects and internships, the evolution of the organizational structure, the creation of a scientific and ethic board, are the most evident signs of a present and future IAAD.

If the numbers of students, professors and projects increase, that happens in a structured context, which is guarantee of the reliability, quality and dynamism of a didactic philosophy open to international comparison.

Bachelor and Master students must consider their being European citizens, reflecting the will of reaching an international dimension, being involved at a communitarian level and giving proof of their adaptation and mobility skills. Having a European Study Qualification, becoming a designer and knowing two languages will allow the students to travel and work all over Europe and worldwide.

Final-courses thesis projects are a key subject. They constantly involve private and public companies and institutions. The best thesis projects are presented to media and professionals during significant and visible public events.

A remarkable part of the attention is dedicated to the relationship between education and job placement, in order to guide the best students in their first steps towards their professional future.

## **Historical outlines**

### **1978**

For thirty years, IAAD has been gathering professors and critics, journalists and specialists, creative designers, enterprises and institutions, around education and design themes.

The institute boasts of important primacies, among which the opening of the first Italian postgraduate majoring in "Car body architecture" in 1978, today called "Transportation design". Since 2008, IAAD "Transportation design" department is entitled to the memory of Andrea Pininfarina.

Following the attainment of a professional education, the teaching-staff is mainly composed by well-known professionals, integral parts of the national and international "design system".

### **2000**

In 2000, IAAD renews its management completely. The new Director, who rearranges IAAD and its ambitious strategic goals, both in terms of quality and quantity, is Laura Milani.

Aware of the context, of its actors and to the multidisciplinary dynamics in constant evolution, IAAD consolidates and grows, starting collaborations with institutions, organizations, associations and enterprises over cultural, didactic and research projects and internships, with the steady intention of guaranteeing a constantly up-to-dated and high-quality-level education.



## 2005

In 2005 IAAD opens to the European and international didactic dimension, through the accreditation by EABHES - European Accreditation Board of Higher Education Schools, which allows the obtainment of European Bachelor and Master of Science in Design.

IAAD Bachelors and Masters degrees follow the ECTS - European Credits Transfer System.

## 2008

In 2008, when Torino was the first World Design Capital, IAAD had its 30th birthday and celebrates with a press conference, a project and an exhibition with and for the City. Celebrations joined 40th Italdesign Giugiaro's birthday, and from this lucky coincidence a design project budded, performed together by IAAD and Giugiaro and donated to the City of Torino.

## 2009

Since November 2009, IAAD and ISIA Firenze together – thanks to the collaboration of the main public organizations of Torino and Piemonte, of the main national association of industry and crafts and a team of national and international partner companies – officially present the first Italian Bachelor (First Level Academic Degree) in “Design of Sustainable Mobility and Transportation Means”, (180 CFU credits). Lessons will be starting in October 2010.

## Didactic and majorings

IAAD's majoring departments are 4:

- Transportation design
- Industrial design
- Interior and furniture design
- Advertising and graphic design

Lessons follow the academic year, from October to July, with the related ordinary and extraordinary sessions.

All the courses foresee a fixed number of students admitted and compulsory attendance, in order to guarantee a constant monitoring of the learning level.

The teaching-staff is mainly composed by professionals, tightly linked to the national and international “design system”. Visiting professors, involved in seminars, workshops, conferences and events, support Ordinary professors.

Students can get a scholarship, by taking part to a specific contest.

Internships, foreseen during or at the end of the courses, are a fundamental training moment and a first step into their professional path.

Thesis, which are a key moment in the study plan of each majoring, are every year developed in partnership with important Italian and international companies.

The best thesis projects are officially presented to media and professionals during public events, and are published in an annual review, expressly edited and distributed.



The continuous collaboration with institutions, organizations, associations and enterprises for the development of cultural, research, didactic projects and internships, guarantees a constantly up-to-dated education

Since EABHES accreditation of study qualifications, didactic methodology opens itself to European and international dimension: Bachelor and Master students must consider their being European citizens, reflecting the will of reaching an international dimension, being involved at a communitarian level and giving proof of their adaptation and mobility skills. Having a European Study Qualification and knowing two languages will allow the students to travel and work all over Europe and the world.

## **Partnership & job placement**

Presentation skills and self-awareness of the job market are reinforced thanks to individual and group activities, and through a qualified job placement and internship service. Such activities – subsidiary during the courses – walk aside the institutional study path.

To express the will of opening towards the job market, IAAD is supported by an authoritative partner companies team, both public and private, which give their contribution for study projects, special lessons, workshops and seminars, didactic visits and internships.

## **List of the main collaborations**

Piedmont Region, Turin Province, Turin Municipality, Turin Chamber of Commerce, San Paolo Company, Valenza Municipality, Novi Ligure Municipality, Parma Municipality, Piedmont Social Communication Development Network, Virtual Reality & Multi Media Park - Turin, Environment Park - Turin, NABA New Academy of Fine Arts - Milan; ISIA - Florence, University of Gastronomic Sciences - Pollenzo; Saatchi Gallery - UK, CPD Consulting Association for People in Difficulties - Turin; ANFIA National Association among Car Industries, ADI Industrial Design Association, AIPi Interior Designers Italian Association, AIAP Visual Communication Italian Association, Craftsmen Confederation, CNA National Confederation of Craftsmen and Enterprises, Autonomous Confederation of Craftsmen Syndicates, API Small and Big Business Association; Industry Confederation of Young Contractors, Campionissimi Museum - Novi Ligure; Mille Miglia Museum - Brescia, National Car Museum Carlo Biscaretti di Ruffia - Turin, Italdesign Giugiaro, Pininfarina, Pininfarina Extra, Bertone, CRF Fiat Research Centre, Fiat Design Centre, Alfa Romeo Design Centre, Lancia Design Centre, Piaggio Design Centre, Aprilia Design Centre, Honda Design Centre - Europe DE, Volkswagen Design Centre - Europe DE, Lamborghini Design Centre, NTV New Travellers' Transport, Renault Design Centre - Europe FR, Ducati Design Centre, Yamaha Design Centre - Europe IT, I.DE.A. Institute, Fioravanti, Oxygen, Italwin, Carcerano, Adriano Design, Profilo Design, Artissima, Paratissima, Bauli, Salone del Libro Foundation, DeFonseca, De' Longhi, Nouvelle Vague, Gruppo Le Meridien, Giorgetti, Robe di Kappa; Lucifero Illuminazione, Ilti Luce, Gessi, Targetti, Cose di Casa Magazine...