

istituto d'arte applicata e design

in collaboration with



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**presents the results of the contest for the assignation of
IAAD SCHOLARSHIPS FOR A.Y. 2011 – 2012**

The Istituto d'Arte Applicata e Design – Torino (IAAD) as any other year, presents a design contest to offer the possibility to win twelve scholarships to attend the first level after-diploma specializations (Bachelor). The four specializations - Transportation design, Industrial design, Interior & furniture design and Advertising and graphic design, are officially recognized by EABHES – European Accreditation Board of Higher Schools for the obtaining of the European Bachelor of Science in Design.

This year the theme of the competition is dedicated to investigate and explore the various dimensions of design as an expression of strong socio-cultural and lifestyles as a strategic factor for innovation and as a significant part of the socio-economic development. The creative skills of design as a tool to contextualize values like sharing and unity in an interesting dialogue between past and future, between the modern and contemporary, creating a bond with the Made in Italy.

The instrumental design and related issues for the award of scholarships are sponsored by **Istituto d'Arte Applicata e Design** in collaboration with the **Italia 150 Committee** - www.italia150.it

These are the themes for each department:

• **Department of Transportation design**

The translation of the word CAR SHARING is literally "shared car use." Sharing a car is to be among friends, relatives and colleagues, but it can also occur between acquaintances that have a common purpose: to divide the operating costs and limit the wear of the medium. Create a car useful for this service inspired by the historic Italian tradition.

• **Department of Industrial Design**

Re-design an object in a modern Italian design.

• **Department of Interior and furniture design**

The cohabitation (co-housing) is a mode of living among people who recognize the same principles of mutual respect and living in a structure consisting of private spaces and common areas.

Imagine having to live, for study reasons in another city with other students and design the perfect space-sharing where you can study, sleep, eat and do your daily activities (from the refrigerator to the bedroom, to the areas considered the different policy options for the experience completely different from the private and common).

• **Department of Advertising and Graphic Design**

Create a poster that best promotes the activities of the Italia 150 Committee, the sesquicentennial celebration of the unification of Italy.

Commission members for the assignment of the scholarships:

External Commission President

- A representative of Italia 150 Committee (permitted absent)

Internal Commission President

- **Laura Milani**, IAAD Director

Transportation Design Area

- **Carlos Sanchez**, IAAD Transportation Design Department Coordinator

Industrial Design Area

- **Umberto Rondolino**, IAAD Industrial Design Department Coordinator

Interior and Furniture Design Area

- **Massimo Giuntoli**, IAAD Interior and Furniture Design Department Coordinator

Advertising and Graphic Design Area

- **Massimo Morelli**, IAAD Advertising and Graphic Design Department Coordinator

The Commission deliberated on the result of the contest as follows:

Transportation Design

1° **Gianluigi Cicolella** (scholarship amounting to the 100% of the attendance fee)

The project is consistent with the briefing. There's a good graphic expressive realization

2° **Marco Marinò** (scholarship amounting to the 50% of the attendance fee)

The student' proposals are good for basic research. Good level of graphic expression.

3° **Federico Acuto** (scholarship amounting to the 20% of the attendance fee)

Interesting design solutions expressed

Industrial design

1° **Riccardo Tenani** (scholarship amounting to the 100% of the attendance fee)

The project has an excellent presentation. Good idea for using one of the most historical brand

2° **Mattia Fausti** (scholarship amounting to the 50% of the attendance fee)

Interesting design concept combined with the simplicity and easy application.

3° **Daniele Meneghetti** (scholarship amounting to the 20% of the attendance fee)

Originality and simplicity of the project

Interior and furniture design

1° **Mattia Inno** (scholarship amounting to the 100% of the attendance)

Good project for the construction and representation

2° **Olga Zadorojneac** (scholarship amounting to the 50% of the attendance)

Very interesting proposal and good ability for the expression

3° **Vita Giacobelli** (scholarship amounting to the 20% of the attendance)

Fair idea to be further developed

Advertising and graphic design

1° **Sara Gironi Carnevale** (scholarship amounting to the 100% of the attendance fee)

Effective concept and peculiarity for the chosen testimonial

2° **Marta Lo Bracco** (scholarship amounting to the 50% of the attendance fee)

Concept and display are as simple as effective

3° **Fulvio La Neve** (scholarship amounting to the 20% of the attendance fee)

Peculiarity for using historical Italian objects considered as icons

The Jury evaluated the first 3 candidates for each department, considering all the other ones *ex aequo*.