

A Pininfarina Workshop for the designers of the future

At the end of celebrations for the 85th anniversary, Pininfarina is organizing a workshop with 4 international design schools: Italian IAAD and IED, French ISD and Swedish UMEA

Turin, 22 December 2015 - The best way to celebrate the past is to look to the future. This is the reason why **Pininfarina** has chosen to conclude a year of celebrations for its 85th anniversary promoting a **workshop** in collaboration with a selection of the most prestigious international design schools: Italian **IAAD** and **IED**, French **ISD** and Swedish **UMEA**.



The workshop aims at offering the vision of the designers of tomorrow on a subject that is particularly dear to Pininfarina: "On board emotions in the mobility of the future". Starting from the evolution towards new forms of autonomous mobility, which is giving a growing role to life on board of the vehicles, Pininfarina proposes an in-depth reflection on how these new forms of mobility can affect the functionality of the interiors and the emotional and sensorial experience on board.

"The workshop is an important opportunity to open a dialogue between Pininfarina and students - explains **Fabio Filippini**, Chief Creative Officer Pininfarina. - A concrete, collaborative expression with four distinguished design schools is an opportunity for contamination of complementary cultures working together in a single European scenario. The spirit is that of a global brainstorming, synergistic and not competitive, a way to give each student the opportunity to express their vision. It seemed the best way to close the year 2015, so important for our Company".

The workshop, which will last from 3 to 6 days depending on the needs of each school, takes place between November 2015 and March 2016, and involves a total of 80 students. Each school is followed by one or more designers of the Pininfarina team and all the research is supervised by Fabio Filippini.

At the conclusion of the workshop, in the spring of 2016, the presentation of the results will take place at the Design and Engineering Center Pininfarina in Cambiano, Torino.

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PININFARINA

85 years have passed since that May 22, 1930, the day when Battista "Pinin" Farina signed the memorandum which founded in Turin Società Anonima Carrozzeria Pinin Farina. Today Pininfarina, quoted at the Stock Exchange since 1986, has offices in Italy, Germany, China and the United States. Among the automotive customers, brands such as Ferrari, Alfa Romeo, BMW, Toyota. Important partnerships have been developed over the years in other sectors, with clients such as AnsaldoBreda, Eurostar, Iveco, Prinoth. Pininfarina Extra, born in 1986 to extend the expertise in design outside of the automotive sector, has developed more than 500 projects and established collaborations with international companies such as Alenia Aermacchi, Bovet, Calligaris, Chivas Regal, Coca-Cola, Costa Coffee, Juventus, Lavazza, Motorola, Petronas, Samsung, Snaidero and Unilever. Among the most recent awards, the National Award for Innovation for the Cambiano, the Red Dot Design Award for the Sukhoi Superjet 100, the Best Design Study for the Sergio, the German Design Award for the BMW Gran Lusso Coupe Pininfarina. Group Chairman is Paolo Pininfarina, CEO is Silvio Pietro Angori.

IAAD - ISTITUTO D'ARTE APPLICATA E DESIGN

European pole of higher education from 1978, IAAD is the Italian university for design specialized in post-graduate training. Starting from the agreement with the French group Écoles de Condé and with the main local governments, IAAD has a total of more than 5,000 students, 400 professors, 7 prestigious venues including 5 in France and 2 in Italy. An integrated system gives students an education of more than 30 courses divided between Bachelor and Master courses, ranging from automotive design to fashion, from perfume to restoration, to get to the business administration of art. IAAD offers 6 different majoring in Bachelor: Transportation Design, Product Design, Interior Design, Communication Design, Digital communication design, Textile and Fashion Design. Thanks to the high quality standards, a faculty of professionals and a network of companies both local and international partners, working on teaching and job placement, over 90% of students find work within 1 year after graduation. Accreditation of educational qualifications by the Ministry of Education, the partnership with the first group of French design schools, the premise in the new Lavazza headquarters, collaboration with institutions, organizations, associations and companies for the development of cultural projects of research, educational and work experience, the evolution of the organizational structure and the creation of an international scientific committee, are the clearest signs of a IAAD of the present and the near future.

ISTITUTO EUROPEO DI DESIGN - TORINO

Since 1966 the Istituto Europeo di Design has been operating in the fields of education and research in the disciplines of design, fashion, visual communication and management. Today IED is an international institution which maintains its truly Italian roots. A meeting point for culture and learning, with seats in Milan, Rome, Turin, Venice, Florence, Cagliari, Como, Madrid, Barcelona, San Paolo and Rio de Janeiro, IED runs three-year degree and diploma courses, Semester and Academic year courses, Summer and Specialization courses and Master courses. In continuity with the philosophy of the network, IED Torino follows the educational methodology founded on theoretical lessons constantly united with workshops and hands-on experience. In this way it ensures constant connection between knowledge and know-how, guaranteeing a very high percentage of students finding employment after graduation. Turin vocation for eclecticism and experimenting has made it one of the world most important auto industry capitals and, in recent decades, a world-class benchmark for a new culture of food and for research into environmental sustainability. IED Turin is recognized with some authority as one of the world most important centers for the training in transportation design. Aligned with the knowledge and research typical of its context, this campus develops and focuses its design work towards concepts of future mobility and the most advanced and innovative manufacturing clusters.

ISD

Created in 1987, l'Institut Supérieur de Design Rubika is one of the key European higher education institutions in industrial design. The 5 year training delivered at the ISD Rubika is progressive and intense. It first focuses on the basic tools designers have at their disposal, on immersion into the design's own culture and the passing of good and proper professional techniques. Then it focuses on piloting, apprehending the stakes they have to work with and also the processes of design. The students, who successfully achieve all these tasks, will be rewarded an accredited diploma that has been certified as a Level one degree by France through the CNCP comity. The ISD Rubika favours quality relationships and sharing: the majority of the projects and creative workshops involve groups of students so that they can share their experiences, feel good about themselves in a friendly but professional environment. Teamwork and mutual help is the key to their success throughout their training. For 28 years, ISD Rubika has been proud to train its students through the teaching of a rigorous, enriching and creative project methodology, the very same that can be observed in the most famous design studios all over the world. It includes analyzing the project and the expected users, specifications, the creativity phase, the selection of pre-projects, their development and finally communication. Design professionals all agree: ISD Rubika graduates are creative, have a tested and huge capacity to work, a welcome autonomy and show a strong potential for evolution in the mid-term. All these qualities assert the right balance between our training and the expectations professionals have.

Umea

Founded in 1989, Umeå Institute of Design is located in the north of Sweden, only 300 km below the arctic circle. This very special location is combined with outstanding facilities for teaching and model-making, an extremely passionate faculty and staff, the support from experienced guest lecturers from the design profession and, most importantly, the presence of very talented students who are hand-picked over an international selection process. It is such special formula that has projected the school as one of the World-leading industrial design educations. UID provides five academic programmes and a one-year foundation course focusing exclusively on industrial design and related specialisations. Our masters programme in Transportation Design is unique in its scope of interest, encompassing the complete vehicle design field in collaboration with the industry. Students are educated to have an open mind on both conceptual ideas and detailed realistic design solutions. They are encouraged to have a balanced thinking process where form, function, materials and technologies work together to benefit vehicle users and their environment. Every year about 10 international students are admitted to the programme. During the 2 years spent at the school they are exposed to realistic collaboration projects with companies like Audi, Volvo Cars, Scania, Bang & Olufsen Automotive, Semcon, Kiska and many more.