



Turin on the hunt for new design talents

Tuesday, 5 March 2002

"Stile Italiano giovani" award ceremony and inauguration of the exhibition at Turin's Biscaretti di Ruffia Car Museum, April 22 2002 at 5.00 p.m.

Recognise and select young talents from all over the world to interpret and further the tradition of Italian design in the automotive sector. This was the objective of the third edition of STILE ITALIANO GIOVANI, an international design award organised every two years under the aegis of ANFIA's Coachbuilders Group. The winning three entries will receive prizes of 5000-3000-2000 euros respectively, which will be awarded on April 22 at 5.00 p.m. at Turin's Biscaretti di Ruffia Car Museum.

The YOUNG ITALIAN STYLING award was already a success back in 1998 at Italian level. Then in the next edition in 2000 it was extended to the whole of Europe, and this year it has been opened up to young people from all over the world. The award regulations enabled these young participants to give full rein to their creativity, an essential quality for those who aspire to making design their profession. A jury of Italian master coachbuilders selected the best twenty projects presented, and an exhibition dedicated to these will be inaugurated on the day of the award ceremony and will remain open until May 26 2002. This will be a prestigious showcase for these young designers and provide the opportunity for them to meet with the press and leading figures in the sector.

To mark - also symbolically - this encounter between the professional design world and these new works created by young designers, the rooms of the Biscaretti di Ruffia Museum will host for the entire duration of the exhibition a collection of the most recent concept cars created by ANFIA's Italian coachbuilders. A presence also intended as a tribute to the people of Turin and the city itself, a city intimately linked with the history of Italian car design.