



The Future of Emotions, car and designers of tomorrow on display in Torino

At the Medieval Castle exhibition of the Pininfarina Workshop designs developed by the students of 4 design schools: Italian IAAD, international network IED, French ISD Rubika and Swedish UMEA

"The Future of Emotions, the car experience seen by the eyes of tomorrow's designers"

7 – 12 June 2016

h. 9 - 20, free entrance

Borgo Medievale, Viale Virgilio 107 (Parco Valentino), Turin-Italy

Turin, June 7 2016 - How will the car of the future look like? Which emotions will we live on board? And how the interior of the car will dialogue with the outside world? The answers of the tomorrow's designers are the focus of the exhibition **"On Board Emotions"**, which Pininfarina inaugurated today to present the results of the Workshop for students of four prestigious design schools, the Italian **IAAD**, the international network **IED**, the French **ISD Rubika**



and the Swedish **UMEA**. The futuristic projects developed by the students will be on display in an open-air museum, the **Borgo Medievale of Torino** (Medieval Castle), creating a striking combination of past and future.

From 7 through 12 June, as part of the **Turin Motor Show Parco Valentino**, visitors can enjoy **for free** a selection of the projects developed by students on the theme proposed by 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 proposed to the students 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 best way to celebrate the past is to look to the future - comments the Chairman **Paolo Pininfarina**. - This is the reason why Pininfarina decided, at the end of 2015, to close the celebrations for its 85th anniversary promoting a workshop aimed at aspiring designers, some of which we hope to welcoming soon in our team".*

*"The workshop was intended to offer the vision of tomorrow's designers on a subject that is particularly dear to Pininfarina - explains **Fabio Filippini**, Chief Creative Officer Pininfarina. - The response was enthusiastic and originated projects full of cues that hint at a new future in the way cars will be used. Life on board is imagined as an experience that can give the driver and passengers emotions and entertainment, while remaining constantly connected with the outside world".*

The workshop took place between November 2015 and March 2016, and involved a total of 80 students. Each school was followed by one or more designers of the Pininfarina team and all the research was supervised by Fabio Filippini.

Information on the 16 designs in the following pages.

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store.pininfarina.com | www.youtube.com/pininfarinaofficial

IAAD

PININFARINA PROTEO

Design by:

- Philip Arno Beller | 22 yearsold | BadSodenIm Taunus (DE) | Transportation design
- Andrea Campagnolo | 21 yearsold | Bassano del Grappa (VI) | Transportation design
- Alessio Zanelli Bono | 22 yearsold | Bergeggi (SV) | Transportation design

"Proteo" is inspired by the Greek mythology sea-god also called "elusive sea change", referring to the constantly changing nature of liquid water. This concept works in the same way making it possible to modify the shape of the interior thanks to electric impulses. This kind of technology is a foreshadow of what is now being developed as 4D printing.

PININFARINA LEGAME

Design by:

- Morgana Agnusdei | 21 yearsold | Grottaglie (TA) | Transportation design
- Giuseppe Iuliano | 22 yearsold | Borgetto (PA) | Transportation design
- Francesco Pescador | 22 yearsold | Pedavena (BL) | Transportation design

The cities in the future will be worth living. "Legame" becomes a tribute to the city, a mobile monument to stand on and fully enjoy the urban life: it will be worth listening to the sounds and even the smells to breathe because the air quality will improve. "Legame" was conceived totally open to amplify the senses of those who will use it - may they be tourists or not - to enjoy the city. The only planned virtual connection will exist through a mobile app, with which you can "call" the car: after the call, the closest to the specified location will appear ready for anyone who wants to be accompanied in the urban paradise. Pininfarina Legame is at the complete disposal of the city: in addition to accompany users in their destinations, it also becomes a sculpture on which any person can sit, thanks to the outlined bench on one side. Enjoy the city means to live it and live alongside those around us. In a world where you will have more and more the need to be virtually connected, Pininfarina "Legame" will oblige us to forge links with the outside world: tourists will take pictures at significant points of the city, the lovers will be embraced while being caressed by the wind, coworkers can chat after a long day at the office on the way home and everyone can sit on the bench while the vehicle is stopped and read a good book or relax while admiring the panorama. The interior of "Legame" is designed to not create distractions: this is why the interior is plain and simple, just surfaces games and no sign of technology or interactive screens, which can steal users' attention focused on create real ties.

MOLLY – Your virtual assistant

Design by:

- Michelangelo Bondini | 22 years old | Perugia | Transportation design
- Giacomo Brondolin | 23 years old | Biella | Transportation design
- Andrea Castiglione | 26 years old | Colonia (DE) | Transportation design
- Vito Cusumano | 22 years old | Trapani | Transportation design

The autonomous driving is one of the issues discussed recently in the world of automotive design. Users are not completely thrilled at the thought of being in the future on vehicles whose movement is not dependent on a driver. The concept of this vehicle lies in the idea of security perception and the sense of freedom in this type of vehicle, entering a virtual assistance system: Molly. The idea of service has been developed in two different directions - traditional and futuristic - to provide an atmosphere similar to that of our home and with complete freedom of movement.

INDIVIDUALE

Design by:

- Andrea Ortile | 21 years old | Padova | Transportation design
- Gabriele Rizzi | 24 years old | Bracciano (RM) | Transportation design



- Marco Zafferana | 22 years old | Enna | Transportation design
- Francesco Palumbo | 24 years old | Ravenna | Transportation design
- Alessio Coci | 22 years old | Torino | Transportation design
- Andrea Costa | 23 years old | Torino | Transportation design

"Individuale" is a concept to exalt the driving experience of the future. The vehicle is based on the concept of essentiality and simplicity. Thanks to the double drive mode (autonomous and manual) the future driver can drive in a different way, managing to capture emotions and feelings never felt before. In this concept, the technology of autonomous driving is used to drive the car and to act as mediator between man and vehicle, to amplify the pleasure of driving. You can drive this car through 2 independent controllers, controlled by the arms. These communicate the car every single movement to brake, accelerate and steer. The controllers are designed with a very simple and pure design, they become the true jewel and the heart of the car: brought outside, they can become a real home object of furniture. The exterior structure is composed of 2 main parts. One that contains the motor, the other the cockpit. It can take two different driving position: a driving mode, with a raised cabin that allows for increased visibility, and the relax mode, with lowered cab that allows you to relax and enjoy the journey.

IED

ENTITY AND COMPANION

Design by:

- Igal Shenderey | 22 years old | Israel | Master in Transportation Design

A young couple decide to travel and learn together about the big world. They rent an Entity AAI (autonomous artificial intelligence) car with the suitable interior for traveling long distances. Entity is not only taking them here and there, it makes the traveling experience greater. Feature like the "sky dome" give them the possibility to extend their knowledge beyond our planet through the oculus glass roof. When their first child is born they buy him a Companion, which is an AAI vehicle fit for a child age 0-9. The companion is a baby stroller size, AAI vehicle, that can fit with another companion as part of the salon of the entity car.

MORPHING ARENA

Design by:

- Giovanni Bulgarelli | 26 years old | Italy | Master in Transportation Design
- Yanyi Song | 26 years old | China | Master in Transportation Design

Morphing Arena explores the future scenario of autonomous vehicle, when we will not driving anymore, and the occupants will be just passengers. The car interior has to fit to all the needs of the passengers of the future. For this reason we create a system that can change its shape, thanks to a wise material strategy, taking inspiration from the roman Arena, a polymorphic building that can be used for many different purposes. The result is a space where you can have a social experience or a travel in your privacy, a space that lets us free to live it as we want.

A-CRAFT

Design by:

- Kaihang Huang | 28 years old | China | Master in Transportation Design
- Salvatore Ville | 25 years old | Italy | Bachelor in Transportation Design

The A-Craft is a concept to embody the relationship between new forms of mobility and functionality of interior for a future generation of travellers who care about emotional and sensorial experience during the long road-trip. There are three segments for different using situations to suit for different requirements of passengers: Private space, Semi-public space and Public space. A-Craft equips with "Pinin Bridge" for 3D map, Electromagnetic levitation for seats and flexible floor for storage of goods.

INSIDEOUT



Design by:

- Niccolò Bonanni | 22 years old | Italy | Bachelor in Transportation Design
- Andrea Randine | 22 years old | Italy | Bachelor in Transportation Design

InsideOut is the future vision of the relationship between human and car. In a world where the free time won't be enough, it will be fundamental to have a relaxing place for the users. This vehicle rises from the will to create an intelligent interior that supports all the user's needs through the introduction of sensorial inputs. The interior will change the inputs on the bases of user's conditions. This action will make the users feeling better in every kinds of situation. The huge variety of combination of sensorial inputs permits to this vehicle to be very adaptable, for this reason InsideOut can be the perfect vehicle for every kind of person, in all the fields at work, on holiday, etc: it could be the vehicle that doctor uses to go working for an emergency; it could be the vehicle that a couple can use to spend all weekend.

ISD Rubika

EREDITÀ ROMANA

Design by:

- Robinson Mancaux
- Yann Marez
- Ewan Duchamps
- Pierre-Hughes Vallin
- Maxime Barthelemy
- Luis Barbesier

In a very futuristic and technologic world, the main need is to go back to the roots, to use and to be proud of the Italian heritage. The concept is clearly inspired by the "bigaromana" and the driving can be assimilated to the horse riding. In the active mode, The vehicle is controled by two reins fixed to the drone. When the vehicle is driverless, the drone came to the cockpit to create a closed cell with a saloon atmosphere.

IL GIGANTE DELLA STRADA

Design by:

- Paul Martinez
- Jean-Thomas Mayer
- Clément Buffle
- Benoit Cauet
- Adrien Sene

In an ultra-urbanized context, the luxury is now to have space to enjoy the moment with friends. So the objective is to have a symbol of success with a vehicle inspired by yachts as we can see in the St-Tropez harbor. It's composed of three spaces : a business one with large armchairs, a lounge one with a comfortable sofa which promotes relationships and finally the rear deck, perfect to feel extreme sensations of speed.

LA PROTEZIONE MATERNA

Design by:

- Julien Fesquet
- Cyrille Kirket
- Adrian Godin-Bernard
- Léon-Georges Not
- Marius Torterat

In a world where most of people are aggressive on the road due to the stress environment and the job pressure, some persons will want to have an umpire to help them to make the right choice : drive or to be driven. In this concept, the vehicle will decide itself if the driver is able (or not) to drive. If yes, the position will evolve to become like a motorcycle to have a more sportive driving. If not, the position will become more comfortable and have a position like an armchair.



BIPOLARI

Design by:

- TimothéeSeban
- Maxime Lefevbre
- Kewin Sebastien
- Julien Quiring
- Jordan Zingang-Divet
- Antoine Vandekerckhove

In a humdrum society, where everything is controlled by machines, some passionate feel a bad sentiment of frustration to not be authorized to ride themselves again during the day. This concept will allow them to be the perfect citizen during the day with an autonomous drive and to reveal during the night their crazy side by racing with a metamorphosed vehicle.

UMEA

PININFARINA CASA

Design by:

- YUANRUI LI | 28yearsold | Chinese | MFA Interaction Design
- SEBASTIAN GORACZKOWSKI | 26 years old | German | MFA Transportation Design
- LUDWIG OSTMAN | 27 years old | Swedish | MFA Transportation Design
- ANTTI LAUKKANEN | 25 years old | Finnish | MFA Transportation Design

What before had to be made by hand will soon be able to be replicated through additive manufacturing. Design is becoming a fixed part of many companies and technology will be run by a few major corporations. Private ownership of cars will change to serviced based solutions. Pininfarina Casa is a way of celebrating Pininfarina's history in coach building and a way for the company to adapt to changes in the automotive industry. Instead of relying on business to business approach the company will again start to provide their services to the end consumer. This will strengthen both the brand and the business. Owning a car would become a future luxury. The idea behind the concept was to create something long lasting and timeless. Much like an antique watch, instead of like the cars of today which drastically decreases in worth over time, a Pininfarina should outlive the technological changes so that it can create a history of its own. The concept does so by focusing on the essence. Much like the room you grew up in, things change. New furniture, paint and objects gets exchanged but the space remains the same. What if the boundary between automotive and architecture could diminish and we could create a space which would adapt through the ages and by doing so contributing to not only one unique user experience? Pininfarina would deliver their design service and expertise to create a coach which would be future proof for new technologies, propulsion and platforms. The interior would be an empty space but thanks to the magnetic based technology in the floor could let the interior change in any way imaginable. This is also where Pininfarina extra and Tech Mahindra comes into play, delivering both new hardware and software during the lifetime of the car.

PININFARINA DUALITA'

Design by:

- Kishenkumar Patel, 26 years old | India | MFA Transportation Design
- Martin Engberg | 24 years old | Denmark | MFA Transportation Design
- Raul Salas | 27 years old | Mexico | MFA Transportation Design
- ViljamiRŠisŠnen | 28 years old | Finland | MFA Transportation Design
- SiddharthHirwani | 26years old | India | MFA Interaction Design

Mr. Belfort, a professional business analyst has been called to Hong Kong by a multinational firm for a project. He must stay in the city for at least three months. He is looking to fulfil his accommodation and transportation needs to make his stressful life comfortable after the long work hours. Pininfarina Dualità offers an integrated luxury solution for housing and mobility customised to his needs throughout his stay in this hectic city. The user of



Dualità can buy a global membership where he is offered premium and exclusive support for his nomadic lifestyle. The service includes an autonomous vehicle and a luxurious apartment integrated into one. The vehicle is provided by Pininfarina and the apartment tower is part of Pininfarina Extra. When docked with the tower, the vehicle becomes a balcony, an extension of the living space offering a multifunctional seamless experience. When in motion, it provides a place to relax after a long day at work.

PININFARINA GALLERIA

Design by:

- Ben Lee | 36years old | Vancouver, Canada | IxD1
- Moritz Seifert | 25years old | Braunschweig, Germany | TD1
- Karl Marteliusson | 27years old | Umeå, Sweden | TD1
- Akansha Aggarwal | 25years old | New Delhi, India | IxD1

What if in the future Pininfarina offers fully autonomous car rentals service to make your journey exclusive. What if the interiors of the Galleria are developed in collaboration with different museums, artists, designers or architects. Pininfarina work together with various people to create different interiors for the user, interior of the vehicle is adaptable as per collaborators whereas the exterior of the vehicle is constant. What if the Galleria adds new dimension to view and appreciate art from an exciting perspective. What if Galleria becomes an iconic space for appreciation of art in a new form. User experiences the art during their journey in a whole new way. The concept delivers an exclusive, personal Travelling within the art experience to the user.

PININFARINA X

Design by:

- SiyuanFang | Age: 24 | City/Country of birth: Yiyang, China | Programme: Transportation Design, UID
- Dominique Quinger | Age: 25 | City/Country of birth: Waiblingen, Germany | Programme: Transportation Design, UID
- Xingyu Yang | Age: 25 | City/Country of birth: Dalian, China | Programme: Transportation Design, UID
- Aylin Alpaly | Age: 25 | City/Country of birth: Bursa, Turkey | Programme: Interaction Design, UID

In a world where everything is connected and automated, what will surprise us and bring value to our lives? What will be the memorable and appreciated moment that bonds us to things and places? The world is moving towards more holistic experiences and integrated services. In this scenario we imagined PininfarinaX to be the provider of premium mobility experiences by designing for various brands that are in search of distinction and desirability. As crafting value for businesses and individuals is the key element that builds up the culture of the company, PininfarinaX maintains the tradition in an innovative way. The craftsmanship and the ability to reflect emotions to designs will be the base where PininfarinaX will stand on. Through this concept not only vehicles but also experiences will carry the signature of Pininfarina which will strengthen the image and the value of the company. SCENARIOS - As X in the logo represents all the different possibilities, three existing brands have been chosen to design the scenarios around. First one is a fashion brand that wants to create a privileged experience for their customers. Based on the brand's values, PininfarinaX offers an exclusive journey to the guests. Second one is a famous restaurant which wants their guests to enjoy the best food in town accompanied with the most beautiful views and routes of the city. Last one is an airline company which wants to offer top level comfort to their VIP guests such as door to door transportation checking in on the go, recovering from jetlag...

PROFILES OF THE DESIGN SCHOOLS ON THE NEXT PAGE



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.

ISDRubika

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.