

CONCORSO
ITALIANO

A Made in Italy Award for Concorso Italiano

Three Italian companies, a university, 150 students of design, one winner, a sculpture representing the Italian car for the car show in California.

Giorgetto Giugiaro receives the first sculpture.

And student Joaquin Obligado "wins" a trip to California, and an internship.

Turin, 9 June 2016 - StudioRPR, IAAD, ABACAD and MR Collection Models are the four realities that have pooled their ideas and resources in a project aimed at enhancing the Italian cars and the "Made in Italy" to the largest gathering of cars of the Tricolor in the world, Concorso Italiano which in 2016 brings together in 2016 for the thirty-first time a thousand cars under the California sun. All the partners of the project immediately accepted the challenge of making the new award for Concorso, and they relied on the expertise of the IAAD Teachers to pre-select ten from the 150 students' designs. From this selection of ten, one emerged as the winner: the work of **Joaquin Obligado**, an Argentinian student enrolled in the second year of the degree course in Transportation Design.

The press conference was held in the Hall of Honor of the Castle del Valentino in the conference program of the opening day of the Turin Motor Show.

The first model of the sculpture, the number zero, was delivered by the project team to cav. **Giorgetto Giugiaro, Chairman of IAAD Department of Transportation Design** in front of a large audience of journalists and university students. Cav. Giugiaro said: "I believe in the talent of the young. Talent is a mystery gift, like beauty: you happen to have it and it's not easy to control, you have to be educated and exercise your talent to make it yield results. During this path of growth, young people should not stop dreaming, they should think that the future always hold surprises. They should always be driven by desire in what they do, and never hold back, even in the moment of disillusionment. Dreaming is never a waste of time, dreaming is good."

Tom McDowell, President of Concorso Italiano, specially came from the USA, and commented, "Giorgetto Giugiaro was awarded by Concorso in 1995, in Monterey, and it is really nice to find him here in Turin for another prize that ties him to Concorso: Twenty-one years have passed but the passion for the car remains strong."

Raffaello Porro, Founder & CEO of StudioRPR, creator and coordinator of the project: "Concorso Italiano is better known in America than in Italy, and instead we should be more aware of this important showcase for

the Made in Italy of the four wheels. All partners have agreed to participate, each claiming their costs, because they have recognized the validity of the idea and the image return and indeed they all wanted to contribute equally to offer the trip to Concorso to the student author of the winning project. Thanks go to Andrea Levy, President of the Turin Motor Show, who agreed to host us in this beautiful setting."

Laura Milani, Director IAAD, who organized the contest and opened it to all 150 students of IAAD Department of Transportation Design: "The exercise of talent and education are essential aspects in order to become a successful professional. It is also with challenges like this one that IAAD creates a healthy competition among its students and rewards their passion and commitment. Through these experiences, the talent becomes mature and prepares the student for more important challenges, the professional once of tomorrow."

Renzo Porro, of ABACAD: "Our engineering company covers the stages from style to product development, by providing modeling of surfaces, ergonomics and packaging, virtual analysis, feasibility studies and project development. For our team who made the three-dimensional model it has been very challenging to work with the young Joaquin: a different exercise than usual, faced with professionalism on both sides. Experience with Joaquin will follow, because he will be with us for an internship of three weeks in July to study the techniques of modeling with Alias."

Egidio Reali, CEO of MR Collection Models: "For almost thirty years I make collector's models and I am the official supplier of prestigious brands such as Ferrari, Lamborghini, Bentley, Bugatti, and the idea of creating a sculpture that expresses the Italian car with no brand has fascinated me. MR Collection Models has grown thanks to the acceptance of so many challenges, and this one I received with pleasure, because I have been attending Concorso Italiano regularly for many years."

Tom Mc Dowell: "We liked so much the sculpture that we decided to assign it from now on to the award for the Best in Show car. For an event that celebrates the Italian car it seemed appropriate that the award was made by an Italian team. And I am happy to announce it here in Parco Valentino, an event that has many similarities to our own, beginning with the passion for the automobile."

The 150 students of the Transportation Design department of IAAD were invited to design a car that would represent the icon of Italian sports car, that summed up the style of the big automakers, not representing any particular one: a mono-color shape and mono-material, scale 1:18, based on which MR Collection Models realized the award for Concorso Italiano 2016 and the coming years, with the contribution of ABACAD to the 3D model and of StudioRPR for the idea and the coordination. The award will be presented to the winner of Best in Show of Concorso Italiano on August 20, 2016, at the Black Horse Golf Course in Monterey California. Concorso Italiano is the largest gathering of Italian cars in the world, an event which since 1985 awards the Italian style, recognized worldwide, through the elegance and design of more than 1,000 collectible vehicles of Italian origin.

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