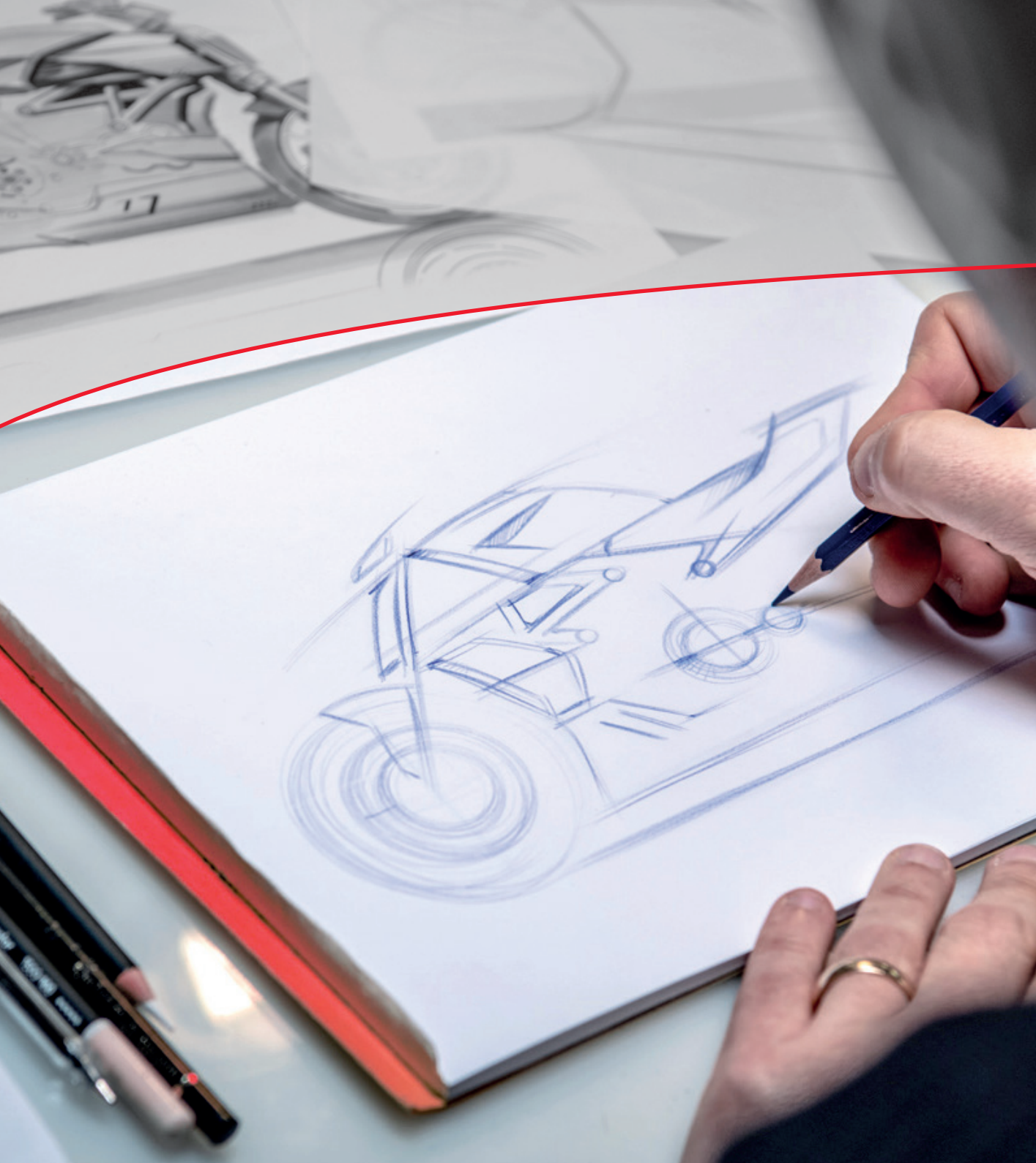


IAAD.



DUCATI
DESIGN
EXPERIENCE
SUMMER CLASS



DUCATI DESIGN EXPERIENCE

02

IAAD has the goal of providing an innovative approach to training: the best way to become a professional in design is being apprenticed to learn from experts in the field. Providing a professional way of working is exactly the center of **IAAD**'s activity. Meet, see, touch and feel with real experts always give fruitful results.

DUCATI and **IAAD** are proud to announce and present the first edition of "**DUCATI DESIGN EXPERIENCE**".

"**DUCATI DESIGN EXPERIENCE**" is a formative full immersion into the **DUCATI** world with the guidance of **IAAD** experienced professors and **DUCATI**'s professionals. An occasion to improve design skills by exploring the potential of the **DUCATI** brand.



MAIN THEMES AND OBJECTIVES

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12 days to explore the potential of the world of **DUCATI** through an intense agenda full of lectures, talks, and live experiences, a unique opportunity to understand and discover the company's core values and to be part of the **DUCATI**'s Design process.

With more than 10 days of intense activities, this program wants to foster motorcycle design awareness and professional growth.

“**DUCATI DESIGN EXPERIENCE**” will bring together a community of professionals that, through dedication and enthusiasm, will create a shared learning experience.

All the activities will be developed under the guidance of **DUCATI**'s experts and **IAAD**'s professors. The participants will be split into teams and asked to develop briefs given by the company, presenting the final results of their work in front of a **DUCATI** and **IAAD** Design Committee.

It will be a workshop in which participants can find inspiration, learn more about one of the most iconic brands of our century, create and share their vision with like-minded people. Definitely a rare educational opportunity.

DUCATI and **IAAD** are creating this special summer class under the principle that learning and personal growth are a never-ending journey.

This intensive design workshop will provide the highest quality contents to allow individuals to learn and grow in motorcycle design.

At the end of this summer class participants will be able to communicate their design ideas in a more effective way through a better understanding of motorsport with a deeper understanding of **DUCATI**.

I STRUCTURE

The activities of **DUCATI DESIGN EXPERIENCE** are divided into three major topics. This summer course is intended to be a journey through the brand, therefore the use of these three words: **Explore, Discover and Create.**

EXPLORE

an intense schedule of talks and meetings with industry professionals will inspire the students throughout the entire summer class.

A deep dive into their world through the words and the stories of the people that contribute to making the brand great every single day. With a wide range of topics, ranging from strategy to design and engineering, the participants will be able to experience and capture in depth the essence of **DUCATI**.

DUCATI Experience - Authorized Personnel Only

A unique opportunity to take an exclusive look into one of the most off-limits/restricted areas of the Company. The Ducati Design Center, the cradle of the Legend. Participants will be given the opportunity to see, step by step, the entire creation process of one of **DUCATI**'s iconic Bikes from the initial big idea to the final product.

DUCATI Experience - When History became Legend

A journey through the history of **DUCATI** to understand the reasons behind the great success of the brand and to gather instruments to envision the future of this legendary motorcycle.

DUCATI Experience - Nuts and Bolts

What makes **DUCATI** one of the most iconic bikes on the planet? What is the most important detail? Easy, everything! An experienced **DUCATI**'s mechanic will disassemble a bike in front of the students, guiding them through the finest and smallest parts of this incredible combination of Design, History, Engineering and Passion.

Special lectures by international guests

DISCOVER

live demonstrations held by industry professionals to take a look into the future of motorcycle design. A way to discover new tools and possibilities to enable designers to create always better products and experiences.

From Sketch to Road

How do you go from the blank canvas to a rideable product? **DUCATI** Designer will demonstrate the creative process

behind their products, showing the students how artistic skills can serve and mix with techniques and ergonomics.

Matter that Matters

The only way to sign-off any design is to have the physical product in front of you! The importance of physical modeling is still one of the most relevant steps in the evaluation process. Students will be given the chance to experience the importance of clay in the creation of a bike, witnessing the real advantage of having a mock-up that leaves no room for doubt.

Immersive Design

Technologies are moving at a fast pace and Designers must adapt to remain relevant in the process. With the help of one of our Partners, we will give the possibility to experience VR sketching and modeling, a disruptive but intuitive tool to unleash creativity.

CREATE

daily activities dedicated to the development of the main themes of the workshop, under the guidance of **DUCATI**'s experts and **IAAD**'s professors. In this section, participants will be asked to create new design concepts and visions for **DUCATI**, focusing on tasks given by the Company.

NOW - A chance to design a product that has to fit among the ones on the market in this very moment. The real challenge that **DUCATI** Designers have to face every day, always complying/resonating with the brand DNA without losing sight of the history and staying relevant for the future.

NEXT - The **DUCATI** of tomorrow, the next generation of bikes and the new paradigm of the driving experience. A great opportunity to fuel the imagination and ride through the future.

BEYOND - A brand is a living organism, it grows and expands over time reaching new territories, always ready to face unexpected challenges. A way to explore the extent of the **DUCATI**, envisioning new business models and unknown product categories.

PROJECT LEADER

Luca Bar - IAAD Lecturer

Luca Bar, Professor of Motorcycle & Scooter Design, born in Turin in 1980, he graduated in 2002 from the Polytechnic of Turin in Industrial Design and specializes in Product Design Eco-friendly in 2004.

Since 2002 collaborates with I.De. A. Institute on procurement of transportation and industrial design, collaborating on projects commissioned by clients such as **DUCATI**, Bajaj and Tata.

In 2007 he joined the MDA (Motorcycle Design Association) and began his own business and found the eponymous BAR-DESIGN.

The BAR-DESIGN work as a study of style and design specialized in the motorcycle world, providing styling research services and design with 3D CAS and physical modeling in outsourcing. The studio works mostly with foreign clients, ranging from basic products for emerging markets to luxury electric motorcycles as for the Italian Tacita.

START

July 15, 2019 till July 26, 2019

FRAMEWORK

Monday to Friday (extra classes may be occasionally scheduled on Saturdays), full time (including lectures, laboratories and individual study), compulsory attendance.

LANGUAGE

English

THE VENUE

Lessons will be held at **IAAD - the Italian University for Design**, in via Jacopo Barozzi 3/i Bologna and at **DUCATI** Headquarter.

ACCOMMODATION

Accommodation and meals are up to each participant. **IAAD** will take care of providing a list of accommodation solutions with special prices.



IAAD & DUCATI FOR PLACEMENT

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With the goal of training young professionals, **IAAD** recreates within the educational program what happens at work. One of the hallmarks of **IAAD** method is the constant collaboration with leading companies in the sector for the realization of joint projects and internships. Converging in the projects educational needs and those of partner companies, it creates a doubly favorable situation: aspiring designers have the opportunity to work with leading industries and the latter can monitor the future talents to be included in their organic.

This system also allows to simulate the conditions of work in a professional environment: you work with precise deadlines, correcting the work in progress by following customer feedback, working in teams and by objectives.

At the end of the course, all students will have the opportunity to be evaluated for a possible internship in **DUCATI**.

REQUIREMENTS AND ADMISSION PROCEDURES

07

Students, alumni and young professionals from Design, Architecture and Marketing/Communication field. Students have to be enrolled at least at the second year of the bachelor degree.

Admission is subject to the assessment of the application, to be submitted by letter of application, curriculum vitae and portfolio (when available). **IAAD & DUCATI** reserve the right to request the candidates, if necessary, an interview in person or via Skype.

This summer class is reserved to a limited number of participants.

ADMISSION PROCEDURE

Applications for Course admissions are still open until 20 June 2019.

Applications have to contain these documents:

- Curriculum Vitae
- Cover letter
- Portfolio (selection of projects, not mandatory)

The Course Coordinator, assisted by an academic board will evaluate the candidacies received.

IAAD reserves the right to ask the candidate, when deemed necessary, an additional interview at the head office or via Skype. The result of the application will be communicated by the Career Guidance Office to each candidate.

FOR INFORMATION

For further information on **DUCATI DESIGN EXPERIENCE**, professor board and themes, please contact: summerclass@iaad.it

APPLICATION TIMING

Applications will be considered till 20 June 2019

COST & PAYMENT

3.000 Euro

Become part of the legend!

Join DUCATI DESIGN EXPERIENCE

IAAD HISTORY, MISSION AND DIDACTIC APPROACH

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IAAD - *The Italian University for Design* was founded in 1978 in Turin and, after more than 40 years of activity, it has grown becoming one of the main poles of higher education in Italy and Europe. It is an incubator of talents able to promote an interdisciplinary vision of design and to provide students with the necessary tools to be an active and constructive part of the change that characterizes contemporary society.

Thanks to the agreement with the group **AD Education** - French leader among the private institutes of arts and design - today **IAAD is part of a network consisting of 8 universities, 25 seats (2 in Italy and 23 in France), more than 8,600 students, 600 instructors. An integrated teaching system composed of over 85 majors of study between Bachelors and Masters Degrees** ranging from Automotive Design to Fashion, from Photography to Virtual Reality and Innovation Design.

In order to meet the needs of a constantly growing student body, in addition to the Turin seat opened in 2013 within the new Lavazza headquarters complex, in 2017 **IAAD** opened its doors in Bologna as well, a city characterized by a great cultural ferment and an inestimable historical and artistic heritage. In 2018 the university expanded further in Turin, adding new spaces dedicated to educational activities, labs and offices.

For **IAAD**, design is a project-oriented culture, a cultural and intellectual process based on the idea that to train young professionals it's necessary to combine the rigor of academic research with an experimental approach.

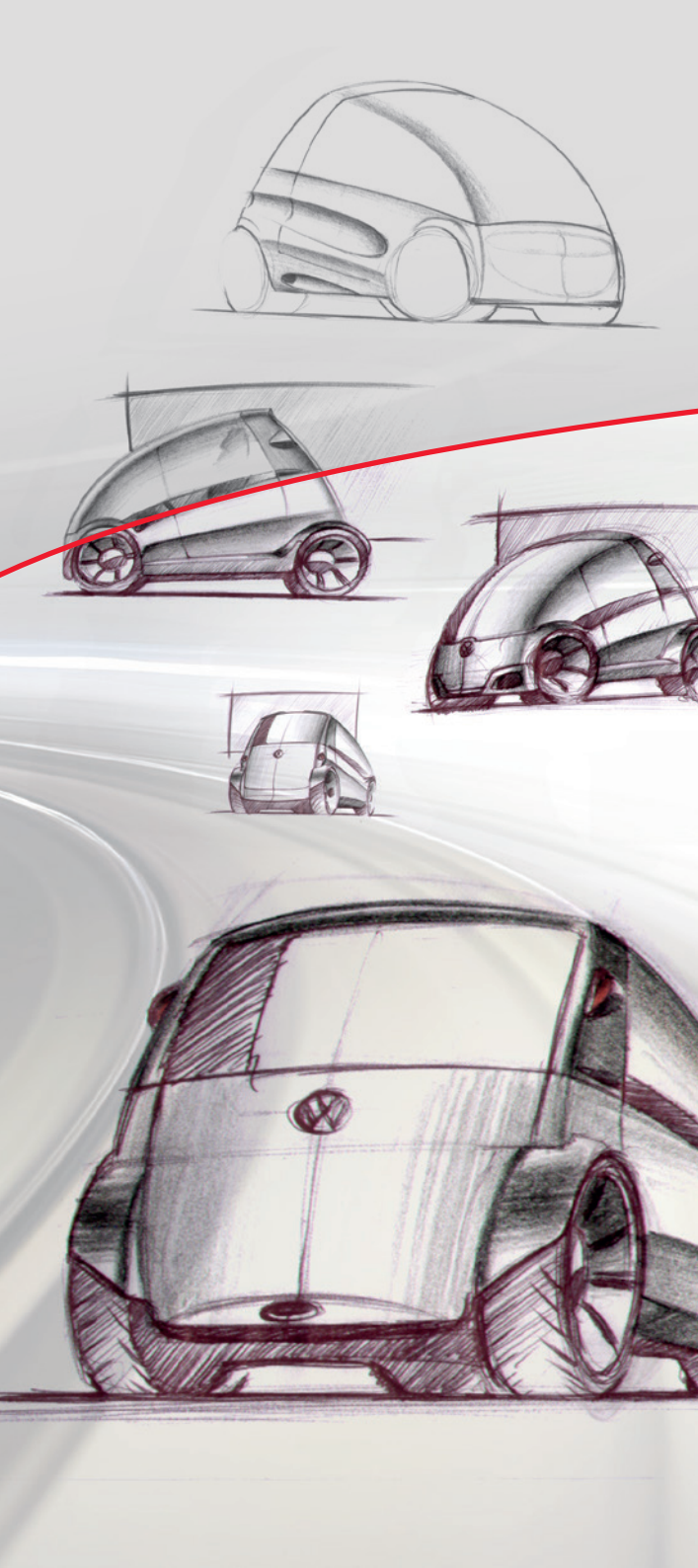
The brilliant careers of **IAAD** alumni are confirmation of the effectiveness of our method.

The Italian University for Design confirms an innovative training approach, constantly listening to the needs of the labor market for the benefit of structuring ad hoc training paths that are continuously updated.



TRANSPORTATION DESIGN DEPARTMENT

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IAAD's Department of "Car Body Architecture", the first in Italy, opened in Turin in 1978 and since then has trained designers, dreamers, and visionaries alongside names that have written the history of the automotive field. Giorgetto Giugiaro has been President and Master of Studies of **IAAD's** "Transportation Design" Department since 2016. The unit is considered by the leading companies in the automotive field to be among the best in the world. Chris Bangle, an international icon of Car Design, became Strategic Director of the Department in 2017.

Today this Department is among the finest in the world, thanks as well to its international partnerships with companies like **DUCATI**, Piaggio, Yamaha, Honda, Renault, Volkswagen, Porsche, Lamborghini, Land Rover, Jaguar, Mercedes-Benz, FCA Group, Alfa Romeo and Suzuki offering students the possibility to work and gain experience alongside their well-known international designers.

IAAD's Transportation Design Department concentrates on the primary means of human transport, with a focus on mobility systems and environmental sustainability, studying and developing efficient, cutting-edge methods. This educational path prepares professionals to face the future with curiosity. It gives space to their

visions and offers effective, incisive tools in order to face up to reality, dealing with all aspects of design and the analysis of societal and technological change, all without neglecting the "human-centric" approach that brings the final product together with consumers. Our students have the opportunity to work alongside the most important companies, challenging themselves with internationally renowned designers and living in a dense fabric of new opportunities.



DUCATI OVERVIEW

Ducati Motor Holding S.p.A. - A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG.

Founded in 1926, since 1946 Ducati has been manufacturing sport-inspired motorcycles characterised by high-performance Desmodromic engines, innovative design and cutting-edge technology.

With its factory located in Bologna's Borgo Panigale district, in 2016 Ducati celebrated 90 years since its foundation.

The model range covers several market segments with the following families: Diavel, XDiavel, Hypermotard, Monster, Multistrada, SuperSport and Panigale.

In 2015, Ducati presented the Ducati Scrambler: a new brand made of bikes, accessories and apparel that stands out for its creativity and self-expression.

In 2017, Ducati presented the Panigale V4, the first Ducati production bike to mount a 4-cylinder engine derived directly from the Desmosedici GP engine.

Ducati iconic motorcycles, together with an extensive range of bike accessories and technical and lifestyle apparel, are distributed in 90 countries worldwide.

In 2018 Ducati delivered 53,004 bikes to customers, consolidating its sales over the 50,000-bike threshold for the fourth year running. Ducati competes in both MotoGP and Superbike World Championships.

It has been competing in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007, while in Superbike Ducati has won 17 Manufacturers' titles and 14 Riders' titles.