

## **REGISTRATIONS NOW OPEN FOR THE RESEARCH CONTEST ON FUTURE MOBILITY IN CITIES**

- **The contest is open to young people aged between 18 and 35 from around the world**
- **Total prize money of €40,000**
- **Registrations will close on 1 May**
- **The contest is organised under the patronage of the City of Turin**
- **A panel of seven experts will decide on the winners, who will be announced in December**

Moncalieri, 1 March 2018

Registrations open today for the Research Contest on Future Mobility in Cities, a competition organised by Italdesign as part of the celebrations marking the 50<sup>th</sup> anniversary since its foundation.

The participants, who will have to be aged between 18 and 35, may sign up only through the dedicated website, at [futuremobilitycontest.italdesign.it](http://futuremobilitycontest.italdesign.it), up to the deadline of 1 May. Then they will have to submit their projects by 31 August, either through the portal or, in the case of physical objects, by sending them to the administrative office responsible for organising the contest. The contest information, rules and process are published on the website.

”To mark Italdesign’s 50<sup>th</sup> anniversary, we have presented a ‘Next 50’ logo that epitomises our philosophy: we are naturally proud of our history but we are looking ahead to the next fifty years,” stated **Jörg Astalosch**, CEO of Italdesign, who also added ”I believe we are on the eve of a revolution for the world of mobility. This contest open to creative young people from around the world is absolutely in line with our business strategy. To better understand the world of mobility, we are already thankful to interact with the participants. Especially thankful we are also to our distinguished jury members and their view onto the future of mobility, their engagement is a great honour for our employees and our company.”

### **Contest process**

Once all projects have been submitted, an Italdesign committee will assess them and choose the ten best ones to go into the final phase.

The ten finalists will be judged by an international panel composed of seven professionals in the design, architecture, town planning fields and from the academic world. The jury will select the two winning projects and the winner, if any, of a special award. They will receive the prizes of €25,000, €10,000 and €5,000, respectively.

### The jury

The panel of experts, who will decide on the winners, recognising those projects that best satisfy the following criteria:

- › Innovation and uniqueness
- › Environmental and user friendly
- › Human Centered approach
- › Design for all
- › Feasibility and realistic
- › Technologically advanced and pioneering solutions
- › Solutions applicable for developing countries

consists of:

- **Pierpaolo Antonioli**, *Managing Director of the General Motors engineering center located in Torino (Torino Polytechnic Campus), since September 2009. GM Torino has global responsibilities for the development of Diesel Engines, Diesel Electronic Controls and Diesel Hybrid technologies for passenger car applications for the whole GM Corporation.*
- **Klaus Busse**, *Head of Design for Fiat, Abarth, Lancia, Alfa Romeo, Maserati at FCA Fiat Chrysler Automobiles. Born in 1969, has been Vice President of Design for FCA Europe since October 2015. Klaus started his career with 10 years at Mercedes-Benz design in Germany. In November 2013 he received the Automotive News All-Star award for design and in January 2015 the Industry Innovator of the Year award.*
- **Bruno Dalla Chiara**, *Associate Professor at the Politecnico di Torino - I, in the field of Transport Systems, since 2005. He holds a Master of Science in Mechanical Engineering, with specialisation in transport systems and economics (1993), and a Ph.D. in Transport Engineering, with specialisation in Intelligent Transport Systems (1997). He holds the chairs of "Mobility" and "Rail transport systems, urban transit and rope installations", previously of "Engineering and operation of Transport Systems".*
- **Roy Kalawsky**, *Professor of Human-Computer Integration and Systems Engineering at Loughborough University, UK, He is Director of the Advanced VR Research Centre, and was recently awarded the Airbus Endowed Chair of Data and Digital Engineering Information Systems, Before joining Loughborough University in 1995 he was Head of Cockpit Research at BAE Systems Military Aircraft.*
- **Ian Macbeth**, *Head of Foresight for the Transport Innovation Directorate at Transport for London (TfL), responsible for emerging mobility trends. Ian sits on the UK Automotive Council Technology Group and European Commission GEAR2030 Group, developing the roadmap for automated road transport.*
- **Paola Pisano**, *Deputy Mayor for Innovation and Smart City at the City of Turin. Ph.D, Professor of Management of Innovation at Università degli Studi di Torino; Responsible of Smart City Laboratory at Centro di Innovazione tecnologica multidisciplinare dell'Università di Torino (ICxT).*

and one Italdesign executive.