

# DREAM

IL CONCETTO  
DI FUTURO  
NEL CAR  
DESIGN  
TORINESE



Dream hosted on 14,000 sqm over 55 car models/prototype, hundreds of sketches, drawings, projects), dedicated to the Italian avant-garde ideas, concept cars evolutions, trends, style aesthetic parameters and technology from the early years of the 20's until 2008, when the dream of macro cars counterbalanced by a desire to the miniaturization and renewable energy for the city cars to solve the problem of traffic and mobility, and pollution.

**FF Role/Responsibility:** Author, project production Manager

# DREAM

IL CONCETTO DI FUTURO  
NEL CAR DESIGN TORINESE



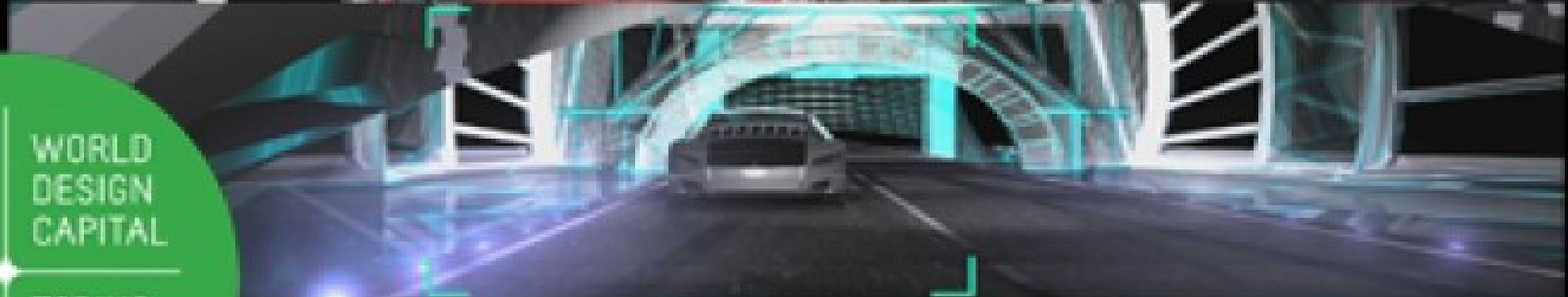
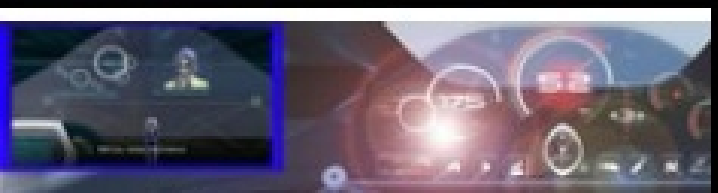
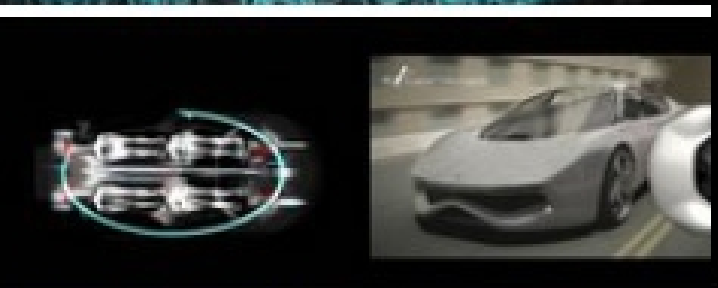
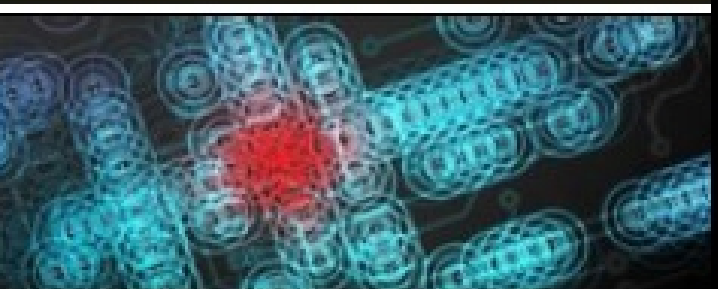
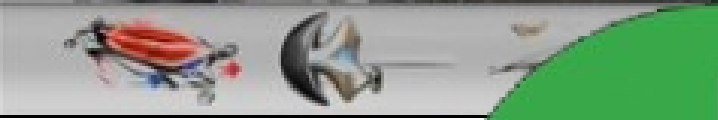
Animation | Simulation | Multimedia  
Sound Installation  
Featuring the works of designers such  
us: Sintesi and Bird Cage: Pinin Farina;  
Quaranta and Brera: Giugaro/Italdesign  
and Mephistopheles by Fiat, the car  
Ernest Arthur Douglas Eldridge broke the  
World Land Speed Record with in 1924





# *DREAM*

*L'AUTO  
DEL  
FUTURO  
DAL 1950*



WORLD  
DESIGN  
CAPITAL  
TORINO  
2008

[FF]



“Dream” is an Italian exhibition about production vehicles and concept cars that were designed by automobile companies, coachbuilders and freelance studios located in and around the historic city of Torino from the 1950s to today.

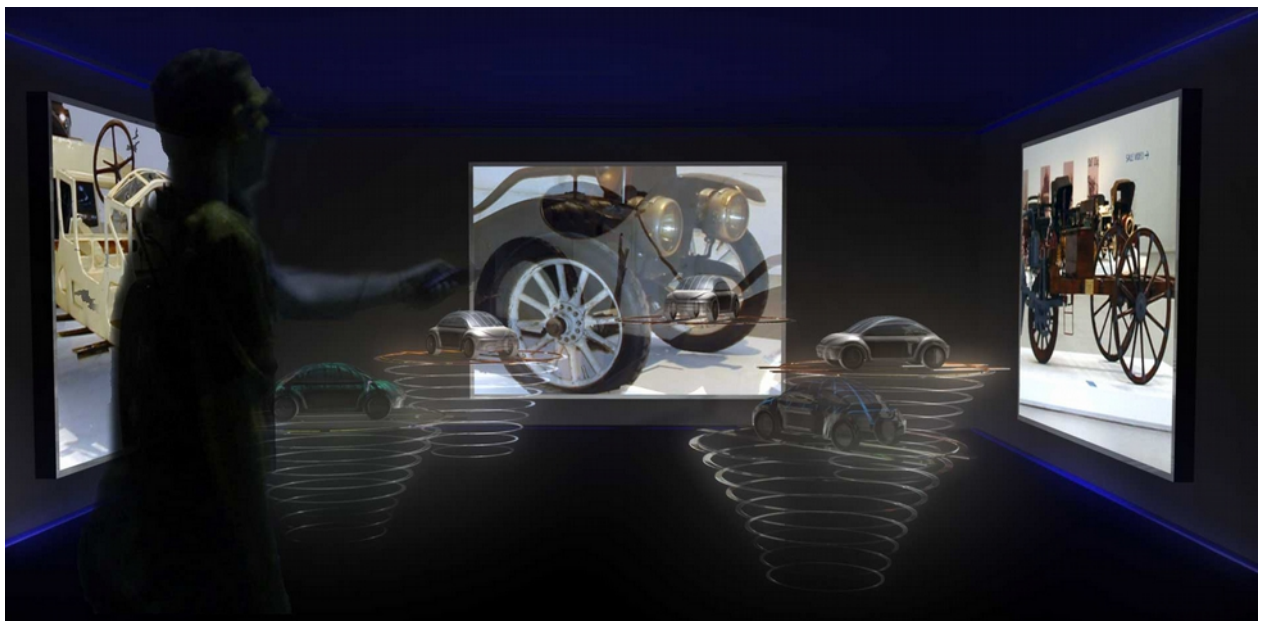


# DREAM VR- IL CONCETTO DI FUTURO NEL CAR DESIGN TORINESE

Installazione in Realtá Virtuale Aumentata [IRVA]

<b>Project Name</b>	<b>DREAM VR - IL CONCETTO DI FUTURO NEL CAR DESIGN TORINESE</b>
<b>Topic/Key Words</b>	
<b>Project Phases/ Stages</b>	Conceived as a four -phases project
<b>Achievements/Accomplishments</b>	See bellow
<b>Project Current Stage</b>	All phases are completed
<b>Role/Responsibilities (FF)</b>	Designer, Project production Management
<b>Credits/Collaboration/Partners</b>	F.A.B.R.I.CATORS   Architects of Culture - Fabricators of Ideas, Italy WORLD DESIGN CAPITAL TORINO,2008
<b>Awards/Artist in Residence</b>	
<b>Funding/Grants/Support</b>	See: FF. Awards
<b>Video</b>	
<b>Notes</b>	
<b>Description</b>	See bellow

Installazione in Realtá Virtuale Aumentata [IRVA]



**Franz Fischnaller [FF] PORTFOLIO [selected]**

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# DREAM – VIDEO

<b>Project Name</b>	DREAM Video - Il Concetto di Futuro nel Car Design Torinese
<b>Topic/Key Words</b>	Animation   Simulation   Multilevel multimedia Sound Installation
<b>Project Stages</b>	
<b>Achievements/Accomplishments</b>	
<b>Project Current Stage</b>	
<b>Role/Responsibilities</b>	Designers, producers
<b>Credits/Collaboration/Partners</b>	F.A.B.R.I.CATORS   Architects of Culture - Fabricators of Ideas, Italy; WORLD DESIGN CAPITAL TORINO
<b>Awards/Artist in Residence</b>	
<b>Funding/Grants/Support</b>	
<b>Video</b>	
<b>Notes</b>	
<b>Description</b>	



## Brief Description:

**ANIMATION:** DREAM IL CONCETTO DI FUTURO NEL CAR DESIGN TORINESE. Educational Video animation produced for the exhibit **Dream: Cars of the future since 1950- 19.09.-28.12.2008**, Pavilion Giovanni Agnelli, and Turin, Italy. Curated by a Scientific Committee pool of experts coordinated by Giuliano Molineri, former president of Giugiaro Design. Dream was organized by the WORLD DESIGN CAPITAL TORINO 2008 (awarded by Icsid, the International Council of Societies of Industrial Design), in collaboration with the National Automobile Museum of

Franz Fischnaller [FF] PORTFOLIO [selected]

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Torino, supported by the Chamber of Commerce of Turin.

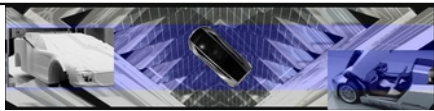
**Dream** (14,000 sq) hosted over 55 car models/prototype, hundreds of objects (scale models, sketches, drawings, projects), dedicated to Italian avant-garde ideas, concept cars evolutions, trends, style aesthetic parameters and technology from the early years of the 20's until 2008, when the dream of macro cars counterbalanced by a desire to the miniaturization and renewable energy for the city cars to solve the problem of traffic and mobility, and pollution.

The animation features works and designers such us: Sintesi and Bird Cage: Pinin Farina; Quaranta and Brera: Giugaro/Italdesign and Mephistopheles by Fiat, the car Ernest Arthur Douglas Eldridge broke the World Land Speed Record with in 1924



**THE NOMINATION**

*In 2005, Icsid (International Council of Societies of Industrial Design) initiated the World Design Capital project: an international competition to identify cities and regions that use design, project research and innovation as factors stimulating development. World Design Capitals are cities in transformation that promote design as an instrument to help establish new equilibrium, helping to redesign a more sustainable and shared future. Torino was named the first World Design Capital for 2008 in recognition of its success in the process of transformation underway, which for years has involved the city and all of Piemonte. The year of activities of Torino 2008 World Design Capital includes over 300 events in its Calendar, including conventions, workshops, exhibitions and competitions. The final objective is to endow Piemonte with a physical and cultural patrimony at the end of 2008. In other words, to contribute to the growth of competences of the local system through the creation of an international network that can transfer both specific design know-how and a new "project mentality" that can be applied in every sector, from businesses to public administration.*



**DREAM: a major exhibition dedicated to the dreams and seduction of cars**

The seductive Gilda, an icon of the 1950s with its flowing, sinuous lines, and Vanessa, the first car that was conceived with women in mind: from different angles, these two prototypes interpreted in a "feminine way" the world of automobiles, which is traditionally male-oriented.

The history of these two cars and dozens of others – 54 of which will be exhibited to the public – will be recounted in "Dream," an exhibition about dream vehicles and concept cars that were designed by automotive companies, style centres, bodywork companies and freelance laboratories in and around Torino from the 1950s to today. The exhibition will be open from September 19<sup>th</sup> to November 23<sup>rd</sup> at Torino Esposizioni, with 14,000 sq. m. of exhibition space under the stupendous vault of the Padiglione Nervi, that was created as a sort of "basilica" dedicated to technology.



The exhibition, which has the support of the Chamber of Commerce of Torino and was organized in collaboration with the National Automobile Museum of Torino, represents the final portion of a Trilogy dedicated to the world of cars that was inaugurated last November with Twentieth Century, an exhibition about the evolutions in style in last century's automotive industry, and continued in April with Speed, which tells the story of man's constant striving for impossible goals.

During the year in which Torino celebrates its title as first World Capital of Design, which it was awarded by Icsid, the International Council of Societies of Industrial Design, a major exhibition about car design - one of the excellences of Piemonte - was a must. The exhibition was curated by a Scientific Committee composed of a pool of experts in the sector

	<p>(Pietro Camardella, Nevio Di Giusto, Leonardo Fioravanti, Rodolfo Gaffino Rossi, Roberto Piatti, Lorenza Pininfarina, Lorenzo Ramaciotti and Paolo Tuminelli) and was coordinated by Giuliano Molineri, the former president of Giugiaro Design for 20 years and an authority in the world of automobiles.</p>
	<p>Over 54 one-off examples have been chosen, plus hundreds of objects (scale models, sketches, drawings, projects), to illustrate the continuous change in trends, aesthetic parameters and technical details from the 1950s to today. Visitors to the exhibition will see how the 1950s and '60s were decades of dazzling creativity, as well as a highpoint in the process of design development that has been underway in Italy since the early years of the 20<sup>th</sup> century.</p>
	<p>The car model Gilda was built in 1955 by Ghia and was designed by Giovanni Savonuzzi, who named the car in honour of the American actress Rita Hayworth. It is an emblem of the carefree optimism that America exported to Italy, in part through films and literature. This extraordinary model, which today is part of a collection in California, thus returns to Torino and is sure to be the object of affectionate curiosity of young people and aficionados who are fascinated by evolutionary phenomena in car design.</p>
	<p>Images and a description of the car's fascinating history recount the Fiat 850 Vanessa, which was designed by Giugiaro in 1966 and was the first car that was "built for women," with many technical solutions that were made to measure. For instance, the back window opens like a seagull's wing to simplify putting a cradle or small packages into the car; the driver's seat cushion rotates, thus making getting out of the car both simpler and more discreet with just a rotation the upper body. The back seat flips over and turns into two children's seats; the dashboard features many drawers, making it a sort of travelling beauty case; and the front edges of the car project and are highly visible to make parking easier.</p>
	<p>Among the various themes in "Dream," special mention must be made of the aerodynamic research of the 1950s, which was promoted by Alberto Morelli and the Politecnico di Torino and later developed by Pininfarina, leading to the construction of the Wind Tunnel in Grugliasco (which became fully functional in 1972). The attention that was paid to how cars penetrate the atmosphere and the resulting reduction in gas consumption echoed studies being carried out in Europe, and in particular in Germany, and confirmed the intuition of Italian researchers many years before the gas crisis was sparked by the Yom Kippur war. From dream cars in the shape of a half-shell, like the Modulo by Pininfarina – a true icon of the Exhibition – and the low, wedge-shaped prototypes that hug the road, masterpieces like the Carabo, the Lancia Stratos Prototipo by Bertone and the Manta by Italdesign Giugiaro, to shapes and soft cross-sections that approach the "pure" and theoretical forms that represented the points of reference for designing mass-produced cars starting in the mid-1970s.</p>
	<p>At the end of the '70s, Torino launched other innovations in automotive architecture. Shapes – as seen in studies by Count Revelli di Beaumont – grew in height, like the Megagamma which was designed in 1978 by Italdesign Giugiaro. The car, with its flat roof and sliding back seats, introduced Europe to minivans, a concept that was then taken up by Japan and France. Lots of space – sometimes even too much of it – became a status symbol that attracted many consumers. The dream of macro cars was counterbalanced by a desire to miniaturize, city cars to help solve the increasing problem of traffic and mobility, which was soon joined by the need to reduce pollution by using forms of clean and</p>





renewable energy.  
“Dream” concludes its automotive panorama by confirming how Torino’s design centres are intent on promoting hybrid and electric systems, as well as hydrogen power, as evolutionary solutions to complement the continuous fine-tuning of technology and production processes. The unique Sintesi by Pininfarina, Quaranta by Giugiaro and Hidra by Fioravanti are the latest proposals that were presented last March at the Motor Show in Geneva.

Research at the Politecnico, which is encouraged by local and regional Institutions, maintains its supporting role and participates in mixed projects that involve the Fiat Research Centre, the Faculty of Automotive Engineering, Torino’s schools of car design, M.I.T. in Boston, European universities and Studio Torino Design. The dream car has become a concept; it studies complex urban territories and scenarios to ensure that the cars that are used for work, fun and leisure time also reconcile the increasingly precise needs of community life and the safeguarding of environmental parameters.