

**P R O G R A M M E**

**4 M A Y 2 0 0 9**

- 8.30 Delegates Registration  
 9.00 Welcome Addresses  
 Luciano PERA - ATA
- Alessandro BARBERIS – President of Torino Chamber of commerce  
 Nevio DI GIUSTO – President of ATA  
 Carmelo DI BARTOLO – Chairman of the Organising Committee
- 10.00 Mobility Policies and Strategies  
 Chairman: Nevio DI GIUSTO – Centro Ricerche Fiat-Elasis
- Corrado CLINI – Ministry for the Environment Land and Sea:  
 Department for Environmental Research and Development  
 Fabio CARTOLANO – Municipality of Bologna: Department of  
 Mobility and Public Works  
 Policies and strategies for the urban mobility in Bologna
- 11.00 Coffee break
- 11.15 Mobility Industries  
 Chairman: Nevio DI GIUSTO – Centro Ricerche Fiat-Elasis
- Gabriella SURACE – Gruppo Torinese Trasporti  
 Peoples' mobility in the town of Torino – Challenges and  
 developments  
 Francesco ACERBI – Autostrade Centropadane  
 Building a sustainable highway  
 Giuseppe BONOLLO – Nuovo Trasporti Viaggiatori  
 NTV – Preparing a new high speed travel experience
- 12.45 Lunch
- 14.00 Advanced Design Processes and Companies  
 Chairman: Carmelo DI BARTOLO – Design Innovation
- Fausto FORTI – DHL Express Italy  
 Solutions for sustainable transportation  
 Peter T. JANSEN – Fiat Group Automobiles  
 Innovation in the field  
 Loris LIBERO – Exa Corporation  
 Challenges and solutions for a new development process in the  
 aerodynamic style
- 15.30 Coffee break
- 15.45 Advanced Design Processes and Schools  
 Chairman: Gino FINIZIO – Design Management
- Laura MILANI – Istituto di Arte Applicata e Design  
 Design education, mobility and vehicles: new point of view  
 Matteo CONTI – Northumbria University  
 The new “blurred boundaries” of advanced design  
 Michael ROBINSON – Istituto Europeo di Design  
 Master in Advanced Design at IED Torino
- 17.15 End of day sessions

**5 M A Y 2 0 0 9**

- 9.30 Strategic Concepts for New Vehicles  
 Chairman: Maurizio CAPRINO - Il Sole 24 Ore
- Marco LAMBRI – Piaggio  
 Pietro CAMARDELLA – Centro Ricerche Fiat  
 PHYLLA “the sun on four wheels”
- 10.30 Coffee break
- 11.00 Advanced Product  
 Chairman: Filippo SESIA - Centro Ricerche Fiat
- Salvatore DEMONTIS, Giorgio MASOERO – Centro Ricerche Fiat  
 Lightweight and breathability: the evolution of seat design  
 Guglielmo CARTIA – Pininfarina  
 Advanced design in times of a short term needs  
 Marzio RAVEGGI, Andreas MAASHOFF – Johnson Controls  
 RE3 – Rethink – Renew – Respond
- 12.30 Lunch
- 14.00 Innovative Components for Advanced Design  
 Chairman: Enrico PISINO - Fiat Group Automobiles
- Alessio CARBONE – DuPont de Nemours Italiana  
 Innovative solutions in transportation industry  
 Stefano CARSANIGA – C.R.&S.  
 INCOTECH AND DIATECH: technologies and materials for interior  
 trim parts  
 Gianluigi CREONTI – Structura MTAD  
 SKINTEC, the newest high tech thermoplastic composite for  
 competitive interior and exterior structural automotive applications
- 15.30 Coffee break
- 15.45 Advanced On-Board Information Strategies  
 Massimo GAIDO – Centro Ricerche Fiat
- Giovanni ROSO, Graziella SPINELLI – tema.mobility  
 On board units & services for a sustainable mobility
- Riccardo MAZZUCHELLI – NAVTEQ  
 “A day in the life” seamless connected navigation  
 Massimo GAIDO – Centro Ricerche Fiat  
 On-board telematic solutions for seamless nomadic devices  
 integration
- 17.17 Conclusive remarks and end of the conference