

Piedmont Turin Design

In the year in which the City of Turin has been named "World Design Capital" an exhibition has been organised in Guadalajara of 200 works designed and realised in the Piedmont Region by over 150 designers and 170 firms during the past 10 years.

The products of established sectors will be exhibited in a showcase arranged into thematic sectors, documenting the confrontation between tradition and innovation and the vivacity of the cultural and industrial context of which Turin and Piedmont are an expression: transportation, the "Auto Show," Techno-Design, Aeronautics/ Aerospace, Sports and Leisure, Technology, Interiors/ Exteriors, Industrial Reuse, Baby Design, Body Accessories, Art & Materials, The Kitchen, Forms and Taste, Research.

Finally, the section "Big Stories, Little Products" presents a series of products born in Piedmont and that have become objects of international fame: the **Moka Bialetti** coffee-maker, the **Jolly Invicta** school backpack, the **Borsalino** cap, **Persol** eye-glasses, **Aurora** pens, and **2750 Superga** footwear.

