

## IED TORINO AND ITALDESIGN UNVEIL RAPIDA, THE CONCEPT CAR THAT REDEFINES SPORTINESS FOR GENERATION Z

**A statement of style and innovation, born from the collaboration between the students of the Master Course in Transportation Design and the pioneer of the automotive industry, which combines bold design, versatility and accessibility to connect young people to the thrill of sporty driving**

*Turin, April 2, 2025* – An unconventional car with a bold design embodying not just the thrill and pure joy of driving but making them accessible to a new generation that loves speed, beauty and freedom. A **statement of style and innovation** that dares and provokes, drawing inspiration from icons of the past to **redefine the concept of sportiness**. It is the new **Vision Rapida**, conceived and developed by the students of the **Master Course in Transportation Design at IED Torino** in collaboration with Italdesign, designed to meet the needs and desires of younger drivers as well as connect them to legendary sports cars' emotions and adrenaline.

The **synergy between academic education and business** is embodied in this visionary project that was born from the partnership between IED Torino, a hotbed of talented designers for the past 30 years, and Italdesign, a company that has left an indelible mark on the automotive industry worldwide, shaping its evolution and contributing to the development of icons on wheels for brands such as Volkswagen Group, Fiat, Alfa Romeo, Maserati, Lamborghini, Ferrari, BMW, Toyota, Hyundai and many others.

For six months, the young designers worked like a real **design center**, collaborating side by side with professors and Italdesign mentors. They took advantage of the company's market analyses and benchmark studies, talking to industry professionals and putting their skills to the test to define the architecture of a new high-impact model. The aim was to create a car capable of capturing the collective imagination and responding to current market demands, **revitalising the currently underserved compact sports car segment**. Students were able to utilise the company's extensive know-how, cutting-edge technologies and a network of high-level professionals in order to develop a full-scale prototype **from a freehand sketch to a physical model** in the company's Moncalieri facility.

*"We are proud to present Rapida, the fruit of a stimulating collaboration with Italdesign that materialises here in Turin, an area that has made the automobile a symbol of ingenuity and creativity", remarked Paola Zini, Director of IED Torino. "IED has extensive ties with this unique community, which is home to internationally renowned style centres and continues to nurture a wealth of knowledge rooted in a glorious automotive tradition. Each concept car is the expression of a choral work and the culmination of a complex, multiform design process based on the educational concept that knowledge and know-how must grow together. In an era when mobility is undergoing a transformation, it's crucial that the design world opens up to new paradigms and visions: Rapida is our answer to this challenge".*

*"The students of IED's Master Course in Transportation Design wanted a car that reflected their values and dreams", explained Dario Lauriola, Italdesign Exterior Designer and tutor. "With Rapida they wanted to respond to the lack of those small sports cars that offered young people fun and affordable driving experiences in the 1990s". Andrea Porta, Italdesign Business Development Officer and tutor, went on to add that "Rapida captures the essence of JDM and recalls the cars and cultural products loved by Generation Z". He concluded by observing "Just like manga, video games, films and TV series that help today's youth find themselves and create connections between different origins and generations, Rapida is ready to unite parents and children in a common passion for cars".*

Rapida (Length: 4,510 mm, Width: 1,860 mm, Height: 1,280 mm, Wheelbase: 2,800 mm) immediately catches the eye with its **sharp lines, low stance and racer design** evoking **movement, energy and evolution**. An aesthetic dictated by aerodynamics is achieved by eliminating stylistic excesses, where every detail is designed to combine dynamism with functionality. The sculpted rear emphasises the sturdiness of the **fastback's** silhouette and expands the storage space, making it perfect for those who alternate **between city and adventure** travel. The interior also reflects this philosophy: the 2+2 cabin combines sportiness and simplicity, with **enveloping seats and technical materials** designed for an immersive driving experience. The focus placed on colours and materials meets the needs of a dynamic generation, with finishes that balance **high-tech and sustainability**, tactile surfaces and details inspired by the world of streetwear and active lifestyles.

Designed to meet the challenges of an ever-changing market, the *Rapida* is an eclectic car that **can adapt to different powertrains** – internal combustion, hybrid and full electric – thanks to its balanced proportions and optimised dimensions. Its strength lies precisely in its design versatility: not tied to a specific brand, *Rapida* is an **open concept with a clear identity but no constraints, allowing it to be adopted and adapted by any automotive brand**. An approach that fits perfectly into the Turin tradition of independent body shops and style centres like Italdesign, which have always been pioneers in innovation for the automotive industry. With the idea that the thrill of driving a sports car should not be an unattainable privilege for a younger audience, this project also places great emphasis on **affordability**, making high performance and design affordable for a new generation of enthusiasts in a context where the driving experience is taking on new forms.

Since 1994, IED Torino has been able to interpret and leverage the peculiarities and heritage of this region, becoming an international point of reference for education in the **Transportation Design** and **Mobility** sector. Indeed, sketch after sketch, thousands of students have pushed the limits of form and function, helping to define the distinctive features of the car of tomorrow. Today, the courses in this area – ranging from Summer School to Undergraduate and Master of Arts courses, Master Courses to Continuing Education – welcome **330 students, 48% of whom come from countries all over the world**, creating an environment rich in cultural fusion and innovative design ideas.

*Rapida* will add to the prestigious collection of concept cars created in collaboration with leading global carmakers. Further recognition of the school's educational quality, supported by technical sponsors such as **Pirelli, OZ Racing and Lechner** and technical partners **Italdesign** and **Scuderia Torino**.



*Rapida* is also featured in a video by **PEPE Fotografia**, capturing the spirit of the project through the eyes of a young designer: an emotional narrative that conveys the excitement of studying in the heart of Vehicle Valley and bringing the car of your dreams to life.

During the **Fuorisalone in Milan 2025**, from **7 to 13 April**, the Vision *Rapida* will be **on display in the Italdesign space in Opificio 31**, Via Tortona 31. Here it will be part of a wide-ranging, inspiring exhibition project that develops the “Connected Worlds” theme of Fuorisalone 2025 through a multidisciplinary approach reflecting the company's eclecticism and holistic vision. **From 15 April to 4 May** *Rapida* will be on display at the **Museo Nazionale dell'Automobile** (for more details on museum opening hours and admission visit [www.museoauto.com](http://www.museoauto.com)).

*Rapida* was designed by **students of the Master in Transportation Design IED Turin for the 2023/2024 academic year**:

Megh Bhatt (India), Marina Cerfeda (Italy), Tanmay Virendra Chillal (India), Santiago Espindola (Argentina), Marica Flagiello (Italy), Jorge García del Río (Spain), Sheil Himanshu Joshi (India), Sarthak Kanojia (India), Sara Krsmanovic (Serbia), Siu Fung George Lau (China), Chang-Chun Ma (Taiwan), Gautham Moolakkaparambil Madhu (India), Pavan Narayana Swamy (India), Varun Narendra (India), Matteo Pagano (Italy), Oleksandr Polatai (Ukraine), Alexander Hansen Purnama (Indonesia), Francesco Raffaele (Italy), Alessandro Ravedati (Italy), Felipe Jose Rey Barberi (Peru), Yi Shao (China), Manik Sharma (Canada).

The **Master Course in Transportation Design** is coordinated by **Michele Albera**.

The **Thesis Project** was coordinated by **Michele Albera** and **Masato Inoue**.

Technical sponsors: **Pirelli, OZ Racing, Lechler**

*Rapida* was produced by **Italdesign** and **Scuderia Torino**.



## **IED | ISTITUTO EUROPEO DI DESIGN**

Istituto Europeo di Design was founded in 1966 based on Francesco Morelli's extraordinary vision. Today, IED is the only School of Higher Education in the creative field to have preserved its Italian cultural references over time. Each year IED launches innovative educational projects in the fields of study of Design, Fashion, Communication and Management, Visual Arts, Art and Restoration, developing forms of learning and new models for interpreting the future. Recognised internationally, the IED Group is present in three countries: in Italy in Milan, Cagliari, Florence, Rome, Turin and the Aldo Galli Academy of Fine Arts in Como; in Spain in Barcelona and Madrid; and in Brazil in Rio de Janeiro and Sao Paulo. The IED Group's educational offer includes Undergraduate courses (First B-Level Academic Diplomas, Título Superior en Diseño, Diploma de Bacharelado, BAH and IED Diplomas), Postgraduate courses (Master's Degree and IED Master Course) and Continuing Study Programmes. IED relies on a network of more than 3,000 lecturers, active in their respective fields of reference, with whom it collaborates continually to ensure the perfect performance of the training activities of its locations.

Present in Turin since 1989, it is situated in the residential heart of the city, in a historic building that originally belonged to a convent. An old-world charm can still be felt in the inner garden, where more than 1,000 students from all over the world meet every year.

[ied.it](http://ied.it)

## **ITALDESIGN**

Italdesign is an Italian design and engineering company founded in 1968 in Turin. Recognised globally for its contribution to the automotive industry, since its founding Italdesign has played a key role in the creation of some of the most iconic models in automotive history, working for prestigious brands and newcomers in the mobility sector.

The company stands out for its ability to provide integrated services, ranging from design and engineering development to small series production. With its team of highly qualified engineers, designers and specialists, Italdesign covers all stages of product development: from research and concept design to prototyping, testing and industrialisation.

In 2010 Italdesign became part of the Audi/Volkswagen Group, which allowed the company to expand its expertise and capabilities, especially in the field of advanced technologies, sustainability and future mobility, to serve not only its Group but the global market in general.

[italdesign.it](http://italdesign.it)

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