

IED DESIGN SCHOOL UNVEILS ITS NEW CONCEPT CAR CREATED IN COLLABORATION WITH ALPINE

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Students at the Istituto Europeo di Design (IED) presented the 'A4810 Project by IED', their new concept car made in collaboration with Alpine. The result of this collaboration between the Italian design school and Alpine is a hydrogen-powered two-seater supercar. More technological and environmentally friendly, this model is a glimpse into just how sporty the future is set to become. The student-led project is an ideal way for Alpine to broaden its horizons to new generations of designers and drivers, and it also gave rise to a spectacular project presented by talented students.

Turin, 18 March 2022 – Twenty-eight Masters students studying Transportation Design at the Istituto Europeo di Design (Italy) presented their own new take on the concept of sportiness with the 'A4810 Project by IED', a hydrogen-powered concept car, based on a brief from the Alpine design team. This is a car that embraces next-generation technologies while also championing the traditional characteristics of the French brand that was founded in 1955.

AN IED-LED PROJECT IN COLLABORATION WITH ALPINE

Alpine proposed the students to design a 'super berlinette' for the year 2035. The two-seater supercar was designed to be a high-performing vehicle both in terms of performance and environmental impact. After the brief was given last autumn, students worked individually to come up with their own interpretation and present it to the brand. Alpine then selected a combination of two main ideas. Based on the two selected proposals, the young designers created the 'A4810 Project by IED': a light yet powerful and agile concept car that boasts pure driving pleasure. During the design phase, the students sought to combine vision and innovation, without losing sight of the traditional roots of the French car manufacturer.

Furthermore, they chose a name that conveyed the brand's legacy. In fact, '4810' is the height (in meters) of the Mont Blanc: the highest and most emblematic peak in the Alps that sits at the border between Italy and France, like a bridge connecting IED

and Alpine. The car manufacturer is named after the very same mountains and evokes the joy of driving along their winding roads.

A STUNNING CONCEPT CAR CREATED BY IED STUDENTS

The Alpine A4810 Project by IED (length 5,091 mm – width 2,010 mm – height 1,055 mm – wheelbase 2,717 mm) is a two-seater supercar with the experimental combination of the shape of a berlinette with a hydrogen powertrain. While the engine and fuel tanks are built like those on a typical hypercar, the subtraction process is proof of considerable innovation. The design alternates between empty and full spaces, giving the vehicle a lightweight look and aerodynamic features inspired by Formula 1 models. Furthermore, the A4810 Project by IED was tasked with bringing the brand to the cusp of the sports car category.

The French spirit has been skilfully preserved: while avoiding the pitfalls of unnecessary formal elements, designers focussed on the overlapping layers and sculptural aspects of the car's silhouette. The bi-tone colours, matte black, and carbon fibre highlights create a bold contrast with each part of the car, making them stand out according to their function: aerodynamic, mechanical, or merely formal.

The team of students used digital tools to design the interior through sketches, 3D models, renderings, animations, and HMI (Human Machine Interface) development. In incorporating hydrogen power supply, it means that they developed a full-fledged concept that is almost ready to take to the roads of a much more sustainable future, one without emissions.

Paola Zini, Director of IED Turin, said, “As in previous years, through their most important project, the Masters students have embraced notions of skills transversality and teamwork in a fertile and visionary environment. This is part of the IED DNA and will help prepare students for the challenges the industry will face in the future, and serve as a foundation for their professional success. Alpine’s contribution was one of passion, enthusiasm, and constant presence, and marks another milestone in international collaboration. Furthermore, this was an opportunity for students to work under the guidance of Antony Villain, Alpine Design Director, Raphael Linari, Alpine Chief Designer, and a number IED alumni, whom we had the pleasure of seeing again.”

Antony Villain, Alpine Design Director, said, “Collaboration with the Istituto Europeo di Design and its students has been a great experience. It was a ‘filter’ for us to see the brand through the eyes of the younger generation, but it was also an

opportunity to share our passion and know-how, and give them sound advice for a successful career in automotive design.”

“The Alpine A4810 project by IED has been a very exciting experience with IED students and lecturers”, added **Raphael Linari, Alpine Chief Designer**. “The result is a futuristic supercar that explores new territories for the brand in terms of package, proportions, and design language. The different creative approaches of the young talented students combined with IED know-how gave rise to some very interesting responses. Furthermore, the extraordinary final result makes the collaboration a resounding success!”

The A4810 Project by IED was presented on Friday, 18th March with a livestream broadcast from OGR Tech in Turin. For more info, please visit www.iedA4810.makeitlive.it

A4810 Project by IED was designed by **students of the Masters in Transportation Design IED Turin, a.y. 2020/21**: Nicolas Alemany Rengifo (Spain), Carlos Rodrigo Avila Vilchis (Mexico), Michele Balletti (Italy), Abhijeet Mahesh Birmole (India), Goh Chyan Si (Mali), José Gaspar De Jesus (USA), Amit Ramesh Dhuri (India), Virginia Droghei (Italy), Apoorv Garg (India), Govardhan Godavarthi Gauranga (India), Dauri David Gomez Silvestre (Dominican Republic), Jaya Sankar Anand Sarma Govindavajjula (India), Nihar Bhartkumar Khimasiya (India), Sanjay Kumar Kondi (India), Marco Martino (Italy), Stefano Pellino (Italy), Alessandro Pierangelini (Italy), Valentino Arjun Rajan (Texas), Janak Sushil Rathod (India), Mayank Shakya (India), Sanket Sanjay Shirsikar (India), Rohitshukla (India), Kushan Jyoti Singha (India), Shailesh Srivastava (India), Xiaobing Wang (China), Yunshi Yang (China), Wei-Che Yen (Taiwan), Faruk Yilmaz (Turkey).

The **Masters in Transportation Design at IED Turin** is coordinated by **Michele Albera**.

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

Technical sponsors: **Pirelli, OZ Racing**

A4810 Project by IED was made by **Freeland.Car, FDC, Raitec**

A4810 Project by IED is described through the video made by **PEPE Fotografia Studio** in Turin.



ABOUT ALPINE

Founded in 1955 by Jean Rédélé, Alpine has asserted itself over the years with its French-style sports cars. In 2018, the brand presented the new A110, a sports car that is true to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit was created, to become the dedicated brand for the innovative, authentic and exclusive sports cars of the Renault Group, benefiting from the heritage and know-how of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams.

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