

EICMA 2014
International Workshop
“Design and Motorcycles: a love affair”

Wednesday 5th November 2014 (10³⁰ – 13³⁰)

Powered Two Wheelers (PTWs) represent much more than a mode of transport and mobility: through them personal lifestyle, passion and spirit of freedom are expressed at the highest level.

Designing a bike means to seek our own personality and tell a story that is unique and unrepeatable, beyond the technical and ergonomic solutions being adopted.

The creation and the birth of new design ideas is a “time and place” which in various forms has marked the growth of the powered Two Wheelers from the postwar period up to today.

With an eye to the future, and through the intervention of the most prestigious players of our industrial world, we will have the opportunity to understand how functionality and aesthetics – in short, the design – are successfully declined in the various expressions of our industry: from motorcycle and scooters to the helmets, from the accessories to motorcycle clothing.

The product design is a key asset upon which PTW industry relies to secure a solid future in even more competitive international scenario.

We will therefore analyze also the state of art and the legal aspects related to the protection of intellectual property in Europe and throughout the world.

PROGRAMME

10.30 **Welcome Speech**
Pierfrancesco Caliari, Director Confindustria ANCMA

► SESSION 1: PRODUCT DESIGN

10.40 **Scooters and Motorcycles**
PIAGGIO, Marco Lambri (*Director of Piaggio Group Design Centre*)
DUCATI, Andrea Ferraresi (*Director of Ducati Design Centre*)
HONDA, Martin Petersson (*CRF450 Rally chief designer*)
BMW, Edgar Heinrich (*Head of Motorbike Vehicle Design*)

11.50 **Accessories (components, helmets, clothing)**
FRANZAN DESIGN, *Manuel Franzan*

► **SESSION 2: INTELLECTUAL PROPERTY**

12.10 **History of intellectual property in the PTW sector**
Luigi Tarabbia (Bugnion)

12.30 **Guardia di Finanza Italia**
Ten. Col. Giampaolo Querqui (Comandante del Gruppo Tutela Mercato Beni e Servizi)

12.50 **EU Commission**
Jean Bergevin (DG Internal Market and Services)

13.15 **Conclusive notes**
Corrado Capelli, President of Confindustria ANCMA

Location: Fiera Milano (Rho)
 Centro Congressi Stella Polare, Ingresso Porta Sud
 Sala Sagittarius