



Students Race To Win Ferrari's World Design Contest with Autodesk Software

June 13, 2011

Autodesk Provides 3D Industrial Design Technology to Help Create the Ferrari of the Future

SAN RAFAEL, Calif., Jun 13, 2011 (BUSINESS WIRE) -- [Autodesk, Inc.](#) (NASDAQ:ADSK), a leader in [3D design](#), engineering and entertainment software, today announced that students from leading design institutions around the world are using Autodesk technology while competing in the [Ferrari World Design Contest](#), expressing their creativity and innovative spirit through designs for the next Ferrari hypercar. Autodesk is Ferrari's design technology partner, and proud supporter of the prestigious competition.

The Ferrari World Design Contest challenges students to develop the Ferrari hypercar of the future with help from the latest generation technologies and materials, while preserving the legendary performance and elegance associated with the iconic Ferrari brand. Contest winners will be announced on July 19, with a grand prize of an internship at Ferrari in Maranello, Italy. Autodesk will also present an award to the student team that best uses Autodesk Alias software to both communicate their design intent and demonstrate the process of design.

"Autodesk is proud to partner with Ferrari to bring this competition to students around the world and demonstrate just how much students are capable of with the right inspiration, imagination and tools," said Joe Astroth, Ph.D, chief education officer at Autodesk. "The competition offers students the real-world design experiences of collaborating with a team, adhering to deadlines and, of course, presenting their ideas to Ferrari."

The seven finalist teams, selected from 200 entries submitted by 50 prestigious international design schools, will be tasked with creating virtual 3D models of their proposed hypercar using [Autodesk Alias](#) software as well as 1:4 scale physical models. The seven finalist teams are: IED and IAAD from Turin (Italy), the London Royal College of Arts (United Kingdom), the European Design Institute Barcelona (Spain), Seoul's Hong-ik University (Seoul, Korea), the DSK Supinfocom (Pune, India) and the College for Creative Studies (Detroit, Mich., United States).

"Automobile manufacturers worldwide rely on [Autodesk Digital Prototyping](#) software to conceive and accelerate innovative designs, and help bring products to market more quickly and efficiently," said [Robert "Buzz" Kross](#), senior vice president, Manufacturing Industry Group at Autodesk. "Autodesk is focused on sparking the passion for the next generation of designers, and we are pleased to partner with Ferrari in that quest."

For more information about the Ferrari World Design Contest, visit www.worlddesigncontest.ferrari.com.

Autodesk Education Initiatives

Autodesk wants students of all ages to imagine, design and create a better world. By partnering with academic leaders and institutions, Autodesk is helping educators to build skills and engagement, both in and out of the classroom, in order to prepare for successful careers in architecture, engineering, and digital arts. Autodesk offers the technology and learning resources that inspire the next generation of professionals, while providing institutions with educational pricing, training, curricula and community resources. For more information about Autodesk education programs and solutions, visit autodesk.com/education.

About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com/pr-autodesk.

Autodesk, AutoCAD and Alias are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.

© 2011 Autodesk, Inc. All rights reserved.

SOURCE: Autodesk, Inc.

Autodesk, Inc.
Michael Oldenburg, 415-547-2439
michael.oldenburg@autodesk.com
Mikael Lowenhielm, +46 31 726 0137
mikael.lowenhielm@autodesk.com