



## Autodesk and Ferrari Honor Students at Ferrari World Design Contest

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### Autodesk Design Award Showcases Use of 3D Software for Futuristic Automotive Design

SAN RAFAEL, Calif., Jul 19, 2011 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ:ADSK), a leader in [3D design](#), engineering and entertainment software, announced the winner of the Autodesk Design Award in Ferrari's international student design competition, the Ferrari World Design Contest. Students Kim Cheong Ju, Ahn Dre and Lee Sahngeok from Hongik University received the Autodesk Design Award for their innovative use of design software. Ferrari and Autodesk also recognized the overall winning teams for their visionary designs of the Ferrari of the future including: Hongik University (Republic of Korea) - first place, IED (Italy) - second place, London Royal College of Arts (United Kingdom) - third place. A special award for Innovation and Technology was also presented to Jiangnan University (China). The awards were presented at Ferrari's headquarters in Maranello, Italy. Autodesk is Ferrari's design technology partner and proud supporter of the prestigious competition.

Following the awards ceremony, Ferrari Chairman Luca di Montezemolo commented, "Nurturing the creativity of young people is a fundamental strategy in every walk of life. The Ferrari World Design Contest represents a window that we want to keep open on the world and the creative energy of the next generation. I saw at first hand the many genuinely innovative ideas that these talented youngsters sent us and could feel the enormous passion and commitment that had gone into them. I am certain that some of these suggestions will come to light in the Ferraris of the future."

"It is gratifying to see future engineers from around the world embracing technology and challenging the limits of design with such inspirational and imaginative ideas," said Brenda Discher, vice president of industry marketing at Autodesk. "On behalf of Autodesk, I congratulate the team from Hongik University for their creative work and innovative hypercar design. I look forward to watching the winners, and all of the students involved, enter the workforce and bring their considerable talents to bear through designing and creating a better world."

The Ferrari World Design Contest challenged students from 50 prestigious international design schools to create the Ferrari of the future, called a hypercar, using the latest generation technologies and materials while preserving the legendary performance and elegance associated with the iconic Ferrari brand. Seven finalist teams were selected, each creating a virtual 3D model of their proposed hypercar using [Autodesk Alias software](#) as well as a 1:4 scale physical model. Submissions for the Autodesk Design Award were judged on several aspects, including the use of software to facilitate team collaboration, the use of design software and its advanced capabilities, and for the best quality and visual appeal of the finished hypercar design.

In winning the Autodesk Design Award, the students receive a commemorative trophy and all-expenses-paid passes for three team members to attend Autodesk University 2011, Autodesk's global customer conference, in Las Vegas, Nevada. Overall winners of the design contest receive an internship with Ferrari in Maranello, Italy and cash prizes. For more information about the Ferrari World Design Contest and each of the finalist teams, visit [www.worlddesigncontest.ferrari.com](http://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](http://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](http://www.autodesk.com).

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For Autodesk, Inc.

Mikael Lowenhielm, +46 31 726 0137

[mikael.lowenhielm@autodesk.com](mailto:mikael.lowenhielm@autodesk.com)

Michael Oldenburg, +1 415-547-2439

[michael.oldenburg@autodesk.com](mailto:michael.oldenburg@autodesk.com)