

## Mitsubishi Electric and NABA,

### Nuova Accademia di Belle Arti, the Design Marathon:

#### 48 hours of creativity to promote young talent

*NABA, Nuova Accademia di Belle Arti, students challenge each other in the “Design Marathon”. 48 hours of creativity to present projects that the HVAC division of Mitsubishi Electric will then be able to implement.*

*Prizes total € 7,000 – the “Mitsubishi Electric Critics’ Prize” will be awarded to the work that best shows a spirit of creativity and innovation.*

**Milan, 6 June 2019** – Friedrich Engels used to say that ideas ignite one another like electrical sparks, and igniting the spirit of future designers is the goal of the Italian branch of Mitsubishi Electric and NABA, Nuova Accademia di Belle Arti, have in mind in promoting a three-day design and creativity marathon on June 14, 15, 16.

The initiative involves 80 NABA students, divided in teams of a maximum five members, competing in four categories:

1. Designing a large **exhibition booth**
2. **Customiz'em**, graphic customization of air conditioner internal units
3. **Unexpected Communications**, developing a multi-channel communication campaign
4. **The implicit intelligence of things**, IoT vision applied to heating and air conditioning.

The marathon runs for three days, the first is dedicated to putting together the teams and delivering the “D-Marathon survival kit”. The second day will see the competition getting up to speed, with

the conception and development of the projects. This is where the “Mitsubishi Electric Critics’ Prize” will be awarded by a jury of experts composed by Mitsubishi Electric managers, journalists and architects. On the third day of competition, projects will be presented, and the four winning teams will receive their awards. The overall winners will receive a 4,000 Euro prize and the second, third and fourth a 1,000 Euro prize each.

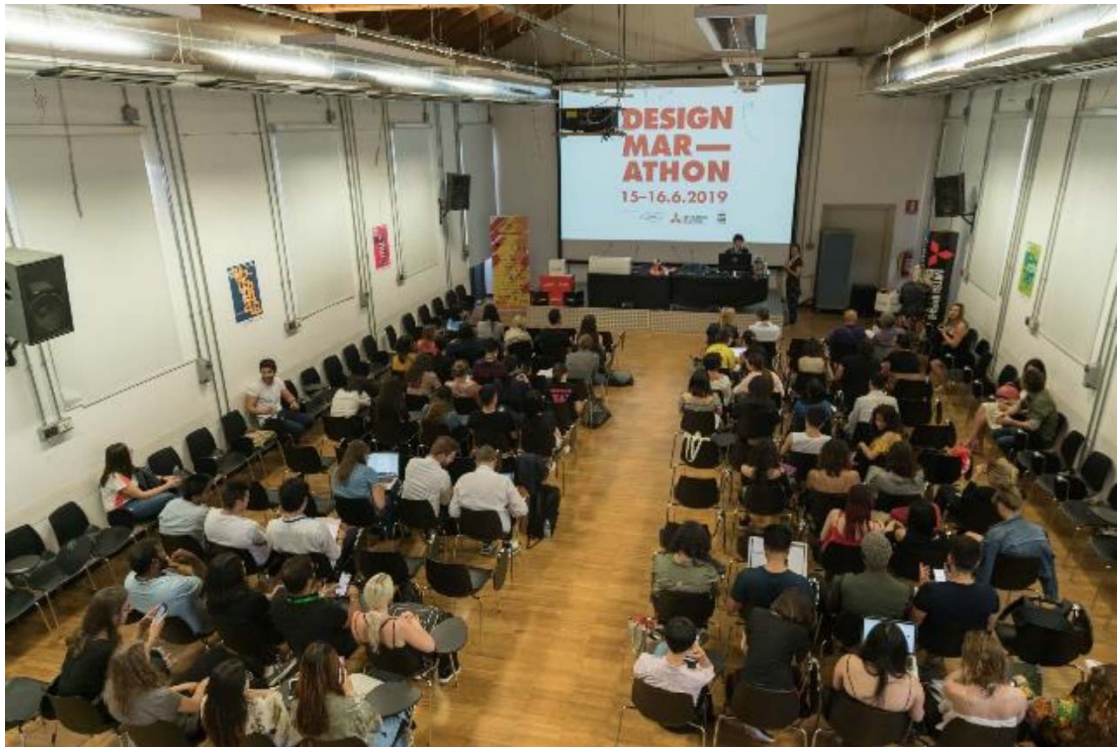
Design Marathon is an important challenge and allows students to come into contact with a leading international company, gaining great personal visibility. Mitsubishi Electric has always dedicated special attention to brilliant people who are not afraid of thinking out of the box, to imagine the future and solve today’s problems. NABA fosters student interaction with enterprises, promoting workshops as well as concept and product research projects. The goal of this initiative is to challenge young designers in a highly competitive situation with tight deadlines, to favour quick thinking and the exchange of creativity and vision.

The Design Marathon is a complete experience that requires teamwork with no set hierarchy, where students learn to develop ideas following a multi-discipline approach, coming into contact with a large corporation.

“Listening to students’ ideas helps not just to analyse products and experience from a new angle, but allows us to get to know the professionals of the future. Young people, with their creativity are a key factor of social change and progress. This is why Mitsubishi Electric always has a special eye for the academic world, to support the growth of new talents and the development of innovative ideas that can help improve people’s lives, in terms of product usage and comfort, and in terms of sustainability; this is our company’s mission”, said **Fabrizio Maja**, Deputy Director Air Conditioning Division at Mitsubishi Electric Europe, Italian branch.

“Collaborating with Mitsubishi Electric has given our students the chance to implement real-life projects, making their learning process much more effective. This is one of the key differentiators

of NABA's offering, which has always encouraged its more talented students to express their creativity", commented Donato Medici, Managing Director of NABA.



### **Mitsubishi Electric**

Mitsubishi Electric, with nearly 100 years of experience in production, sales and marketing of electrical and electronic devices, is widely recognized as a leading company at international level. Mitsubishi Electric products and components are utilized in many fields: information technology and telecommunications, space research and satellite communication, consumer electronics, technologies for industrial application, energy, transport and building. In line with the spirit of its corporate statement "Changes for the Better" and its environmental motto "Eco Changes", Mitsubishi Electric aims at becoming a leading green company worldwide, contributing to wellness of community thanks to its technology. With over 142,000 employees in the world, Mitsubishi Electric in the past fiscal year ended on March 31st 2019 reached a total turnover of 4,519.9 billion Yen (40.7 billion USD\*). In Europe it is present since 1969 with branches in 18 Countries: Belgium, Czech

Republic, France, Germany, Hungary, Ireland, Italy, The Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Slovakia, Sweden, Turkey and United Kingdom. The Italian branch, established in 1985, operates through 5 commercial divisions : **Air-Conditioning** – air-conditioning for residential, commercial and industrial real estate, heating, de-humidification and air treatment; **Industrial Automation and Mechatronics** – systems and appliances for industrial automation and numerical control; **Semiconductors** – electronic components; **Automotive** – systems and components for control of car and motor vehicle devices; **Transport** – products and systems for railway transport.

For additional information please visit website :  
<http://it.mitsubishielectric.com/en/>

*(\*rate of Exchange : 111 Yen - 1 USD. Source Tokyo Exchange Market on 31.03.2019)*