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Lectra and Politecnico di Milano join forces to host a Design & Technology seminar

Lectra and Italy's premiere technical university explore technology's role in optimizing the product development process

Paris, July 12, 2016 – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, recently co-hosted a Design & Technology seminar in Milan with the Department of Design and the POLI.design Consortium of Politecnico di Milano, one of Italy's largest technical universities.

Politecnico's Department of Design joined Lectra's Education Program in 2014. The partnership between the two organizations is based on a commitment to training students on the latest innovations in design technology and techniques to give them an advantage on the labor market. Students benefit from hands-on experience using Lectra's latest generation technology, as well as its expertise and knowledge of industry best practices.



The seminar was an opportunity for students and executives from the upholstered furniture, marine, and automotive markets to gain valuable insights into the ways recent technological innovations can bolster design creativity and development efficiency.

Explorations of market trends and changes, as presented by Caterina Rorro, Marketing and Communications Director, Lectra Italy, emphasized the importance of offering innovative designs, accelerating development speed and reducing costs for companies across the three industries.

A demonstration of DesignConcept, Lectra's 2D/3D solution for virtual prototyping, costing and creation of technical specifications, showcased the multiple ways in which the solution's collaborative product development and pre-production process helps companies address these market challenges.

Stanislas Joly, General Manager of Sylvain Joly Designs, detailed the benefits of DesignConcept's virtual prototyping process for designers. "The gap between the original design and the final product can be frustrating for designers. With a solution like DesignConcept, cost and technical constraints can be integrated from the beginning; modifications and changes can be easily made and then shared among all teams. The increased communication and visibility significantly shorten process times and also allow us to ensure that the end product resembles our original intention as closely as possible," he said.

"DesignConcept has been a valuable addition to our training program and a strategic asset for students. The ability to optimize the aesthetics, feasibility and production costs on-screen is a powerful learning tool," added Professor Andrea Ratti, Director of the Master in Yacht Design, Politecnico di Milano.

About the Department of Design at Politecnico di Milano

The Department of Design at Politecnico di Milano was established in 2013 as an evolution of the INDACO Department (Industrial Design, Arts, Communication and Fashion). The mission of the Design Department is to promote innovation, development and transfer of design culture and methodologies in the socio-economic system.

For more information, please visit www.dipartimentodesign.polimi.it

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra's solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,500 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$264 million in 2015 and is listed on Euronext.

For more information, please visit www.lectra.com