

New Holland with



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At the New Holland Agriculture pavilion at Expo Milano 2015: 'The future of farming' as imagined by today's young design talents

On 25 June at New Holland's Sustainable Farm Pavilion, design students from Domus Academy in Milan presented their ideas on the work and role of the farmers of the future in a public session.



"New Holland brand set itself the goal to show at Expo how a world leader of agricultural mechanization interprets the present and prepares for the future of farming in a sustainable and accessible way" said Annemie Lievens, Head of Brand Marketing and Communications for New Holland Agriculture.

"Today, we will look through the eyes of a group of young design students."

What does the future of agriculture hold have in store?

How will tomorrow's farmers operate and what challenges will they face?

As part of a project carried out in collaboration with CNH Industrial Design called "The Future of Farming" aimed at envisioning the role of tomorrow's farmers, an international group of design students from Domus Academy in Milan has tried to answer these fundamental questions which concern not only farmers but practically all inhabitants of our planet, making full use of their imagination, creativity and intuition.

The project was not limited to solely restyling a New Holland tractor but also on revolutionising the farmer's lifestyle. The fundamental idea featured in a storyboard: "A day in the life of farmer Joe" sketched by the students, was to create a 'command centre' from which the farmer could manage all on-farm activities remotely alongside an autonomous 'Queen' Tractor that controls other vehicles. These "tractobots" are designed with morpho-wheels, which can transform from standard wheels to triangular tracks using the same outer rim and spokes for exceptional all-terrain working. These "tractobots" are monitored by drones to enable the farmer to observe operations in real time.

"We chose New Holland Agriculture for this project due to its strong focus on innovation and its willingness to develop and try out new technologies for making agricultural machinery and practices more efficient, productive and less polluting", said David Wilkie, Head of Design for CNH Industrial. "This study is testament to our commitment to encouraging and welcoming a new

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generation of designers to help build an efficient and sustainable future for the agricultural sector” added Guido Bianco, New Holland Chief Designer.

Likewise the choice of Domus Academy, a post-graduate school founded in Milan in 1982, whose teaching staff has included many of the leading architects, designers, thinkers and practitioners in the field of design, architecture and fashion, reflects the desire to explore a vision of the future as imagined by some of the most promising international talents, educated at a school that combines inventiveness with a meticulous, rigorous and robust methodology.



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