



ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

PRESS

## XXV ADI Compasso d'Oro. The winners

On 20<sup>th</sup> June the 2018 edition of the best known Italian design award opens in Milan with an exhibition at the Castello Sforzesco until 26<sup>th</sup> June.

On June 20th 2018, the XXV edition of the ADI Compasso d'Oro Awards will be presented in the Cortile della Rocchetta. Over **1,200** products have been nominated for preselection of the award in the 2016-2017 two year period, **283** products submitted to the international jury, but **only 16** have received the award while another 56 were given an Honourable Mention by the international jury. As is traditional, the award is given to both designers and producers of the objects chosen among those identified in the two annual ADI Design Indexes from 2016 and 2017. To these awards are added **11 Compasso d'Oro Lifetime Achievement awards**, given by ADI to leading figures and companies on the contemporary Italian and international design landscape, in addition to the **3 awards and 10 certificates of merit from the Targa Giovani or Youth Section**, awarded to projects carried out in Italian University design schools by young people at the beginning of their career.

As always design quality is at the forefront, the key value for which ADI has been working for over sixty years: a selection of products conducted by an active body since 2000, namely the permanent Design Observatory which consists of about 150 specialists (designers, researchers and specialist journalists) who work independently and transparently to present the objects each year they judge best with an exhibition and a catalogue – the ADI Design Index. A specially convened international jury made the final selection for the 2018 Compasso d'Oro from among the products highlighted in the last two years.

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The award, the most authoritative on the Italian design scene, has taken on an increasingly international look in recent years, thanks to two editions of the ADI Compasso d'Oro International Award, dedicated in 2015 and 2017 respectively to Food Design and Design for sport and applying the same criteria of design quality and ethics. For the next edition in 2020, Italian and international trends will be combined thereby enriching the Compasso d'Oro for Italian design with a large section of products from all over the world.

The 2018 edition of the ADI Compasso d'Oro is characterized by the presence of design in everyone's daily life. ADI President Luciano Galimberti asks "How much does design permeate our lives?" and "When is design really perceived value and when is it simply used in an unconscious way?" – two questions that the installation that accompanies the exhibited products, made by the **IED Milan School of Visual Arts** (Video Design, Illustration and Animation and Sound Design courses) attempts to answer. This installation looks at and develops the relationship between the sociality of *millennials* and a number of design icons, selected from those of the ADI Compasso d'Oro Historical Collection through nine everyday episodes. Alongside the exhibited objects, videos, graphics, animations and music go to make up a panorama that includes economic, social and technical factors at the roots of design.

The exhibition is open until June 26<sup>th</sup> accompanied by a catalogue in Italian and English (graphic design by **Stefano Reboli**) with contributions from **Vincenzo De Luca**, General Director for the Promotion of the Country System, Ministry of Foreign Affairs and International Cooperation; **Cristina Tajani**, Councillor for Labour Policies, Production Activities, Commerce, Fashion and Design, Milan City Council; **Filippo Del Corno**, Councillor for Culture, Milan City Council; **Giovanna Mori**, Curator responsible for the Castello and the Pietà Rondanini Museum and Curator of the Bertarelli Collection; **Francesco Zurlo**, Polytechnic of Milan, ADI Design Index 2016 and 2017 final selection committee member; **Luciano Galimberti**, ADI President and **Umberto Cabini**, President of the ADI Compasso d'Oro Collection.

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The XXV edition of the ADI Compasso d'Oro is part of the European Year of Cultural Heritage program and is sponsored by the Ministry of Foreign Affairs and International Cooperation, the Lombardy Region, Milan City Council, FederlegnoArredo, and Confindustria Lombardia.

Technical sponsors: Bellotti, IED, WAY allestimenti, Fedrigoni, Aurora and Sguardi di Terra.

### XXV ADI Compasso d'Oro

Awards ceremony

*20<sup>th</sup> June 2018, 17.30*

Exhibition

*21<sup>st</sup> – 26<sup>th</sup> June 2018, 07.30 – 19.30*

Castello Sforzesco, Milan, Cortile della Rocchetta

*Milan, 20<sup>th</sup> June 2018*

[adi-design.org](http://adi-design.org)  
[adidesignindex.com](http://adidesignindex.com)



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## ADI Compasso d'Oro Awards

### ALFA ROMEO GIULIA

Car  
Designer: Centro Stile Alfa Romeo  
Client: FCA Italy

#### JURY DECISION

The rebirth of a great brand linked to an imported chapter in Italian industrial history is not just a question of style but the ability to express the value of a product of excellence through design.

### BOLLETTA 2.0, E-BILLING

Utility bill service system  
Designer: Logotel  
Client: Enel Energia

#### JURY DECISION

It transforms the demand by the institution into an opportunity for an increase in transparency regarding the awareness of consumption by users on the part of Enel. The result, significant for both the individual and consumers in general, stands out for the particular attention paid to the interaction methods employed.

### CAMPUS – INCUBAZIONE E MESSA IN SCENA DI PRATICHE SOCIALI

Cultural and social initiatives  
Designers: Davide Fassi, Francesca Piredda, Pierluigi Salvadeo, Elena Perondi – Politecnico di Milano  
Client: Politecnico di Milano – Polisocial Award

#### JURY DECISION

Through the offering and presenting of social practices that people use and develop, it has made it possible to check events and the creation of products, often of a multimedia nature, that are relevant to the social dynamics of a problematic urban area. The design shows how collaboration between academic institutions and designers has allowed the achieving of the triple objective of building neighbourhood-based social networks, creating aesthetically pleasing products and keeping the project at an appropriate level of economic sustainability.

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### DISCOVERY SOSPENSIONE

Lighting fixtures  
Designer: Ernesto Gismondi  
Client: Artemide

#### JURY DECISION

When turned off it is a slender metal ring that describes a silent emptiness suspended in space. Turned on, it suddenly becomes an intensely luminescent disc creating a surprise that is the true soul of this product.

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### **ECLIPSE**

Bathroom taps  
Designer: Studiocharlie  
Company: Boffi

#### JURY DECISION

Eclipse combines the extreme formal elegance of an exquisitely domestic product with an intelligent and refined recognition of the requirements of quality of use and functional intelligibility.

### **FONDAZIONE PRADA**

Museum  
Designer: OMA – Office for Metropolitan Architecture  
Client: Fondazione Prada

#### JURY DECISION

Through the original combination of an example of architecture that moves between conservation, creativity and sustainability, it constitutes a cultural space that is the perfect backdrop for the initiatives hosted, producing significant meanings and experiences for the context of the city of Milan.

### **FOOD DESIGN IN ITALIA**

Illustrated book  
Author: Alberto Bassi  
Publisher: Mondadori Electa

#### JURY DECISION

Traditions linked to food are among those Italian values recognized worldwide. This book conveys the elements that have led to Italians being historical world leaders in this sector. The recipes, equipment, tools and objects for food preparation are the backbone of a system that must be protected and passed down from generation to generation not only abroad but also to the young people of our own country.

### **LEONARDIANA. UN MUSEO NUOVO**

Museum staging/preparation  
Ico Migliore, Mara Servetto – Migliore+Servetto Architects (exhibition design), Cesare Bozzano, Alessandro Mazzoli (curated by)  
Client: Consorzio AST – Agenzia per lo Sviluppo Territoriale di Vigevano

#### JURY DECISION

Thanks to different multimedia and the skilful use of light and graphics, the installation effectively explains the relationship between the universally known artist-scientist Leonardo da Vinci and a particular area, in this case Vigevano, thereby making it a paradigm of how culture is created in Italy.

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**MATERA CITYSCAPE – LA CITTÀ NASCOSTA | THE HIDDEN TOWN**

Illustrated book

Alberto Giordano (edited by), Nicola Colucci (photo), Leonardo Sonnoli – Tassinari/Vetta (graphic design)

Publisher: Casa Editrice Libria

**JURY DECISION**

The text is a reading of the urban panorama of the city of Matera that through the use of photographic images and words in the form of conversations, presents it as the expression and development of an ancient culture capable of speaking to the contemporary. In this way, the work itself becomes an effective vehicle for the promotion of original and unexpected aspects of Italian culture worldwide.

**NIKOLATESLA**

Electrical appliance

Designer: Fabrizio Crisà

Client: ELICA

**JURY DECISION**

The functions of food preparation seem to be increasingly dictated by the logic of aseptic, almost abstract instruments, in which communication of the function leaves ample room for subjective interpretation: the technology of vapour, smoke and steam aspiration at work top level rigorously and coherently follows the aesthetic dictate of the design.

**ORIGAMI**

Radiator

Designer: Alberto Meda

Client: Tubes Radiatori

**JURY DECISION**

A functional object that takes centre stage in the space which it occupies and which adapts to the user to whom it relates by simply creating its own meaning and value.

**OS2 75**

Window and door frames

Designer: Alberto Torsello

Client: Secco Sistemi

**JURY DECISION**

The relationship between the opening and the transparent surface has always been one of the industry's challenges in the production of windows and doors. OS2 75 sets a new standard by combining thermal break and insulation with extremely reduced dimensions and an interesting aesthetic flexibility thanks to the profiles in painted steel, Corten, stainless steel and burnished brass.

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## **OSA**

Boiler

Designer: Ilaria Jahier, Igor Zilioli, Sergio Fiorani, Gian Luca Angiolini

Client: Unical

### JURY DECISION

In the popular collective imagination a wall-mounted boiler is almost always something to hide, with its pipes, taps, knobs and drains. Osa is astonishing because in an incredibly limited width and yet with dimensions that are perfectly legal it appears almost as a very tidy, elegant and sober abstract work of art.

## **POPAPP**

Compact ice cream store

Designer: IFI R&D Dept.

Client: IFI

### JURY DECISION

A genuine, full size yet compact ice-cream shop that offers the production, storage and sale of ice-cream in a flexible and innovative space. Its compactness and transportability make it possible to take not only ice cream anywhere in the world, but also the flavour of Italian design.

## **SKILLMILL**

Sports equipment

Designer: Technogym Design Center

Client: Technogym

### JURY DECISION

Physical fitness is one of the most widespread goals of modern life. Reaching and maintaining physical fitness is the goal of every workout and as such a systematic approach is important. The Skillmill allows you to do a wide range of physical exercises with longer lasting effects but without complex motors, machinery and equipment yet all contained in a single compact and innovative design.

## **VIBRAM FUROSHIKI THE WRAPPING SOLE**

Footwear

Designer: Vibram

Client: Vibram

### JURY DECISION

A new and surprising way to combine comfort and performance in an athletic shoe. Vibram's Furoshiki offers all this thanks to two simple movements that allow you to close the foot around the upper while offering the technical characteristics of the Vibram sole on the sole.

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## ADI Compasso d'Oro Career Awards

### Giovanni Anzani, Alberto Spinelli, Aldo Spinelli

#### JURY DECISION

It is often said that to run fast you have to run alone, but to go far you have to run with others. However, this is not the case for these three who were first friends and then partners and who have been able to run fast and far through constantly focusing themselves on the culture of design. This represents an entrepreneurial commitment that over time they have been able to combine with an equally important institutional commitment for the spreading and safeguarding of Made in Italy.

### Angelo Cortesi

#### JURY DECISION

His non-rhetorical courage in experimenting with the future is an example for all those involved in design culture: the courage to test and try out technologies, methodologies and expressive languages while always focused on the vision of design close to humans and their dreams. Throughout his professional career he has often initiated hitherto unarticulated areas for design and in particular the design of public spaces and services. A wide and well-expressed culture encompassing the fields of science and art has constantly combined a generous civil commitment without ever sacrificing his contribution to ADI as a reference point for Made in Italy design culture.

### Donato D'Urbino e Paolo Lomazzi

#### JURY DECISION

Creators along with Jonathan De Pas of one of the leading studios in Italian design, they have courageously explored new areas and design dimensions, while maintaining their curiosity and innovative non-rhetorical skills over time. Their anticipatory ability to grasp often unexpressed phenomena and problems have placed their work in a continuous contemporary time frame and they represent a form of method and intuition that is an example for those working in design culture.

### Ernesto Gismondi

#### JURY DECISION

Aerospace engineer, university professor and entrepreneur, in short: a man of many talents. The founder of Artemide, he has always used design processes as distinctive elements and throughout this long journey he has encouraged and developed collaborations with the world of national and international design. A coherent example of how design can be a concrete strategic lever for cultural and economic growth, he has always worked to ensure that Italian design is a virtuous example at an international level.

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### **Adolfo Guzzini**

#### JURY DECISION

The pursuit of excellence in a globalized world and the enhancement and development of Italian know-how are the distinctive traits that have always accompanied his work. Knowing how to look ahead without losing contact with one's own territory is a laudable action in itself, but having achieved it constantly through the daily practice of design in every sector is of fundamental importance for the entire culture surrounding design and Made in Italy.

### **Giovanna Mazzocchi**

#### JURY DECISION

A consistent interpreter of the family publishing tradition, she has been able to plan and re-launch its international cultural identity which has rewarded its serious and in-depth contents with editorial success. Through her constant activity she has contributed in a fundamental way to the spreading of the principles of Italian know-how worldwide.

### **Giuliano Molineri**

#### JURY DECISION

A promoter and facilitator of Italian design in one of its most recognized areas worldwide: transportation design. His public institutional activity has always been aimed at establishing the role of design as the cornerstone of national economic development in the context of international relations. ADI also wishes to recognize his work as an intelligent and positive "composer" in the early 2000s, certainly one of the most difficult periods in ADI's long history and after which the association took on the role of active and acknowledged representation of the whole country.

### **Nanni Strada**

#### JURY DECISION

Coherency and constancy are the factors that have distinguished her professional career. Constant research into avant-garde materials and techniques combined with the personal intuition of a language capable of representing the new demands of a world whose needs and desires have become globalized make Nanni Strada an essential player in the evolution of the concept of fashion stylist versus fashion designer. Her work is an example of cultural commitment, aimed at overcoming the concepts of seasonality or tailoring of clothes, a commitment directed towards the concept of "clothes as a pure element" pursued with coherency and courage.

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## **ADI Compasso d'Oro Career Awards – International Awards**

### **Zeev Aram**

#### **JURY DECISION**

His enthusiasm and ability to look towards the future distinguish his professional career in the world of car design where he has carried out a large number of projects for numerous automotive companies. His long professional career stands out in particular for the courageous creation of a new language of form for the BMW brand. This in turn went on to create a powerful DNA that has successfully characterized a generation of car models which have become a clear and significant point of reference on the automotive market.

### **Chris Bangle**

#### **JURY DECISION**

His enthusiasm and ability to look towards the future distinguish his professional career in the world of car design where he has carried out a large number of projects for numerous automotive companies. His long professional career stands out in particular for the courageous creation of a new language of form for the BMW brand. This in turn went on to create a powerful DNA that has successfully characterized a generation of car models which have become a clear and significant point of reference on the automotive market.

### **Milton Glaser**

#### **JURY DECISION**

His cultural and professional career which started in Italy at the Bologna Academy of Fine Arts under the guidance of Giorgio Morandi undoubtedly represents an exemplary trajectory for consistency and method in the world of design and visual design in particular. A pioneer of territorial branding, he designed the famous I Love New York logo and a poster for Bob Dylan, defining an icon of 1960s and 1970s youth. His work has always been characterized by immediacy, originality and an apparent simplicity: every medium and every style are used in the creation of his graphic designs ranging from posters to logos, from straps for holding books together to LP and CD covers, advertisements and magazine illustrations, not the least of which was the profitable partnership with the Olivetti brand. He is an all-round professional in the Renaissance sense of the term and eclectic to the point of being able to understand ancient and modern at the same time.

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## Targa Giovani - Awards

### CARONTE

Undergraduate thesis

Student: Jari Lunghi

University: Università degli Studi della Repubblica di San Marino

Relatori: Alessandra Bosco, Riccardo Varini, Massimo Brignoni

### DISSALATORE DI EMERGENZA

Undergraduate thesis

Student: Andrea Matteo Valensin

University: Politecnico di Milano – Scuola del Design

Supervisor: Luigi De Ambrogi

Assistant Supervisor: Erminio Rizzotti

### ROCKY

Student: Ludovica Zengiaro

University: Politecnico di Milano – Scuola del Design

Supervisor: Maximiliano Ernesto Romero

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