



ADI ASSOCIAZIONE
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PRESS

Ten days of the ADI Compasso d'Oro

The economic value of design and intellectual property at the heart of the 2016 edition of the classic Italian design award: from 14th to 24th June in Milan, the awards ceremony and product exhibition is extended to include one conference at the Italian Stock Exchange and another at Palazzo Isimbardi looking at two fundamental aspects of design today.

The XXIV ADI Compasso d'Oro exhibition takes place at Palazzo Isimbardi from 14th to 22nd June. 237 design products from every category will be on display in the courtyard and the halls of this historic Milan building ranging from furniture to lighting, from transport to services and personal items, all physically present or visible on video. The award ceremony, which will take place on the opening day, will announce the winners of the 2016 edition to which will be added, as usual, the Premi alla Carriera (Lifetime Achievement Awards), the International Awards and the Targa Giovani (Youth Section) awards, presented for projects from Italian design schools.

The evening will be hosted by **Paola Marella**, presenter of numerous, well-known television programs on design including *Cerco Casa disperatamente* and *Vendo Casa disperatamente*.

The awards for products, assigned by a panel of international experts, represent the highest recognition in Italian design and have been presented since 1954. Today they are the best calling card with which an Italian manufacturer can enter the international market and as always, the winning products will go to expand the ADI Compasso d'Oro Foundation Collection which has brought together award-winning objects since 1954.

As of this year the Compasso d'Oro will take place every other year, alternating with the international edition of the ADI Compasso d'Oro International Award (which will also take place every two years). This year along with the exhibition it is organising two conferences aimed at design enthusiasts and industry professionals that have fundamental themes, even if they are slightly unusual for the wider general audience.

The first, **The ADI Design Jury**, which will be held under the same roof as the exhibition, is organized by the group that ADI has created for over twenty years to settle disputes in the field of intellectual property quickly and effectively, and with the contribution of lawyers and design specialists will illustrate the tools for maintaining creation safeguards in the industrial design sector.

The second, **Thought and action**, will be held at the headquarters of **the Italian Stock Exchange** and is aimed at the world of business and finance: entrepreneurs and economists will discuss the advantages that design as a tool of business development can bring to companies that adopt this culture.

Ufficio stampa:

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XXIV ADI Compasso d'Oro

Exhibition

Palazzo Isimbardi, via Vivaio 1, Milan

Open to the public: 15th -22nd June from Monday to Friday 09.00-18.00 Closed on Saturday and Sunday

Awards presentation ceremony: 14th June 2016, 17.00,
entrance in Corso Monforte 35

Conference

The ADI Design Jury

A fast and effective tool for safeguarding design

21st June 2016, 09.00

Palazzo Isimbardi, Sala degli Affreschi, via Vivaio 1, Milan

Conference

Thought and Action

The culture, organization and economy of design

24th June 2016, 9.30

Palazzo Mezzanotte, Parterre, piazza degli Affari 6, Milan

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