



ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

PRESS

## ADI DESIGN INDEX 2014

### Exhibitions of the products selected for entry in the next ADI Compasso d'Oro in Milan and Rome

The presentation of the products selected this year for submission to the jury for the next Compasso d'Oro has been assigned to two exhibitions, one in Milan and one in Rome. The selection committee examined 659 proposals, of which 194 were part of the **Targa Giovani** (the section reserved for designs developed by students of Italian design schools). 138 designs and services are featured (of which 18 are part of the Targa Giovani) and divided into 11 thematic categories.

As usual, the selection of all the products and services on display is the result of the work of the **ADI Permanent Design Observatory**: a group of around one hundred and fifty independent experts (both ADI members and non-members) who have identified the best results of contemporary Italian design.

Selection is accomplished through a network of local committees that work in each Italian region, thematic commissions that assess the innovation content of each design sector-by-sector, and a final selection committee that valid a test he results. Coordination of this framework has been given this year to **Carlo Martino** (University La Sapienza, Rome), **César Mendoza** (designer) and **Francesco Zurlo** (Politecnico di Milano).

Among the selection categories this year, some have been changed from previous editions in order to better respond to the new face of Italian design: the categories of *Design for Mobility* and *Design for Communication* are new (these dedicate specific attention to areas previously included in other classes), while the central category of *Design for Living* has been partially revised to include street furniture and outdoor furniture. The growing importance of the categories reserved for designs for *Design for Welfare* and *Design for Services* has also been recognized.

During the exhibitions there will be meetings, presentations and conferences, and in addition to the selected products, there will also be those designs that took part in the *Esporre il Compasso d'Oro* competition for the ADI Compasso d'Oro Historic Collection exhibition hall, that will open to the public in the future ADI headquarters in Milan.

To celebrate the occasion, ADIper Edizioni is publishing a catalogue of the selected products, which along with those selected from 2011 onwards, will be available on the [adidesignindex.com](http://adidesignindex.com) website.

### ADI Design Index 2014

#### **Milan, 27<sup>th</sup> October - 8<sup>th</sup> November 2014**

Former Ansaldo works, Ground floor, Hall A

via Bergognone 34, Milan

Inauguration: 27<sup>th</sup> October, 18:00

Opening times: from Monday to Friday from 14:30 to 19:30, Saturday 10:30 to 19:30

Closed on Saturday 1<sup>st</sup> November and Sunday 2<sup>nd</sup> November.

#### **Rome, 17<sup>th</sup> - 28<sup>th</sup> November 2014**

Former Cartiera Latina, Appia Hall

via Appia Antica 42, Roma

Inauguration: 17<sup>th</sup> November, 17:00

Opening times: 17<sup>th</sup> - 21<sup>st</sup> and 24<sup>th</sup> - 28<sup>th</sup> November from 15:00 to 20:00; Saturday and Sunday from 10:00 to 20:00

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# **ADI DESIGN INDEX 2014**

Milan, 27.10 - 8.11 2014

Rome, 17.11 - 28.11 2014

## *Acknowledgments*

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