

# ADI COMPASSO D'ORO AWARD, XXI EDITION

## REGULATIONS

### FOREWORD

Established in 1954 in Milan, the ADI Compasso d'Oro Award has now reached its XXI edition: in fifty years of history, celebrated in 2004, it has achieved pride of place as the most sought-after award for industrial design and the highest acknowledgement of project work, products, research and merit. In 2001, the property of the Historical Collection of the ADI Compasso d'Oro Award was vested in the ADI Foundation as the first step in an articulated process of valorisation aimed at making it into the founding nucleus of the future Design Museum System. In 2004, a Decree issued by the Cultural Heritage and Activities Ministry recognised the Collection as part of Italy's national historical and artistic heritage, which is duly subject to certain restrictions and safeguards: this unprecedented measure confirmed the Collection's exceptional nature and the authority of the process of selection that determines its contents. The presentation of the Compasso d'Oro Award is the final act in a precisely detailed process of detection of excellence in design and entrepreneurship: the awards and the nominations are decided by the international Jury that works exclusively on the basis of the preliminary selection made by the ADI Permanent Observatory of Italian Design and published every year in the three issues of the *ADI Design Index* that precede the Award presentation. In addition to the great prestige and visibility it brings, publication in the *ADI Design Index* constitutes the condition for participation in the final selection of the Compasso d'Oro Award. Only the award winners and shortlisted nominees selected by the international Jury are included in the Historical Collection of the Compasso d'Oro Award, declared part of Italy's national cultural heritage by the Ministerial Decree dated 22 April 2004.

### 1. The ADI Compasso d'Oro Award

The ADI Compasso d'Oro Award is promoted by the ADI Foundation in partnership with ADI the Italian Association for Industrial Design, as the completion of a three-year cycle of work conducted by the Permanent Observatory of Italian Design, as published on a yearly basis in the *ADI Design Index*. The Award is presented to items that feature an advanced, culturally aware and ethically responsible approach towards designing for the individual, society and the environment, such as to provide a driver for new material and non-material qualities.

The term "items" is interpreted as comprising:

- products or product systems;
- services;
- studies and research projects focused on the development of products or product systems and/or services.

The categories used to classify these items are defined in the *ADI Design Index*, as described at point 9 of these Regulations: Design for Living, Design for Environments; Design for Working and Services; Design for the Individual; Visual Design; Corporate Research; Theoretical, Historical and Critical Research. The Award is intended for items produced or engineered by Italian enterprises, even though the designer may be foreign, or developed by designers or scholars who are either Italian or resident in Italy, even though they may have been produced elsewhere, on condition that they were actually launched or published for the first time during the three years of preliminary selection published in the *ADI Design Index* and on the further condition that they were not already candidates for the Award's previous edition. The Award comprises:

- the Compasso d'Oro presented to the winners;
- a plaque presented to the shortlisted nominees.

## **2. Criteria of appraisal**

The criteria of appraisal used to select the shortlisted nominees and Award winners are relative to:

- the product's performance (usability, versatility for human diversity) and the socially innovative and responsible aspects of its design (aesthetics and form, typology, function, perception, experience, cognition);
- its physical environmental impact (from production and consumption to decommissioning, disassembly, recycling or the possible reutilisation of constituent parts; from energy saving to resource optimisation);
- its appropriate use of technologies, materials, components and processes;
- its communicative and iconic strengths.

For an enormous array of articles, the degree to which their design and production are responsible towards users (social inclusion, equal opportunities, usability, respect for and valorisation of human diversity, with a special focus on this last factor) will be the subject of an extensive evaluation of the degree of independence (of use, of programming, of repairing etc.) that they enable their users to enjoy, of their compatibility (with their users' physiological, psychological, behavioural, cognitive and cultural characteristics), of their adaptability (the extent to which they can adapt to suit their users' changing anthropometric and anthropological requirements), of their mainstream appearance (articles should never stress any diversity in their users and

their functions should always be easy to interpret), of their simplicity of use (it must be easy to understand how to use them, even without prior experience, knowledge, language expertise or ability to concentrate on the part of the user), of their reliability (as a guarantee of their durability, a sine qua non of usability) and of their active and passive safety (every article must be safe to use and may generate no unsafe situations for their users, for others or for the environment).

### **3. Criteria of eligibility**

The Jury will be called upon to choose the shortlisted nominees and award winners from a preliminary selection made using the following process:

- *the annual presentation to the Permanent Observatory of Italian Design* on the basis of the characteristics specified at points 1 and 2 of these Regulations; entries may be proposed by enterprises and/or designers, scholars, publishers and other clients (authorities, institutions, associations etc.) and must be accompanied by information and material demonstrating compliance with the characteristics specified (see the Index Form published by ADI, also on its website);
- *the preliminary selection made by the Permanent Observatory of Italian Design* of the entries presented in this way and their publication in the relevant editions of the *ADI Design Index*.

All the items featured in the three annual editions of the ADI Design Index immediately preceding the presentation of the Award shall be submitted to the Jury, with the exception of any that have been eliminated for noncompliance with the outline conditions listed above, including: mistaken time frame (referring to the year of first production, distribution or presentation to the public), nationality, lack of originality, harmfulness or riskiness that has developed or been identified in practice, or the failure to put the product into actual production after it was first presented as a sample or functioning model of a preliminary series.

### **4. The Awards**

From among the preliminary selection of items published in the editions of the *ADI Design Index* corresponding to the previous three years of production, the international Compasso d'Oro Award Jury shall identify up to:

- *150 (one hundred and fifty) Compasso d'Oro nominations* for items considered to be excellent in the framework of the categories described at point 9;
- *20 (twenty) Compasso d'Oro Awards* for items of absolute excellence.

The shortlisted nominations and Award-winning items shall be donated to the ADI Foundation for Italian Design, where they will be catalogued on the basis of the new

design cataloguing system drawn up by the ADI Foundation in partnership with its benchmark public authorities (the Cultural Heritage and Activities Ministry, the Region etc.) and become a permanent part of the heritage constituted by the Historical Collection of the ADI Compasso d'Oro Award.

## **5. The Jury**

The Jury of the Compasso d'Oro Award shall be international and shall comprise from seven to nine members, selected as qualified scholars and experts in design. Members of the Jury may not enter for the Award. The President of the Jury shall be elected by the Jury itself from among its members in the course of its first meeting. The Jury shall examine the preliminary selection conducted in the *ADI Design Index* and decide which entries deserve to be shortlisted as nominations and to win the Award on the basis of a real examination of the actual items. Each member of the Jury shall be entitled to one vote. The Jury shall assign nominations and the Awards at its complete discretion to those items that have attracted a favourable vote from the majority of its members. The Jury may consult with experts designated by ADI – who shall not be entitled to vote – for the purpose of providing assistance in specific technological, environmental, legislative, economic and other areas; for legal questions, the Jury may ask for the assistance of an expert designated by the President of the Giurì del Design (the joint ADI-Confindustria Design Jury).

The Jury shall:

- Draw up a *General Report* about the state of design;
- Draw up a written motivation for each Award winning entry in relation to the criteria of appraisal by which it has been evaluated.

The Jury and everyone else informed about the nominations and Awards selected undertake to maintain an absolute embargo until the public Compasso d'Oro Award presentation ceremony.

## **6. The Compasso d'Oro Career Award**

The joint committee of the ADI Foundation and of ADI the Italian Association for Industrial Design, appointed by the two bodies in question and assisted by three honorary members of ADI, shall assign a Compasso d'Oro Career Award to a maximum of nine personalities, enterprises or public authorities of Italian nationality – or with significant operations in Italy – for acknowledged merits in the field of design, of research, of teaching and of production or distribution. These shall be ratified by the International Jury and proclaimed at the same time as the presentation of the other Compasso d'Oro Awards.

## **7. Special International Awards**

The same committee as described at point 6 may assign three International Awards, equivalent to the Career Awards, without distinction to an enterprise, an institution, a school, a designer or a personality that has made a particular mark for promoting, affirming or innovating design culture, on condition that the winners are not resident in Italy.

## **8. Young Design Plaque**

In order to support young designers, promote their commitment and accord recognition to their talent, the Young Design Plaque has been established and is reserved for:

- *designers* of Italian or foreign nationality but resident in Italy, under thirty years of age at the moment when their designs are presented, who have entered projects or designs and/or models or their own products;
- *students* of Italian schools of industrial design of all types and grades, who have entered designs, studies or research projects from among those submitted as part of a final thesis and/or examination.

Compiled by the Permanent Observatory of Italian Design, these entries shall be examined and subjected to a preliminary selection by a special committee established for the purpose by the ADI Foundation and ADI the Italian Association for Industrial Design, potentially in partnership with other public and/or private bodies, and subsequently judged by the same international Jury on the basis of the same criteria as the Compasso d'Oro Awards. The winners shall receive their acknowledgements – three plaques and ten nominations – on the occasion of the Compasso d'Oro Award presentation ceremony.

## **9. Categories of items eligible for the Award**

1. *Design for living*: furnishings and complements for the home and the office, light fittings, sanitary fittings and bathroom accessories, kitchen furnishings and appliances, television and hi-fi systems, fixed telephones, computers, home automation control and security systems, semi-processed goods and components for interiors.

2. *Design for environments*: outdoor furnishings, street furniture, public lighting, automobiles, motorbikes, bicycles, public transport vehicles, water craft, air and water conditioning and treatment systems, public exhibition and display systems, semiprocessed goods and components for exteriors.

3. *Design for working and services*: working vehicles, industrial machinery and components, software, working instruments and tools, equipment and fittings for

communities, hospitals and other medical environments, public services.

4. *Design for the individual*: clothing, sports equipment, personal hygiene, mobile telephones, palmtops, MP3 players, electronics for the individual, toys and articles for children, prostheses and instruments for independent living, food design.

5. *Visual design*: exhibition and event design, social campaigns, corporate identity, publishing, information design, packaging, typeface design, motion graphics, web and multimedia design.

6. *Corporate research*: research projects, prototypes and studies developed and conducted by research centres, schools of design, enterprises and designers;

7. *Theoretical, historical and critical research*: publications, studies and cultural initiatives in the area of design.