



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

PRESS

IL DESIGN AIUTA A GUARIRE - DESIGN HELPS HEAL 2020: THE WINNERS

On September 28th, in the spaces of the ADI Design Museum in Milan, the winners of the second edition of the competition **Il design aiuta a guarire (Design Helps to Heal)** – promoted by ADI and AIRC Lombardia on the theme of objects for the care of babies, children and adolescents, from 0 to 14 years old – were announced.

The award winning project is **Air-in**, by **Davide Marzin** and **Giorgia Zambon**: a portable respirator for children to use as a backpack, complete with breathing tube and mask and interface for the doctor. Two projects also received special mention:

- **BVC Blood Vessel Camera**, by **Yu-Ching Chiu**, **Min-Hua Tsai**, **I-Jie Tsai**, **Yi-Yun Li** (Taiwan), a 600-750 nm light vascular injection module that makes deoxygenated blood visible, differentiating it from other parts of the body, to help medical personnel detect veins quickly.
- **Macaco**, by **Bernardo Corbellini** and **Bice Dantona** (Italy), a hook to hang the IV bag that relieves the hospital stay and becomes a playmate forever.

The competition aims to stimulate the creativity of young designers from all over the world, according to the concept always supported by ADI that design is a language that knows no borders and responds to universally felt needs. It is also a fruitful attempt, as demonstrated by the 82 projects proposed to the jury of this edition, to overcome the boundaries between two different disciplines – that of design and that of medicine – merging their needs and languages into coordinated solutions.

This second edition had very positive qualitative results: more reflections on the themes, more complex projects, more targeted solutions. The design finds its *raison d'être* as a factor of coordination and organization of solutions and an element of harmonization between technologies, professional cultures and users. ADI, in proposing and organizing with AIRC Design helps to heal, is also proposed, since ever, as a link between the world of young designers and that of companies, among which it intends to promote contacts.

The jury, chaired by **Antonella Andriani**, ADI vice-president, was composed by Prof. **Federico Caligaris Cappio**, AIRC representative and researcher; Dr. **Vanessa Gregorc**, head of Medical Lung Cancer Oncology at San Raffaele Hospital and researcher, and **Carlo Forcolini**, designer, honorary ADI member. Comments Andriani: *"The designers have responded with a great sense of responsibility to the design question posed by ADI and AIRC that goes in the direction of the shared aspiration to improve existence in the world. The result is a range of heterogeneous projects by reference context, by type of need and by degree of complexity of the proposal. We have found many interesting applications and a wealth of surprising design approaches, ranging from the minimal intervention to gladden the hospital stay to the hyper-technological project, from the simple and immediately applicable intuition to the leap forward that proposes visionary solutions. The winning project and the two mentions represent the virtuous synthesis of all these factors."*

The competition **Il design aiuta a guarire**, biennial, alternates with Love Design, the initiative of ADI and AIRC Lombardia, which presents to the public pieces offered by the best producers of Italian design at special prices, to raise funds for cancer research conducted by AIRC.

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Milan, 28th September 2020

Il design aiuta a guarire - Design helps heal 2020

Award ceremony

28th September 2020, 11.00 am

ADI Design Museum - Compasso d'Oro

p.zza Compasso d'Oro 1, Milan

(entrance from via Ceresio 7)

Download the press kit:

http://bit.ly/Il_design_aiuta_a_guarire_2020_PRESS_KIT



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IL DESIGN AIUTA A GUARIRE - DESIGN HELPS HEAL 2020 AWARD

*The Winners***Air-in, a breath of life** by **Davide Marzin** and **Giorgia Zambon** (Italy)

Motivation: "A solution that frees the immobilisation of the care by improving the child's life, that regains full mobility to run, play and socialise with his companions; a useful object that reinterprets in a friendly way a mechanical function, that facilitates the physician-child relationship and that improves the perception of medical instruments".

***Davide Marzin** is 22 years old, he comes from a small town in Friuli Venezia Giulia and is about to finish his third year at ISIA Roma Design University in Pordenone. "This path", he says, "has trained me a lot on a personal and professional level, thanks to the activities that I have been doing year after year with professors and colleagues. It is here that I really came into contact with the world of design and its many facets, and to be part of this reality is really very exciting. Air-In, a breath of life, was a beautiful experience that, like all projects, gave me a lot not only on a design level but especially on a human level."*

***Giorgia Zambon** is 21 years old and is about to finish her studies at the ISIA Roma Design University in Pordenone. "An experience that has helped me realize myself professionally," she comments. "Ever since I started attending school, I've dreamed of studying and becoming part of the design world. This competition has given me the opportunity to confront a reality that I have already known over the years, even if not in the first person, and has made me grow as a student and future professional. I personally dedicate Air-In to Giulia, who has always smiled at life even if it is difficult for her to breathe. You have been my greatest inspiration."*

*Mention of the jury***BVC Blood Vessel Camera**, by **Yu-Ching Chiu, Min-Hua Tsai, I-Jie Tsai, Yi-Yun Li** (Taiwan)

Motivation: "A simple intuition for a sophisticated and detailed application that helps to improve the lives of patients and medical staff: patients are reassured by the instrument in situations that often involve meeting medical staff they do not know; medical staff are supported in their function and are facilitated especially in the treatment of patients suffering from needlephobia, when the venous configuration is complex or in conditions of medical emergency and intense work fatigue".

*Mention of the jury*by **Bernardo Corbellini** and **Bice Dantona** (Italy)

Motivation: "A simple and well-solved object in relation to the functional, relational and economic objectives that it proposes; joyful, colourful and empathetic, it helps the child to build a solidary relationship with a friend that he recognizes as a companion before, during and after the treatment; placed in the hospital room it allows with little change the perception of the environment making it more welcoming for the child, his or her loved ones and the medical staff; at home it facilitates the narrative and the elaboration of the illness and the treatment".

***Bernardo Corbellini** and **Bice Dantona** are the founders of the Internotrentatre studio active in Milan since 2011. They deal with product design with a particular attention to the world of children. They design toys and products for children, and objects with a strong playful imprint. They take care of exhibitions, exhibition spaces and shop windows, communication and events for toy and children companies. They are teachers at the Master in Design for Kids & Toys and at the School of Design of the Politecnico di Milano.*

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