



## The ADI Compasso d'Oro in search of international excellence

As part of Expo 2025 Osaka,

ADI will present the Compasso d'Oro International Award

In partnership with the Italian Pavilion at Expo 2025 Osaka



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70<sup>°</sup> ANNIVERSARIO  
COMPASSO D'ORO  
1954 - 2024

“**Designing Future Society for our Lives**” is the theme of the 2025 International Exhibition which will be held in Osaka from 13<sup>th</sup> April to 13<sup>th</sup> October 2025 and which aims to focus the participation of the international community on the design of a sustainable society that is responsive to the needs and desires of individuals and their lives. “What is a happy lifestyle?” is the question that Expo tries to answer: in this case not just the life of individual human beings but also in a broader sense, in terms of the relationships with the urban and natural contexts that surround us.

As part of this significant opportunity for international promotion, ADI is presenting the **Compasso d'Oro International Award**, a global version of the recognition *par excellence* of Made in Italy design which, through its carefully considered selection method involving a multidisciplinary jury of five highly qualified members, will reward the most innovative and significant projects within the general themes of the Expo.

The exhibition of the winners will be inaugurated on **5<sup>th</sup> September 2025** at the **Italian Pavilion at Expo 2025 Osaka**. This has been designed by the architect **Mario Cucinella**, who has reinterpreted the Ideal Renaissance City with the theatre and the square as symbolic places of Italian creativity and encounter. The Italian Pavilion hosts an Italian garden on the roof, like a terrace overlooking the open sea, and will be visible from the Ring, the circular walkway suspended 12 metres above the ground. The theme of the Italian Pavilion is **Art regenerates life**, an interpretation of the more general theme of Expo 2025 Osaka: **Designing future society for our lives**.

The general theme of the International Compasso d'Oro, inspired by that of Expo 2025 Osaka, is thus divided into three sub-themes which the design proposals have to answer. These are:

**Saving Lives:** protecting and saving the lives of individuals. This subtheme can be associated, for example, with measures taken to combat infectious diseases through improving public health, ensuring safety with initiatives to prevent and reduce the risk of natural disasters or global catastrophes, and a harmonious coexistence with Nature.

**Empowering Lives:** Enriching people's lives and expanding their potential. Related topics may well include high quality distance learning through the use of ICT (Information and Communication Technologies); promoting a healthy lifestyle to ensure greater longevity through adequate exercise and diet, and maximizing human potential through the use of AI and robotics.

Ufficio stampa

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**Connecting Lives:** connecting the lives of individuals in order to build communities and enrich society. This subtheme covers topics such as the power of partnership and co-creation, advanced communications enabled by ICT, and designing a data-driven society.

ADI Association for Industrial Design, founded in 1956, represents the ideas and interests of the design system both in Italy and the rest of the world. It brings together designers, businesses, distributors, researchers, historians, critics, journalists, schools and publishing houses and its objective is to encourage the development of industrial design as a cultural and economic phenomenon and to improve the responsible and sustainable development of living conditions. It organizes the Compasso d'Oro award, the best known form of Italian design recognition, which was created in 1954, and in 2014 ADI established the **Compasso d'Oro International Award**. "The task that ADI is setting itself with this international edition of the Compasso d'Oro is twofold" comments **Luciano Galimberti**, President of ADI. "The objective is to share the method and values of Made in Italy with the rest of the world, but also to create an opportunity for discussion, thanks to the partnership with the Italian Pavilion".

The award is being held in collaboration with the General Commissioner for Italy at Expo 2025 Osaka: "Design is a central element of Made in Italy, one of our national points of excellence recognized throughout the world" explains **Mario Vattani**, General Commissioner. "We are proud to be working together with ADI on the creation of a special edition of the International Compasso d'Oro aimed at all those countries taking part in the Expo. At the Italian Pavilion we will be hosting the exhibition dedicated to the finalists and the award ceremony for the winners. As such, Italy will be the centre of a universal language of ingenuity and creativity with Italian know-how at its heart."

Nominations for the **Compasso d'Oro International Award** can be submitted on the website dedicated to the competition ([www.compassodorointernational.com](http://www.compassodorointernational.com)) starting from next September.

*Milan, 20<sup>th</sup> June 2024*



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