



DESIGN È COMPASSO D'ORO

THE MOST SIGNIFICANT DESIGN AWARD RETURNS TO MILAN

Milan, 28th May 2014 – The Lombardy Region is focussing on Design as a tool for competitiveness and development: together with the Milan City Council, ADI and FederlegnoArredo it has started the “Design è” programme, a series of initiatives to enhance and develop design in view of Expo 2015. *“Lombardy is recognized worldwide as a workshop for creativity and innovation and the objects that we are giving recognition to today are an expression of this”* said **Mauro Parolini, Lombardy Region Spokesman for Commerce, Tourism and the Tertiary Sector**. *“The Lombardy Region firmly believes in design as a way of reviving both the economy and employment. For this reason the partnership between Institutions and Sector Associations is fundamental. Today, with the Award-giving ceremony of the XXIII Compasso d'Oro, that partnership has achieved a primary important objective, with others to follow, of which the first is our Design Competition project, which is dedicated to young creative professionals and businesses focussing on innovation”*.

Innovation and youth are two of the fixed points of regional policies. And it is to young talent that the Lombardy Region is turning with the Design Competition project that will see the continuing active partnership between ADI and FederlegnoArredo. The competition will select 40 design ideas created by designers under 35 on the theme “From Drawing Board to Table.” The designs will be transformed into prototypes by a number of Lombardy companies and exhibited at the Salone del Mobile 2015, and in the many events that will liven up the city of Milan during the six months of the Expo period.

To celebrate its 60th birthday, the XXIII ADI Compasso d'Oro Award has returned to Milan with an exciting exhibition at the former Ansaldo Works in the City of Milan. *“The return of the Compasso d'Oro Award to Milan, which has also seen the involvement of the City Council, highlights the indissoluble link between the world of design and the Milan area. Milan is without a doubt the “Design city”, finding one of its most distinctive, universally recognized and appreciated characteristics in creativity and design culture”* as **Cristina Tajani the spokeswoman for Labour and Economic Development Policy, Fashion and Design**, puts it.

Among the more than 300 design products of the last three years in the competition, an international jury has selected the best, not only in the furnishings and domestic lighting sectors, but also those dealing with vehicles, personal objects, community and welfare services, and specialized publishing projects. *“This exhibition”*, as **Luisa Bocchietto, outgoing ADI President** says *“represents as always not just a finishing line but above all a new starting point towards the*





fundamental objective that ADI has been working towards since its foundation; the ever more widespread distribution of design, or rather, the culture of design between businesses and consumers, and the involvement of public institutions in design system".

Milan is also once more confirmed as the undisputed "Design Capital" thanks to the attention paid by businesses to research and innovation.

*"In the last few years", underlines **President of FederlegnoArredo Roberto Snaidero**, "the Italian wood furniture sector has been through a very delicate period which has forced businesses to rethink their business models and make some very brave decisions. If there is one thing that characterizes our businessmen and entrepreneurs, it is exactly this ability to accept changes and turn them into opportunities. This fantastic project that we are moving forward with together with the Lombardy Region, ADI and the Milan City Council is testimony once more to the fact that the Italy that works is not that represented by its GDP but above all by its constant ability to amaze the rest of the world with its creativity, the strength of its traditions and its capacity to innovate".*

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