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## Design for Food and Nutrition: the winners of the ADI Compasso d'Oro International Award 2015

The first edition of the award brings the selection criteria of the most important recognition of Italian design to the attention of the rest of the world.

For the first time ever the selection criteria for the best in design perfected over the sixty year history of the Compasso d'Oro are being applied worldwide: ADI has invited designers and manufacturers around the world to present their products relating to the world of food on the theme of *Design for Food and Nutrition*.

"In today's globalized world," says ADI President Luciano Galimberti "it is impossible for the Compasso d'Oro not to examine the comparison between Italian design and design from other latitudes and cultures. This comparison is neither competition nor confrontation between ways of thinking about design, but rather a way of investigating, understanding and appreciating - in the globalized world of design - the system of deeply held communal values that precisely through being shared, has distinguished Italian design."

91 of the products presented were selected in this first edition of the ADI Compasso d'Oro International Award, from which a jury made up of designer **Ron Arad**, **Denis Santachiara** (Chairman), **Daniela Piscitelli**, the journalist **Aurelio Magistà** and professors **Livia Pomodoro** and **Paolo Sorcinelli** chose the winners.

The first edition of the **Targa Giovani International** was of particular importance, since it was awarded at the same time as the ADI Compasso d'Oro International Award, but to a young designer for a project developed while studying, along with a prize of €30,000 to be used for launching a start-up for the production and distribution of his design.

Together with ADI President **Luciano Galimberti** and members who designed and developed the rules and regulations for the first edition, the following were also present: **Andrea Meloni**, Director General, Ministry of Foreign Affairs and International Cooperation; **Monica Maggioni**, president of RAI; **Mauro Parolini**, Lombardy Region Councillor; **Cristina Tajani**, Milan City Councillor; **Marco Predari**, president of Assufficio, FederlegnoArredo and **Claudio De Albertis**, chairman of the Milan Triennale.

*The Press folder can be downloaded at: <http://bit.ly/1NI2crs>*

### Design for Food and Nutrition ADI Compasso d'Oro International Award 2015 Award ceremony

*Triennale di Milano, Salone d'Onore  
2<sup>nd</sup> December 2015, 17.30  
v.le Alemagna 6, Milano*

*Ufficio stampa:*

**ALAM PER COMUNICARE**

via Bramante 9

I-20154 Milano

tel. +39 023491206

[alam@alampercomunicare.it](mailto:alam@alampercomunicare.it)



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## Jury report

The jury, which met on 4<sup>th</sup> November 2015 at the ADI headquarters in Milan has a multidisciplinary composition that covers a vast span of expertise, essential in order to appreciate the new complexities of contemporary design:

Ron Arad, designer  
Aurelio Magistà, journalist for the "la Repubblica" daily newspaper  
Daniela Piscitelli, AIAP president, architect and graphic designer  
Livia Pomodoro, president of the Milan Centre for Food Law and Policy  
Denis Santachiara, designer  
Paolo Sorcinelli, professor of social history at the University of Bologna

The theme of *Design for Food and Nutrition*, chosen to coincide with Expo and the inclusion of this new sector within the categories recognized by ADI, has resulted in a highly heterogeneous level of participation. The jury recognized the difficulty of assessing the products and competing projects without a physical examination but did not feel it to be decisive. This was firstly because it recognized the physical impossibility in terms of logistics and size of bringing together in one place offers and designs that ranged from single-unit kitchens to project-events involving the participation of large numbers of people, but mainly because of a more fundamental reason: contemporary design should not be reduced to functional effectiveness, to "fine design" or technical merits; rather it implies more complex questions regarding social impact resulting from usage, sustainability, technological and commercial production chains, the influence of the web, new production methods such as *digital fabrication* or *mass customization* and last but not least, the ability to communicate and express itself as an increasingly determining quality, and therefore the ADI Compasso d'Oro International Award jury has acted in full awareness of the scenario thus explained.

The assessment then was of necessity carried out right across the board, influenced by the jurors' multidisciplinary training and experience in reaching a balanced judgment.

The evolution of design, especially in Food Design, should be emphasized in the context of new production/technology organizations, since it is starting to be felt not only in the large-scale industrial groups that are aiming at factory 4.0 or digital manufacturing, and at the "Internet of things" but also in small and medium companies that aim to ensure quality production supported by new models of technological craftsmanship: the tendency therefore is for an all-round design that is certainly beautiful and functional, but also communicative, surprising, sustainable, conceptually ready for new web chains or the internet of things, but also consisting of a form of design suitable for start-ups.

This is precisely the significance of the Targa Giovani, where the proposals analyzed further widen this vision, helping to restore meaning to the concept of design culture in new production, technological, social and environmental scenarios.

The projects proposed for the Targa Giovani respond to these new instances of design, despite the fact that many were lacking in their style of presentation and appearing incomplete as a form of communication: for example, there were precious few explanatory videos and three-dimensional representations.

Finally, in the spirit of continuous improvement for the award, the jury would like to indicate some critical points that emerged during the assessment process.

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1. Design continues to extend its borders, but each extension should be accompanied by a moment for defining the scope of the content. The jury, having to judge Food Design, the latest addition to the categories that the ADI recognizes as relevant, has had to operate in a grey area in terms of what is genuinely relevant to the theme – a twilight zone in which only time will make things clear.

2. The selection model for the classic Compasso d'Oro, with the careful considerations that the ADI territorial commissions carry out locally and with subsequent inclusion of the best examples in the ADI Design Index, provides the juries with material that is widely 'assimilated' by the design system and which has already undergone preliminary assessments and screenings, trying not to miss anything relevant to the selection criteria but eliminating what is of little value. The ADI Compasso d'Oro International Award could not make use of such an accurate selective model but only a pre-selection carried out by ADI experts who provided an indispensable screening and it is for this reason that the jury decided to offer ADI some tips on how to improve the selection and evaluation mechanism.

3. This being the first edition, the ADI Compasso d'Oro International Award has seen an objectively unbalanced level of participation with some significant presences from some countries, for example China, but with a clear predominance from Italy, a finding previously established by ADI which has already planned a series of actions intend to lead to greater international participation. For all these reasons, the jury is at pains to express its awareness that this first international award, without detracting anything from the full value of the competition, is also part of an inevitable forward process in terms of improving the selection and evaluation model for future editions.

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## **The winners and the Jury's reasons**

### **Canna di fucile 2011**

Drawplate for the pasta production

Designer: Michele Cuomo

Client: Pastificio F.lli Setaro

The product, a tribute to the precision mechanics of the Real Fabbrica d'Armi di Torre Annunziata is deserving of the ADI Compasso d'Oro International Award. The shape and the processing of the pasta dough, as well as harking back to an old industrial tradition (a process that it is hoped will also be applied to urban renewal and the social redevelopment of workplaces), presents a powerful piece of gastronomic innovation. In fact, the helical rifling of gun barrels is presented here as a specific theme intended to give structure to the pasta and to better retain and preserve the flavours of sauces. In the "canna da fucile – gun barrel" pasta there is a balanced blend of form and function, design and taste

**The ADI Compasso d'Oro International Award for the Design for Quality Food Process category goes equally to the Double Door-in-Door Refrigerator by LG and the Shy mezzaluna chopper by Viceversa.**

### **LG Double Door-in-Door Refrigerator**

Door-in-Door Fridge

Designer: LG Electronics

Client: LG Electronics

The fridge with its double door in which food can be stored in different ways according to their frequency of use provides a solution of great practicality which reduces energy consumption and environmental impact in this particular context.

### **Shy**

Multipurpose chopping knife

Designer: Paolo Metaldi

Client: Viceversa

The Shy mezzaluna chopper by Viceversa improves an everyday object that initially appears so simple as to be impossible to improve. The articulated handles facilitate the movement carried out for cutting and they can also be combined for use with one hand only. Once the task is completed, they fold back making the object more compact and at the same time acting as protection shielding the blade from anyone using the tool.

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## **International Targa Giovani 2015**

### **Solari**

Portable solar-powered device for cooking food.

Designer: Bodin Hon

School: IED Istituto Europeo di Design, Milano

Supervisor: Federico Ferretti

Assistant Supervisor: Chris Miller

A good alternative to barbecues since it ensures the preparation of dishes for four to six people in a practical, sustainable and healthy way. Inspired by the traditional technology of solar-powered ovens, it has been updated in terms of shape, functional solutions, technologies and materials in order to make the experience of outdoor cooking simple, attractive, fun and affordable. The oven is equipped with a temperature sensor that allows the cooking procedure to be closely followed by transmitting real-time data via Bluetooth. The social aspect of the project is also innovative: through a mobile that connects a number of solar-powered cookers, it is possible to get information on cooking methods and times, and share recipes and tips with other users.

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## **Honorable mentions**

### **Autosatmover**

Pallet strage system  
Designer: Iriam Bettera Design  
Client: Automha

### **Bar Sharing**

Modular deck bar  
Designer: Giorgio Di Tullio  
with Dipartimento R&D IFI  
Client: IFI

### **Communication and interior design system**

Designer: Fragile Corporate Identity Care  
Client: Coop Italia

### **Cucinoteca**

Multifunctional retail space  
Designer: Simone Subissati Architects  
with Alice Cerigioni  
Client: Red Legno

### **Digital storytelling Alce Nero**

Brand image  
Designer: Giunti Progetti Educativi  
with LCD  
Client: Alce Nero

### **Flexy**

Space-saving grater  
Designer: Ely Rozenberg  
Client: Viceversa

### **Fresco**

Freezing and cooking home system  
Designer: Carlo Gaino  
Client: Irinox

### **Madre Pane**

Bread stamp line  
Designer: Roberto Sironi  
Client: Roberto Sironi

### **Podium Coffee**

Packaging  
Designer: James Kim / Podium  
Client: Podium

### **Shockino - Mix Experience**

Chocolate  
Designer: Officina Quack! di Piergiorgio Carozza e Gabriele Cossu  
Client: D'Abate

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### **Stampatelle**

Workshop

Designer: Kuno Prey, Mariagiovanna Di Iorio

with Markus Fischnaller, Robert Mössler, Valentin Riegler, Christian Stufferin,  
Roland Werber (Libera Università di Bolzano, Facoltà di Design e Arti)

Committente / Client: Libera Università di Bolzano, Facoltà di Design e Arti

### **Start Up**

Bundle deck bar

Designer: Giorgio Di Tullio, Raffaele Gerardi

with Dipartimento R&D IFI

Produttore / Client: IFI

### **Thermaline**

Professional kitchen

Designer: Electrolux Group Design\_Professional Sector, Michele Cadamuro  
(Design Director)

Client: Electrolux Professional

### **Tierra Virgen**

Short film

Director: Giovanni Aloï

with Sofia Cavazzoni

Client: Alce Nero

### **Villagepump**

Water pump

Designer: Rob van Opdorp Industrial Designs

con / with Dick van Dijk, Ferdinand ter Heide, Piet Hein van der Heijden / The Steel  
Company, Wim Minderhout, Sabic, Joost de Waard / KplusV, Valerie Chang / High  
Well Technologies, Frank van Heusden / Pentair

Client: Villagepump

### **Zero**

Home device for water treatment

Designer: Odoardo Fioravanti

Client: think:water

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