



ADI ASSOCIAZIONE  
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INDUSTRIALE

PRESS

## Sport – Performance and Innovation: the winners

**Design for professional and amateur sport:  
the Awards ceremonies for the second edition of the ADI Compasso  
d'Oro International Award in Milan and Hangzhou**

The awards ceremony for the eleven winners of the second edition of the ADI Compasso d'Oro International Award will take place in Milan and at the China Industrial Design Association in Hangzhou, China. This award extends the quality criteria of Italian design as exemplified by the Compasso d'Oro to the rest of the world.

The theme of the 2017 edition was **Sport - Performance and Innovation**. *"It seemed to us to be the right moment for reflecting on the potential changes brought about by this privileged sector"* explains ADI President **Luciano Galimberti**. *"This reflection has seen experts from different disciplines working together with a design methodology that is capable of translating and synthesizing knowledge and knowhow that are often quite distant. All the players in this sector are witnesses to a common denominator in that sport now permeates the daily lives of all of us. It is no longer an activity for professionals and top level competitions but something available to everyone which really does see human beings at the heart of a design for freedom and peace."*

79 products and services were selected from the candidates received from a number of countries around the world along with an honourable mention and a significant number of Chinese designers and producers. The jurors who chose them, awarding 10 with the International Compasso d'Oro and one with the ADI Young Start-Up Award, are experts in the design world and professionals in the playing and organizing of sport.

They were the designers **Makio Hasuike**, chairman of the jury, **Edgardo Angelini**, **Lu Xiaobo**, Dean of the Tsinghua University of Art and Design in Beijing, journalists **Jacopo Giliberto** (*Il Sole 24 Ore*) and **Umberto Zapelloni** (deputy editor of the *Gazzetta dello Sport*), **Carlton Myers** (winner of the 1999 European Basketball Championship with the National Italian Basketball Team) and **Diego Nepi Molineris**, Marketing and Development Director of CONI, the Italian National Olympic Committee.

The **ADI Young Start-Up Award** is particularly important since this section is dedicated to projects designed for the world of sport by young designers on the threshold of their careers: the winner will receive the sum of €20,000 with which to establish a start-up for implementing their design.

The second edition of the ADI Compasso d'Oro International Award was produced with the support of the Lombardy Region: *"Design in Lombardy"* says **Mauro Parolini**, Councillor responsible for Economic Development *"is one of the most important economic sectors in terms of number of jobs and added product value but it is also synonymous with an excellence that is recognized worldwide for its innovation and quality. In order to develop this heritage the Lombardy Region is promoting a number of integrated measures designed to foster innovation, digitization, youth training and the cross-fertilization between different sectors and business network development. It is supporting this important international award precisely because its international flavour represents an opportunity to promote design as one of the most attractive features of our region."*

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This edition has enjoyed the patronage of the Ministry of Foreign Affairs and International Cooperation, the Ministry of Economic Development, the Lazio Region, the Milan Metropolitan City and the Milan City Council, CONI, Cumulus (the International Association of Design Education Schools ), POLI.design, the Design Department of the Milan Polytechnic, Confindustria Lombardia and the *Gazzetta dello Sport* while the technical partner was the Cordenons Group.

Overall image coordination of the event and the graphic design of the catalogue (edited by ADIper and available on the [adi-design.org](http://adi-design.org) website) was by **Laura Fiaschi** / [gumdesign](http://gumdesign). The videos were produced for the occasion by **Luigi Coppola** / [Bizcuit](http://Bizcuit). and the photos by [ilmaestroemargherita.com](http://ilmaestroemargherita.com).

## **SPORT – PERFORMANCE AND INNOVATION** **ADI Compasso d'Oro International Award 2017**

### **Milan**

*1<sup>st</sup> December 2017, 17.30*

*Leonardo da Vinci National Museum of Science and Technology, Sala delle Colonne  
via San Vittore 21*

### **Hangzhou**

*5<sup>th</sup> December 2017, 09.00*

*China Industrial Design Institute, Building 7  
No.2988 Moganshan Road, Hangzhou, China*

The press kit can be downloaded at <http://bit.ly/2zHz0jf>

*Milan, 1<sup>st</sup> December 2017*

# **SPORT – PERFORMANCE AND INNOVATION**

## **The winners and the Jury reports**

### **ADI COMPASSO D'ORO INTERNATIONAL AWARD**

#### **BIKE TROLLEY**

Company: Sentier

Design: Andrea Signoretto

##### *Jury report*

The idea appears simple but this solution shows that numerous different elements have been looked at and interpreted resulting in a design that presents a new way of resolving the problem of bike carry, or carrying objects on a bicycle. This creative and effective way of reducing the disadvantages of outdoor activities such as cycle-touring represents an innovative solution that improves and facilitates the transporting of luggage, both while travelling by bicycle and while using other means of transport. The benefits include the fact that it can be attached to any type of bicycle without the need for modifications and it offers considerable storage capacity as well as extreme ease and speed in the transformation from trolley to trailer using efficient hook-and-drop solutions without the need for special tools. Nobody sells suitcases without wheels nowadays: is this the future of bicycle backpacks?

#### **BOLIDE TT**

Company: Cicli Pinarello

Design: Cicli Pinarello

##### *Jury report*

The name says it all. It's the Pro Tour's lightest time-trial bike. Its aesthetics are a happy synthesis of the design's functional requirements: reduction in weight, structural strength and aerodynamics. The fluent and enveloping formal language has been consistently applied with attention to detail by integrating every component of the bike such as brakes and cables with apparent simplicity and this can be seen in particular in the ability with which aesthetics have been combined with high level technical expertise in the use of materials and the study of aerodynamic resistance. The bicycle has been made even lighter and stiffer and thanks to the attention to ergonomics and hence the bond between the bicycle and the rider, the power of the athlete is effectively transmitted through the correct balance of the overall combination.

#### **CAMPING ULTRALIGHT BED**

Company: KingCamp

Design: Hong Zhiping

##### *Jury report*

A reinterpretation of a camping classic with the intelligent use of contemporary materials. Easy assembly and attention to functional requirements and comfort, such as light weight and reduced friction noise make the product innovative and right up to date. It is inspired by Design for All, with a layout that highlights its simplicity and lightness with discretion and a sense of utility without drawing attention to itself. Sometimes a great

idea can be simple – four tubes and a piece of fabric: a lightweight and easily portable camp bed.

## **CAMPSTOVE 2**

Company: BioLite

Design: Anton Ljunggren, Tim Connelly, Mindy Abbruzzi

### *Jury report:*

Every camper's dream: it heats food and gives warmth and at the same time provides light or a recharge for electronic devices. Energy everywhere is the BioLite mission and it finds its maximum expression in this innovative high-efficiency, wood-burning camping stove that comes complete with smoke reduction system. The simple design, characterized by flexibility and ease of use, also offers a number of valuable solutions such as low environmental impact and energy efficiency using thermal power to produce the electricity needed to recharge lamps and phones: a stove that produces heat and generates electricity. It is a surprisingly functional object that can also be used in emergency situations.

## **DAHU – HADES**

Company: DAHU Sports Company

Design: DAHU Sports Company

### *Jury report*

Ski boots are traditionally uncomfortable yet this one goes against the grain without losing its primary function of keeping the foot in contact with the ski. It succeeds in re-inventing a product that has not seen substantial innovations for a long time, putting the comfort and convenience of the skier at the heart of the design while maintaining high performance. The ability to separate the boot from the ski in a few seconds has already been developed in the past, but the value of this design is the clear interpretation of two different uses while maintaining the external structure yet making it lighter. The result is a major contribution to the expression of a new language and a wake-up call for the whole industry.

## **OLYMPIC OPENING CEREMONY – RIO 2016**

Company: Rio 2016

Design: Marco Balich – CC 2016

### *Jury report*

The 2016 Olympic Ceremony was a landmark in the history of significant staged events. Magnificent yet with a minimal use of resources, creativity and emotion, it was the successful answer to the challenge of condensing the spirit of Brazil into a few hours with a limited budget, resulting in a top quality spectacle that never descended into banality, a memorable presentation equal to the importance of the event. Condensing a whole country like Brazil into a few hours of ceremony was a considerable achievement, being able to do so and thrilling spectators during the process as well was brilliant.

## **PRO-ARMOR**

Company: Dainese

Designer: Dainese

### *Jury report*

Little ideas that can save elbows, knees, backs and lives, thanks to the attention paid to the safety of people in general and motorcyclists in particular. The Pro-Armor protection system features a technical and expressive design inspired by fractal geometry and the variable design pattern distributes either flexibility or rigidity where it is needed, keeping the inserts light and breathable. The result is a painstakingly precise design for 'invisible' objects that are concealed inside sportswear. Apart from the stylistic expression which is typical of current sporting language, the quality of the solution presents the possibility of extending its functional and expressive use to other sports equipment.

### **SKILLMILL**

Company: Technogym

Design: Technogym Design Center

### *Jury report:*

More than just running and above all without electricity. Aimed at both the professional sportsman and also the weekend athlete and having the advantage of an innovative and appealing design, this is an entirely manually operated piece of equipment. It offers the possibility of full body training sessions since it combines innovation, ergonomics and ease of use for sports training by developing the athlete's power, strength, speed and agility.

### **TARTA EMYS**

Company: Tarta Design

Design: Marco Galante – Tarta Design

### *Jury report:*

An intelligent back support to help those confined to wheelchairs engage in sporting activities. It offers a solution that increases physical performance but above all provides moral support for the handicapped user and has the merit of putting the focus of the design on the ergonomic answer to problems of seating and back support for people with motor difficulties. It improves freedom of movement and wicking of perspiration and at the same time offers a high level aesthetic solution that takes into account a category of user that is too often overlooked.

### **VIBRAM FUROSHIKI**

Company: Vibram

Design: Vibram

### *Jury report*

A shoe that envelops the foot and offers protection while giving the feeling of being completely free: you don't put your foot into the shoe, rather you wrap the shoe around your foot so that it adapts to the shape of the foot while keeping it safe but leaving it unrestricted and easily fits feet of different sizes and dimensions. Comfort and freedom of movement are two of the strengths of the product, but the production process is also innovative in that the co-moulding of the rubber with the upper fabric creates a continuous surface, a 'wrap-around sole'. The decorative and colour patterns are also remarkable and the whole product anticipates design trends not just for footwear but many other applications in general.

## **ADI YOUNG START-UP AWARD**

### **TRITONE**

School: Politecnico di Milano

Design: Gao Changyue, Guo Jiani

#### *Jury report*

Anyone who does swimming training knows how boring it can be in the pool. This design goes beyond the swimming caps currently in use today by offering both entertainment and information about the physical condition of the swimmer at the same time, integrating scientific concepts related to health and athletic performance. Tritone combines the functions of a heart rate monitor and a music player swimming cap to make pool workouts enjoyable and less boring, monitoring the swimmer's vital signs in real time. The design of IoT products is the new frontier of design: giving meaning to new products that exist in a complex physical and digital ecosystem.