



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALI E
PRESS

ADI Design Index 2018: the surprises of innovation

The preselection for the next ADI Compasso d'Oro has been confirmed as severe and also inspired by the criteria used to determine real innovation both in technologies and in attention to users.

746 products presented, 172 selected: the ADI Design Index 2018 confirms the criterion of promoting quality that indicates ADI's choice of the best examples of Italian design.

The objects, available on the market since 2017, have as always been selected by the ADI Permanent Design Observatory, a group of over 100 experts (researchers, specialized journalists and designers) who work all year round to identify the best of new products throughout the whole of Italy and, through applying the filter of quality, present them as examples of good practice in design and production.

The selection presents the best results from design for living, a traditional strong point of Italian design (29 products including home furnishing and lighting products, ceramic coatings, heating and bathroom equipment and home appliances but also safety and home automation systems) and results from the design for the person category (17 products, intended for use in leisure time and in sport – helmets and saddles for bicycles, child seats, jewellery – but also for use in professional activities – diving masks, football boots and clothes with surprising performances).

There is no shortage of vehicles (cars, scooters and electric motorcycles, boats and technological systems for the control and management of vehicles) and products for work (from office furniture to refrigerated display cases for shops), and as is now customary, there are examples of design for services (terminals and software for the digital payment of purchases in stores), social design (initiatives to combat African desertification along with the creation of skills and professional activities in less developed countries) and food design. The panorama is completed with the 23 best projects created by students from Italian design schools which will compete for the Targa Giovani or Youth Section Award.

The exhibition, which opens in October in Milan and in November in Rome (exhibition design by Gianluigi Landoni), is a summary of the surprises that the creativity of designers and producers bring to our everyday lives. It gives the business world, professionals and the general public a complete overview of what design means today for Made in Italy while waiting for the next edition of ADI Design Index to apply the same strict selection criteria to international production in a special section.

The second issue of the ADIDESIGN tabloid, available in Italian and English and free at the exhibition, gives all visitors the opportunity to get to know the most important themes of the design world in greater detail as well as presenting the activities that ADI carries out in Italy and around the world in order to further spread the quality of products and services.

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The graphics for the 2018 ADI Design Index catalogue, which includes all the selected products, are by Alessandro Barison and Alessandro Fasolo (design management) and Massimiliano Piazza and Manuel Babolin (graphic design).

The Press kit can be downloaded at:

<http://bit.ly/index-2018>



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The catalogue edited by ADIper and featuring all the selected products can be purchased on the ADI website at:

<http://bit.ly/2OgkDu0>



ADI DESIGN INDEX 2018

Leonardo da Vinci National Museum of Science and Technology

via San Vittore 21, Milan

Inauguration: Monday 15th October 2018, 18.00

Open to the public from Tuesday 16th October

to Sunday 21st October 2018

Opening times: 09.30 – 17.00; Saturday and holidays: 09.30 - 18.30

Casa dell'Architettura

Piazza Manfredo Fanti 47, Rome

Inauguration: Tuesday 20th November 2018, 18.00

Open to the public from Wednesday 21st November to Wednesday 5th December 2018, 10.00 – 18.00

adi-design.org
adidesignindex.com



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