



ADI ASSOCIAZIONE
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PRESS

Design helps to heal

The winners of the competition promoted by ADI with the AIRC Lombardy Committee: objects and services to improve human relationships in the therapeutic environment

On January 16th Milan's Acquario Civico was the venue for the presentation of awards to the winners of the first edition of the **Il design aiuta a guarire/Design helps to heal** competition by ADI and the AIRC Lombardy Committee. The competition focused on the design of products, product systems, services, social intervention and communication initiatives aimed at improving relationships between patients and their loved ones within the therapeutic environment, and more generally the interpersonal relationships in the particular context of disease and treatment.

The award was given to the **DICA30TREE** project by **Ada Garombo** and **Martina Bonan**: a portable drip-feed device created especially for young patients: "It is designed to make both the hospitalization and the use of drugs via the drip less distressing" explain the authors. "The classic IV trolley is replaced by a small tree with wheels. Its function is that of the classic IV drip pole but with a design that is more suitable for children who with the help of nurses can have fun decorating their tree with different accessories in the shape of fruit or animals." This was the jury's verdict: "*A delightfully cheerful object that reinterprets a mechanical function frequently used in all hospitals in a very user-friendly way while also being an object that goes in the direction of the humanization of health facilities by making them more familiar and friendly*".

In addition two Special Mentions were awarded. One went to the **FIANCO** project by **Davide Andracco**, an accessory that allows you to walk beside the patient's wheelchair instead of behind it ("*For its simplicity and ease of production and its human relationship that positively impacts the patient and assistant/family*") while the other went to the **INSIDE_SHARE YOUR EMOTIONS** by **Ismaele Maranzan** and **Davide Bortolin**: an electronic sphere that promotes the emotional communication of the little patient through light and games ("*For the technological interest that clearly associates the relationship between the child and the world that surrounds it, creating a playful environment while being a non-invasive object for children*").

The jury was formed by Prof. **Federico Caligaris Cappio**, Scientific Director at AIRC, Dr. **Vanesa Gregorc**, head of lung cancer oncology at the San Raffaele Hospital in Milan and the designers **Ambrogio Rossari** and **Gianni Arduini** (president of the jury) for ADI.

The awards were presented by **Cristina Tajani**, Councillor for Labour Policies, Production Activities, Trade and Human Resources, Fashion and Design, Milan City Council; **Paola Negroni**, Director of U.O. Territorial Marketing Fashion and Design, Directorate-General for Tourism, Territorial Marketing and Fashion, Lombardy Region; **Bona Borromeo**, president of the AIRC Lombardy Committee and **Luciano Galimberti**, president of ADI.

The same event saw a preview of the characteristics of the next edition of Love Design 2019: the **Il design aiuta a guarire/Design helps to heal** competition is in fact biennial and will alternate with the traditional appointment that for eight years now has seen Italian design companies offer their products to help fund cancer research. The two initiatives together are designed to broaden and provide a sense of continuity in

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the relationship between the world of Italian design and support for AIRC's research work.

The press kit can be downloaded [here](http://bit.ly/ILDESIGNAIUTAAGUARIRE)
(<http://bit.ly/ILDESIGNAIUTAAGUARIRE>)



Milan, 16th January 2019

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