



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

PRESS

The ADI elections: moving towards the ADI Design Museum

The ADI elections in Milan on 30th June 2020 saw the principal roles filled with a change in the Governing Council and the re-election of **Luciano Galimberti as President-**

ADI members unanimously reconfirmed **Luciano Galimberti** as President, together with a Governing Council that includes **Umberto Cabini** (vice president and candidate for the presidency of the ADI Collection Compasso d'Oro Foundation), **Antonella Andriani** (vice president), **Marco Predari** (treasurer), **Marika Aakesson**, **Vincenzo Castellana**, **Adriana Cruciatti**, **Perla Gianni Falvo** and **Carlo Malerba**. Of the nine members, three hold the office of presidents of an ADI territorial delegation, confirming the significance of contributions from all over the country. The reconfirmation of the organisational roles within ADI, which valid for the next three years, falls at a delicate moment this year, due not only to the pandemic, but above all due to the complex gestation process that the association is involved with around the creation of the ADI Design Museum. The elections of the Governing Council were held during a regular elective assembly in the museum's headquarters, which is now ready to welcome the historical Compasso d'Oro collection.

The fact that there was only one list of candidates indicates not a lack of competition but rather proof of responsibility, comments Galimberti: "This is a positive sign of thriving vitality. All our members have been working hard, even during lockdown to establish this new venture that will open to the public by the end of this year. They have demonstrated their faith in the direction that has inspired ADI's actions so far. The aim is to complete this project, without further postponing a result that is dear to everyone, and which ADI is bound to respect in terms not only of the community but also the city and the entire country."

The programme for the next three years has been inspired by three basic principles: Development, Sustainability, Responsibility. This is the starting point of the association's initiatives related to the ADI Design Index and

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the Compasso d'Oro, created as always thanks to the partnership of ADI members from all over Italy through the 13 ADI territorial delegations, but also through relationships with schools, which the new Governing Council intends to expand internationally, as well as the partnership with Confindustria and Confcommercio Professioni.

Together with the in-depth development of a design certification procedure, preparations are also under way for a biennial conference designed to take stock of the state of design, together with a permanent Round Table. This will focus on Italian design and promote constructive debates with the participation of all those involved.

98 members were present with 228 proxies from other members, giving a total of 326 voters. The meeting, held in accordance with normal regulations, approved the 2019 final budget and the 2020 budget, and confirmed the Accounting Control Body for the three-year period 2020-2022 and the new association regulation. In addition to the Governing Council, the new coordination committees of the different Departments (Designers, Companies, General, Distribution and services) and the new Arbitrators were also elected.

Milan, 30th June 2020

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The governing Council elected on 30th June 2020

Luciano Galimberti, President

Together with Rolando Borsato, in 1985 he founded the BG + design studio with the aim of overcoming the traditional individual character of professional studios through applying the concept of Design Thinking. He creates solutions for interiors, architecture, communication, exhibition design and objects and services related to digital technologies. For four years he was part of the ADI Lombardy Regional Delegation Steering Committee, following projects for the Design Memorandum 2.0 and the ADI/Lombardy Region agreement to enhance and promote design. He was elected President of ADI for the first time in 2014 and reconfirmed in 2017.

Umberto Cabini, vice President

An entrepreneur who has been running Cabini & Co since 1974, the family business established in 1961. In 1980 he founded ICAS, "Industria Cassetti", a world leader in the production of drawer systems for pharmacies, opticians and shop equipment. In 2000 he founded Flyplast, in the plastic moulding sector and since 2004 he has been a partner in Contract srl. He has been President of Small and Medium Businesses in the province of Cremona and President of the Industrial Association in the same province. Since 2014 he has been President of the Banca Cremasca Credito Cooperativo Executive Committee and since 2015 he has been on the Cremona Fiere Board of Directors. He has been President of the ADI Compasso d'Oro Collection since 2017.

Antonella Andriani, vice president

A designer, writer and teacher who from 1989 to 2002 worked as a Project Manager in companies in the financial sector. Then as a freelancer, she worked on the definition of design oriented strategic programmes, from product design to communication. She is a member of the ADI Lombardy Steering Committee and the Visual design - Design for Communication Theme-based Commission of the ADI Permanent Design Observatory. Since 2009 she has been a professor at the Academy of Fine Arts in Verona, where since 2015 she has managed the Department of Design and Applied Arts. Since 2005 she has been teaching on the Communication Design degree course at the Politecnico di Milano.

Marco Predari, treasurer

A graduate in Architecture with a thesis on workplace evolution, he has been involved in the design of office spaces since 1978. After various professional experiences in Italy and abroad, in 1998 he became first a partner, then a member of Universal Selecta, going on to become President in 2017. Together with the company he has developed significant projects in Italy, China and Iran. He has also held a number of institutional positions in the business world (AIMB Monza, Confidi, UNI), including the presidency of As-sufficio (FederlegnoArredo) from 2013 to 2017. Since 2018 he has been a member of the Coordination Committee of the ADI Business Department.

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Marika Aakesson, advisory member

A graduate in design from the Sapienza University in Rome, she is involved with Product Design and among other things, has created medical design articles along with objects for furniture and lighting and social design projects. She is coordinator of the IED Rome Product Design courses and has long been active in ADI where she is part of the Lazio Regional Commission for the Permanent Design Observatory and has been president of ADI Lazio since 2018.

Vincenzo Castellana, advisory member

As an architect, he deals with Industrial Design, Interior Design, architecture, graphics and communication. In 2011 he was Visiting Professor at the Politecnico di Milano. He is a professor and member of the Academic Council of the Abadir Academy of Catania and since 2019 he has taught on the Master in Design Management at the IULM University of Milan. In December 2008 along with Vanni Pasca he was among the founders of the ADI Sicily Regional Delegation. From 2014 to 2016 he was a member of the Coordinating Committee of the General Department and is currently part of the ADI Food Design Thematic Commission.

Adriana Cruciatti, advisory member

After graduating in Foreign Languages and Literature at the University of Udine, she worked in the field of event organization and was then Project Manager at Nota until 1997. As a journalist, in 1998 she founded the CALT Public Relations company in Udine, working in Italy and abroad on planning and programming, integrated communication plans, creating publications and managing social media and newsletters. She has also organized conferences for institutions and companies in particular in the interiors, lifestyle and luxury tourism sectors. Since 2017 she has been President of ADI Friuli Venezia Giulia.

Perla Gianni Falvo, advisory member

After studying scenography at the Academy of Fine Arts in Florence, she worked on multimedia technologies at Rai and devoted herself to the study of perceptual phenomena through Feng Shui and the oriental disciplines of meditation. Active in the cultural heritage sector through set-up and multimedia communication projects for exhibitions and museums, including *Chamera di percezione Raffaello* (2014, Premio dei Premi 2015), and *Cavalcata nel tempo fino allo splendore dell'epifania interiore* for the Chapel of the Magi in the Palazzo Medici Riccardi in Florence (ADI Design Index 2015). She has been president of ADI Toscana since 2015.

Carlo Malerba, advisory member

An architect who started his career in the late 1970s with coordinated corporate image projects. He then specialised in the design of commercial offices and image-based services and Exhibition Design at an international level. In 1985 he founded the Carma-Design studio, a group of designers who combined their professionalism according to the client's needs, positively cross-pollinating graphics, communication and industrial design architecture. He taught architectural design at the Turin Faculty of Architecture

(2002-2003) and has been a lecturer at the Master Exhibition Idea at the Politecnico di Milano since 2007.

ADI DEPARTMENTAL COORDINATION COMMITTEES

Design/designer Department

Antonella Andriani

Federico Delrosso

Andrea Jandoli

Ambrogio Rossari

Davide Vercelli

Business/Corporate Department

Sergio Buttiglieri – Sanlorenzo

Franco Caimi – Caimi Brevetti

Mario Fedriga – Technogym

Peter Hefti – Molteni&Co.

Gianfranco Tonti – IFI

General Department

Carlo Branzaglia

Simona Finessi

Carlo Martino

Antonella Minetto

Marina Parente

Distribution and Services Department

Patrizia Di Costanzo

Marzio D'Emilio

Maurizio Galbiati

Filippo Giambelli – Action Group

Francesco Subioli

COLLEGE OF ARBITRATORS

Gianni Arduini

Lorenzo Biglia

Mauro Afro Borella

Angelo Cortesi

Makio Hasuike