



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

PRESS

XXVI ADI Compasso d'Oro. The winners

This historic edition sees the opening of the new ADI Design Museum spaces to the public for the first time ever in a newly christened Milan square proudly bearing the name of the Compasso d'Oro

For the first time in history, the award ceremony of the most important Italian design recognition will be held in a venue dedicated exclusively to the Compasso d'Oro. Also for the first time, the general public will be able to visit the exhibition in the new spaces of the ADI Design Museum which will open in December 2020.

This creation of a brand new reference point for design has been underlined by the new name given to the square in front of the museum entrance which was officially named the **Piazza del Compasso d'Oro** by **Filippo Del Corno**, Milan City Council spokesman for culture on the same day as the award ceremony.

The 18 Compasso d'Oro awards assigned by the international jury chaired by **Denis Santachiara** and including **Luca Bressan, Virginio Briatore, Jin Kuramoto** and **Päivi Tahkokallio** have been joined by 9 Compasso d'Oro career awards, 3 Compasso d'Oro International career awards and, a significant new feature of this edition, **3 Compasso d'Oro Product career awards**. These have been assigned to objects whose design has guaranteed not only success but also extraordinary longevity: designed for decades, they are all still happily in production.

This innovation is entirely in line with the keywords of this edition, namely **development, sustainability and responsibility**. *"The very recent viral emergency has shown how our world is deeply interconnected",* explains ADI President **Luciano Galimberti**. *"These are therefore three priorities which can no longer be addressed individually. On the contrary, they represent a uniquely complex system in which the reasons for development must be measured against those of sustainability and extended responsibility far beyond the boundaries of a pragmatism which tends to make the truth conveniently coincide with utility."*

As **Umberto Cabini**, President of the ADI Compasso d'Oro Collection Foundation puts it *"The award ceremony and the exhibition of the XXVI ADI Compasso d'Oro have both been conceived within the context of this turning point – it is now a consolidated objective but still open to the future. The renovated building of the ADI Compasso d'Oro Design Museum which is now open to the public for this edition of the award is not only a significant symbol of the history of Italian culture, but also a solid example of the task for which we are preparing: spreading and raising awareness of the values of design to the general public."*

To underline the new material and ethical roots of the Compasso d'Oro, which is the hallmark of this edition, the exhibition also includes an installation with 18 new trees (one for each winner) which will be planted to mark the occasion. At the end of the event they will become part of the *ForestaMi* urban forestry project promoted by the Lombardy Region, the Metropolitan Council and the City of Milan, whose goal for 2030 is to enrich the green urban heritage with over 3 million new trees and plants.

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The exhibition is open free of charge until September 16th accompanied by a catalogue in Italian and English published by ADIper and featuring contributions from **Lorenzo Angeloni**, Director General of the Country Promotion System at the Ministry of Foreign Af-



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fairs and International Cooperation; **Margherita Guccione**, Director General of Contemporary Creativity at the Ministry for Cultural Heritage, Activities and Tourism; **Lara Magoni**, Councillor for Tourism, Territorial Marketing and Fashion, Lombardy Region; **Cristina Tajani**, Councillor for Employment Policies, Manufacturing Activities, Commerce, Fashion and Design at the Milan Municipal Council; **Antonio Calabrò**, Vice President of Assolombarda and President of Museimpresa; **Luciano Galimberti**, President of ADI and **Umberto Cabini**, President of the ADI Compasso d'Oro Collection Foundation.

The catalogue is on sale online at the ADI website at: https://bit.ly/XXVI_CdO_CATALOGO.

The XXVI edition of the ADI Compasso d'Oro is sponsored by the Ministry of Foreign Affairs and International Cooperation, the Ministry of Economic Development, the Ministry for Cultural Heritage, Activities and Tourism, the Lombardy Region, the Metropolitan City of Milan, the Milan Municipal Council, Confindustria Lombardia and FederlegnoArredo.

The technical sponsors of the event are [Consorzio di Tutela della DOC Prosecco](#), [PromoTurismoFvg Friuli Venezia Giulia](#), [Consorzio del Prosciutto di San Daniele](#), [Consorzio per la tutela del formaggio Montasio](#), [Consorzio di Tutela della Mozzarella di Bufala Campana DOP](#), [illycaffè](#).

Milan, 9th September 2020

XXVI ADI Compasso d'Oro

Awards ceremony

9th September 2020, 11.30

Exhibition TAKING ROOT

9th – 16th September 2020, from 11am to 8pm

Entrance free of charge

ADI Design Museum - Compasso d'Oro, via Ceresio 7, Milano

This press release can be downloaded together with the event press kit by going [to](#):

<https://bit.ly/XXVI-CdO>



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COMPASSO D'ORO AWARDS

Products and jury decisions

Aero

Company: Momodesign

Design: Paolo Cattaneo, Klaus Fiorino - Momodesign

Product type: personal accessories

"The visor sits flush with the shell and generates a fluid and aerodynamic aesthetic."

AK/25

Company: Aboutwater (Boffi and Fantini)

Design: Kim Paik Sun

Product type: sanitary ware and bathroom accessories

"A solid structure, an elegant, severe and unexpected design, the result of constructive dialogue between two Italian companies and an oriental designer."

Arrangements

Company: Flos

Design: Michael Anastassiades

Product type: lighting system

"A choreography of minimalism, geometry and technology, it is a perfect interpretation of LEDs and their transformation into emotion."

Brand Identity Le Gallerie degli Uffizi

Company: Gallerie degli Uffizi

Design: Carmi e Ubertis Milano

Product type: corporate identity

"Synthesis of values and identities condensed into a symbolic monogram. Simplicity and uniqueness guarantee recognition and discourage imitations."

Chakra

Company: Universal Selecta

Design: Eugenio Pasta - R&D Universal Selecta

Product type: office furniture and accessories

"Advanced thermal and acoustic protection system, with elegance and transparency that separates without excluding."

D-Heart

Company: D-Heart

Design: Design Group Italia

Product type: medical and hospital equipment

"Medical technology made familiar and transposed into daily life. Completely user friendly while allowing the patient to be followed from a distance."

E-Lounge

Company: Repower

Designer: Antonio Lanzillo & Partners

Product type: street furniture

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“A new type of product able to combine different design aspects: digital, sharing economy, neighbourhood culture, urban furniture and connection. A company that interprets the spirit of the times through design.”

Enel X Juicepole/Juicebox

Company: Enel X

Design: Defne Koz, Marco Susani - Koz Susani Design

Product type: charging station for electric vehicles

“In a discreet and non-invasive way, it introduces a useful and innovative example of technology such as electric recharging into the everyday life of the urban landscape.”

Eutopia

Company: Gomez Paz Design & Crafted

Design: Francisco Gomez Paz

Product type: furniture and accessories for the home

“In addition to the product's design, its design process is also interesting; made in Argentina with simple and renewable natural local materials.”

Ferrari Monza SP1

Company: Ferrari

Design: Flavio Manzoni - Ferrari Design

Product type: car

“The ability to project into the future by treasuring memory while not falling into vintage.”

Food for soul

Company: Food for soul

Design: Food for soul

Product type: social campaign

“It unites two worlds that are normally kept at a distance, namely the world of need and the world of art. The body is nourished while avoiding waste and the aesthetics comfort the spirit.”

Formula E Caliper

Company: Brembo

Design: Brembo

Product type: car components

“Less pollution and more efficiency, combined with accurate design finally result in a braking system designed for electric cars.”

Hannes

Company: IIT Istituto Italiano di Tecnologia, INAIL Centro Protesi

Design: Lorenzo De Bartolomeis, Gabriele Diamanti, Filippo Poli - Ddpstudio

Product type: prostheses and tools for the elderly

“Design proves to be an indispensable tool in helping people in difficulty rediscover their future. Technology and aesthetics come together to help overcome psychological distress and physical shortcomings.”

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Il mare a Milano

Company: Sanlorenzo

Design: NEO [Narrative Environments Operas]

Product type: exhibition

“Recognition of the Italian ability to express the immersive landscape/digital landscape with poetic visions and artistic references.”

Outcut

Company: Outcut

Design: Rocco Carrieri, Pietro Carrieri

Product type: boat

“Able to cross the sea without owning it, its light weight, user-friendly technology and flexibility facilitates transport and also allows those with moderate means to enjoy an innovative nautical experience.”

Pieces of Venice

Company: Pieces of Venice – Benefit Company

Design: Luciano Marson

Product type: recycling of discarded materials

“In the midst of the abuse and banality of contemporary souvenirs, this is a design based around material and cultural reclamation which conveys identity, history, irony and authenticity.”

Rua

Company: TM Italia

Design: Ruadelpapavero

Product type: kitchen system

“The use of a technological innovation – a single ceramic material for the worktop and hob – results in a neat and clear-cut aesthetic surprise.”

Spazio

Company: Falmec

Design: Francesco Lucchese – Lucchesedesign Studio

Product type: furniture and accessories for the home

“Surprising in its simplicity and a harmonious cross between formal cleanliness, economic accessibility and sobriety.”

COMPASSO D'ORO CAREER AWARDS

Jury decisions

Rossella Bertolazzi

"Preferring the substance of things and shunning the limelight, she has been able to make a significant contribution to the diffusion, critical development and teaching of design culture and visual communication throughout Italy. By turns grumpy and charming she has a constantly combative character which has allowed her to always aim for innovation and the good of her students."

Gilda Bojardi

"A point of reference for information about the ever expanding world of design, capable of anticipating complex phenomena through a view of contemporary life that is never banal or ideological, and maintaining critical positions that are as constructive as they are original, she has known how to interpret the transformations of the publishing sector through the fundamental contribution made by the creation and implementation of distribution methods and widened participation in events that, thanks to her visions, have reached international dimensions."

Marco Ferreri

"Elegance of gesture along with coherence, courage and lucidity are the hallmarks of all his design activity. This elegance is based on a methodology acquired thanks to intimate relationships with the great masters of Italian design and far from the excesses of communication. It is an elegance capable of listening to the unexpressed, and perhaps inexpressible, deeper and more intimate instances of a man who, in his complexity, wants to remain himself."

Carlo Forcolini

"A multifaceted figure in the world of design as a designer, entrepreneur, trainer, manager and communicator, his career has always stood out for its civic commitment. His artistic training prompted him to explore design as the apogee of technical and expressive experiences on a journey that has produced memorable objects, developed over time entirely through the companies he has founded or through his relationships with historical Italian design brands. A generosity that is as disinterested as it is disenchanted distinguishes his relationship with the future young Turks of design who, thanks to his commitment as a trainer at an international level, are allowed to deal in a non-stereotyped way with an increasingly disparate and complex profession."

Carlo Molteni, Piero Molteni

"A virtuous example of an approach that is constantly new but which has never sacrificed the essential values of continuity and responsibility that are the hallmarks of the family. This journey has contributed to the establishment and growth of a production model that over the years has become world-famous for its quality and reliability and its ability to create and develop a genuine Made in Italy design culture. This courageous and constantly discreet journey has resulted in a solid corporate culture aimed towards the future, in a daily process of testing that is conducted step by step with consistency and determination."

Anty Pansera

"An original take on the world of design, based on training linked to classical culture and the history of art criticism, has allowed her to create original and essential texts through which to understand the Made in Italy phenomenon in its broadest sense. This underta-

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king has never been dogmatic but rather always committed to preaching the gospel of design culture in a wide range of professional areas, including that of teaching as well as that of presenting it through a number of memorable exhibitions.”

Vanni Pasca Raymondi

“He represents an essential link between architecture and design, two disciplines which as part of a constant academic undertaking are regularly compared and integrated in order to provide a vision that goes beyond the usual disciplinary approach, as well as giving a complex view of modern civic design through his extensive writings.”

Eugenio Perazza

“A somewhat volcanic personality, he has been able to apply the best of design culture in an area more generally devoted to the canons of tradition, overcoming skepticism and conformism with respect to new methodologies, new technologies and new experiences, and using design culture in its entirety. In his choices he has always paid special attention to the enhancement of local experiences while constantly stimulating international comparison without falling into the trap of nostalgia and provincial notions.”

Nanda Vigo

“Throughout Vigo’s career the relationship between light and space has been the backdrop for a constant quest for dynamic and harmonic balance. Art, architecture and design come together in an interdisciplinary vision that over time has become more and more aware of its commitment to safeguarding the environment and fragile cultures. A constantly coherent activity, capable of giving substance to the discipline through poetic projects endowed with ‘heavy lightness’.”

COMPASSO D'ORO INTERNATIONAL CAREER AWARDS**Jury Decisions****Emilio Ambasz**

“An early standard bearer for the relationship between buildings and greenery, he has created authentic 'living' manifestos dedicated to a culture for sustainable development. He has explored the relationships between this cultural model and design processes with unusual poetry, courageously anticipating issues that are of urgent relevance today in terms of manufacturing responsibility. A dedicated popularizer of design culture, he has passionately supported the dissemination of the best in Made in Italy design throughout the rest of the world.”

Nasir Kassamali, Nargis Kassamali

“A progression of continuous evolution, capable of innovating the distribution model through the insertion of culture and passion, transforming the traditional concept of *store* into a place of experience and awareness for a wider audience rather than just for a small *élite*. A point of reference and enhancement for Made in Italy design culture on the international scene.”

Jasper Morrison

“He knows how to look at the world where others simply see. His has been a journey through designs for product types that have often been very distant from each other, which he has developed in the down-to-earth world of everyday work, far from self-referential and self-exalting rhetoric.”

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COMPASSO D'ORO PRODUCT CAREER AWARDS**Jury decisions****Arco**

Design: Pier Giacomo Castiglioni e Achille Castiglioni (1962)

Company: Flos

“Typological innovation in the lighting sector, over time it has become an icon for Italian design worldwide.”

Nathalie

Design: Vico Magistretti (1978)

Company: Flou

“Typological innovation in the fabric bedding sector, it has come to represent the classic example of functionality combined with poetry.”

Sacco

Design: Piero Gatti, Cesare Paolini, Franco Teodoro (1968)

Company: Zanotta

“Typological innovation in the upholstery sector, over time it has come to represent freedom and a breaking away from conventional styles of use”

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TARGA GIOVANI - AWARDS

Casco 4.0

University: LABA Libera Accademia di Belle Arti

Student: Pietro Gnali

Supervisor: Andrea Gallina

Product type: undergraduate thesis

Sil-O-Safe

University: Politecnico di Milano, Scuola del design

Student: Caterina Castiglioni

Supervisors: Mario Bisson, Stefania Palmieri

Product type: undergraduate thesis

Tetraodon: ricerca, progettazione e sviluppo di un sistema di protezione individuale

per le valanghe bio-ispirato a specie marine

University: Università degli Studi di Camerino

Student: Gianmarco Gatti

Supervisor: Lucia Pietroni

Product type: undergraduate thesis

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