



ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE  
PRESS

## ADI Design index 2020

**For the first time ever the exhibition of the best examples of Italian design will be held in the new ADI Design Museum in Milan.**

The ADI Design Index in the new ADI headquarters: in an exhibition that has been long postponed due to the Covid-19 emergency and which will be open until June 20<sup>th</sup>, the spaces of the ADI Design Museum are home to the 2020 edition of the review of the best Italian design products. The inauguration saw the participation of **Lara Magoni**, Lombardy Region Councillor for Tourism, Marketing, Fashion, and **Renato Galliano**, Director of Urban Economics and Labour, Milan Municipal Council, with **Luciano Galimberti**, President of ADI, **Antonella Andriani**, Vice President of ADI, and **Francesco Zurlo**, Final Selection Committee, ADI Permanent Design Observatory.

The exhibition presents a significant part of the products selected by the ADI Design Permanent Observatory (207 out of 521 candidates) together with 32 projects in the Targa Giovani (Youth Section) category, created by students at university design schools and selected from 283 applications.

As always the selection has focused particularly on quality as identified by the keywords in the [Design Memorandum 2.0](#), the design manifesto promoted by ADI in 2013. These include intelligence, competence and rigour but also aspirations to the common good and beauty. The constant objective, and never more so than today, is sustainable and responsible development.

Among the products presented and alongside the 46 intended for the home (furniture and lighting), the 21 social design initiatives (the most recently introduced category in the Index) stand out. There is also a large number of products for mobility and work (18 in each category), communication products (17) and service design (16). The presence of research is also significant, proving the continuity of the commitment of designers and companies to innovation: 12 theoretical essays and publishing initiatives, and 11 examples of applied research aimed at businesses.

This is a positive panorama, distributed with varying characteristics along the whole of Italy's 1,300 kilometres. Through expanding its culture in numerous Italian regions, Design is changing the characteristics of production and manufacturing and has ample space for growth at its disposal. In particular, in the sectors described as "the 4 A's of Italian manufacturing excellence" (Automazione, Abbigliamento, Arredo, Alimentari [Automation, Clothing, Furniture, Food]), the instruments of design promise to significantly improve business growth.

*"It is essential not only to indicate the highest points of quality in no uncertain terms, but also the yardstick by which this quality is measured"* underlines ADI President **Luciano Galimberti**. *"In sporting disciplines, the quality of athletes is clearly measured in terms of heights and lengths exceeded, speed achieved,*

Ufficio stampa

Press office

[press@adi-design.org](mailto:press@adi-design.org)

T +39 342 5028969



ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE  
PRESS

resistance etc... whereas the measurement of the quality of design requires more overall attention, a sensitivity to related or peripheral factors which in the medium and long term, can have an effect on everyday life with startling consequences.” There is no shortage of important new instruments with which to spread this awareness of the value of design ever more widely.

*"The recently inaugurated ADI Design Museum in Milan was created for the general public" comments **Umberto Cabini**, president of the ADI Compasso d'Oro Collection Foundation. "We have embarked on a delicate path that follows a different direction to the promotional messages that still characterize the common perception of design today. We must communicate by respecting the coexistence of invention and market, and reflection and promotion, all of which are deeply entrenched in the DNA of design."*

The 2020 ADI Design Index is supported by the Ministry of Foreign Affairs and International Cooperation, the Lazio Region, the Lombardy Region, the Metropolitan City of Milan, the Municipality of Milan, FederlegnoArredo and Confindustria Lombardia. The exhibition will move to Rome from 28<sup>th</sup> June to 2<sup>nd</sup> July at the Casa dell'Architettura - Acquario Romano, Piazza Manfredo Fanti 47.

The 2020 ADI Design Index catalogue can be purchased from the ADI website at [bit.ly/INDEX-2020-CATALOGO](http://bit.ly/INDEX-2020-CATALOGO)

Download the Press Kit [here](http://bit.ly/INDEX-2020-PRESS-KIT)  
[bit.ly/INDEX-2020-PRESS-KIT](http://bit.ly/INDEX-2020-PRESS-KIT)



#### **ADI Design Index 2020**

ADI Design Museum - Compasso d'Oro  
piazza Compasso d'Oro 1, Milan  
Entrance from via Ceresio 7 and piazzale del Cimitero Monumentale

**Direct streaming of the presentation:** 3<sup>rd</sup> June 2021, 16.30

Available on the [adi-design.org](http://adi-design.org) site and Facebook ([@adiassodesign](https://www.facebook.com/adiassodesign)) and Youtube ([ADI Associazione per il disegno industriale](http://ADI Associazione per il disegno industriale)) platforms

**Opening times for the public:** 3<sup>rd</sup> June, 17.30 - 20.00

#### **Visits in person:**

4<sup>th</sup> – 20<sup>th</sup> June 2021, 10.30 - 20.00, free admission, closed on Monday

**According to the health regulations in force access by the public may be staggered.**

Milan, 3<sup>rd</sup> June 2021

Ufficio stampa

Press office

[press@adi-design.org](mailto:press@adi-design.org)

T +39 342 5028969



[adi-design.org](http://adi-design.org)



[@adiassodesign](https://www.facebook.com/adiassodesign)



ADI Associazione per il Disegno Industriale