



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE
PRESS

ADI Design Index 2020

**The dialogue between Design and the general public
kicks off again with quality: the 2020 ADI Design Index exhibition
at the Casa dell'Architettura in Rome**

The 2020 edition of the ADI Design Index, the review of the best products in Italian design which has been long postponed due to the COVID-19 emergency, will finally be opened in Rome at the Casa dell'Architettura - Acquario Romano, in an exhibition that will be open until 2nd July.

The following will take part in the event: **Gian Paolo Manzella**, an expert in industrial policies and former Undersecretary at the Ministry of Economic Development; **Marta Leonori**, Regional Council of Lazio; **Anna Rita Fioroni**, President of Confcommercio Professioni and **Francesco Aymonino**, Rome and Province Order of Architects, Planners, Landscape Architects and Conservators. With them will be the ADI president **Luciano Galimberti**, the president of ADI Lazio **Marika Aakesson**, **Carlo Martino** and **Marco Pietrosante** of the Permanent Design Observatory Scientific Committee, **Dario Curatolo**, ADI support for institutional relations.

The exhibition includes a significant number of the products selected by the ADI Permanent Design Observatory including 207 out of the 521 presented plus 32 projects for the Targa Giovani section by students at University Design Schools which were selected from 283 applications.

The selection is always particularly focused on quality as expressed by the keywords of the [Design Memorandum 2.0](#), the design manifesto promoted by ADI in 2013. These include intelligence, competence and rigour but also the aspiration to beauty and the common good. As always and above all today, the goal is sustainable and responsible development.

Among the products, the 21 social design initiatives (the most recently introduced category in the Index) stand out alongside the 46 designs for the home (furniture and lighting). Products for furniture and work (18 for each category), communication products (17) and service design (16) are particularly numerous. The presence of research is also significant, proving proof of the continuity of commitment to innovation by designers and companies: 12 theoretical essays and publishing initiatives and 11 examples of corporate applied research.

This is a highly positive panorama, featuring different characteristics throughout the 1,300 kilometres of the peninsula. Expanding its culture in numerous Italian regions, design is changing the face of manufacturing and can boast a fertile area for expansion. In particular, in the sectors described as "the 4 A's of Italian manufacturing excellence" (Automazione, Abbigliamento, Arredo, Alimentari [Automation, Clothing, Furniture, Food]), the tools offered by design promise to significantly improve corporate growth.

Ufficio stampa

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The opening of the exhibition in Rome will provide two significant moments of interest. The first is the presenting of **Lazio Region Excellence in Design Awards** to designers and companies that stand out particularly at a regional level for having made design a strategic development factor. This is followed by the presenting of the **ADI Design Index 2020 Innovation Award** to three of the designers and producers selected in this edition by ADI for the **Top Award**, the event established by the Cotec Foundation by permission of the President of the Republic Italian as a recognition of innovation in all manufacturing and production sectors.

"It is essential not only to clearly indicate the highest points of quality, but also the yardstick by which this quality is measured" underlined **Luciano Galimberti**, president of ADI. *"In sporting disciplines, the quality of athletes is incontrovertibly measured in heights and lengths exceeded, speed achieved, resistance etc ... But the measurement of the quality of design requires more global attention, a sensitivity to related or peripheral factors which in the medium and long term can affect daily reality with dramatic consequences."*

There is no shortage of important new tools with which to spread this awareness of the value of design ever more widely. As **Umberto Cabini**, president of the ADI Compasso d'Oro Collection Foundation commented: *"The recently inaugurated ADI Design Museum in Milan was created to interact with the general public. We have embarked on a delicate path which is very different from the promotional messages that still characterize the common perception of design today. We must communicate by respecting the coexistence of invention and market and of reflection and promotion, all of which are deeply intertwined in the DNA of design."*

During the opening period of the exhibition, the Order of Architects of Rome is organizing a conferences at the Casa dell'Architettura, entitled **Hanno scritto di Roma**. It takes place on **1st July from 14.30 to 19.00** and focuses on the current debate regarding the future of the capital on the occasion of the 150th anniversary of its establishment and speakers include **Francesco Aymonino, Domenico De Masi, Walter Tocci** and **Francesco Rutelli**.

The 2020 ADI Design Index is sponsored by the Ministry of Foreign Affairs and International Cooperation as well as the Lazio Region, the Lombardy Region, the Metropolitan City of Milan, the Municipality of Milan, FederlegnoArredo and Confindustria Lombardia.



You can buy the catalogue for the 2020 ADI Design Index [on the ADI website](http://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)



ADI Design Index 2020

*Casa dell'Architettura - Acquario Romano
Piazza Manfredo Fanti 47, Roma*

Presentation in direct streaming: 28th June 2021 at 17.00

adidesign-org

Facebook: @adiassodesign

Youtube: ADI Associazione per il disegno industriale

Visits in person:

29th June – 2nd July 2021, from 10.00 to 18.00

***In line with current health regulations
public access may be staggered.***

Rome, 28th June 2021

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