



ADI ASSOCIAZIONE
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THE ADI DESIGN INDEX IN ROME

The 2021 edition of the ADI Design Index which completes the pre-selection of design products for the next Compasso d'Oro is now at Rome's Confindustria headquarters.

The Rome exhibition at the Confindustria headquarters in EUR is now open and will be presenting the 2021 edition of the ADI Design Index to a public of design enthusiasts and businesses alike, featuring the best in Italian design as selected by the ADI Permanent Design Observatory. With products from the 2020 edition, celebrated last June due to the health emergency, the preselection for the next Compasso d'Oro - the XXVII, which will take place in 2022 - is now complete.

The inauguration on November 18th sees the presence of **Umberto Cabini**, President of the ADI Compasso d'Oro Collection Foundation, the ADI Vice President **Antonella Andriani** and the President of ADI Lazio **Marika Aakesson**, along with President of the Lazio Region **Nicola Zingaretti**, Councillor for Culture of the City of Rome **Miguel Gotor**, Vice-President of Confindustria **Alberto Marengi**, and **Marco Pietrosante** from the Scientific Coordination Committee of the ADI Design Permanent Observatory. The Rome event is also an opportunity for the presentation of the **2021 ADI Design Index Innovation Awards** and the awards for **Design Excellence in Lazio**, with **Adriana Cruciatti** of the ADI Steering Committee leading the presentation.

*"Creativity is now a cornerstone of the economy and industrial policy," says **Nicola Zingaretti**. "In Europe and around the world there is more and more talk of 'creative industries' and their value in terms of contribution to growth, employment and quality of development. Lazio is in the front line: Symbola data tells us that Lazio generates added value of 15.5 billion euros and employs 212,000 people. Precisely for this reason, we were among the first administrations in Italy to believe in it: with the Lazio Creativo programme - born from the experience of Provincia Creativa - we have been helping the creative enterprises of our region since 2013: with calls for tenders, meetings, training, events. Today, however, we are at a turning point: there is a law being discussed in the Regional Council and we will give our full support to its approval; there are resources from the PNRR and Structural Funds to help SMEs in the sector to be born and grow; there are international experiences to which we look to bring more and more creativity and design in businesses and public administration. In order to have more competitive products and a public administration that is more attentive to citizens: this is a crucial road for the future of Lazio."*

*"It is with great pleasure that we host today in Confindustria the ADI meeting dedicated to the Innovation Award - ADI Design Index 2021," says Confindustria Vice President **Alberto Marengi**. "This association, which represents and brings together the protagonists of Italian design, takes on even greater relevance thanks to the ADI Design Museum in Milan, which houses the collection of the oldest and most prestigious design award in the world, the Compasso d'Oro. Italy is extremely rich in terms of industrial and technological capabilities, which in many cases find in art a synthesis of tradition, innovation*

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and creativity. Design is made up of all this, and is an extraordinary means of communicating our industrial supremacy. The joint task of the business system, the state authorities and ADI is and must be to protect this heritage, promote it and enhance it. As proof of this desire to protect industrial design, from today, Confindustria will host the ADI Design Index 2021 exhibition, the initiative that tells the story of the more than 230 Italian products selected for the Compasso d'Oro award."

"This exhibition presents the flowering of Italian design, and we know that design is at the heart of our national creativity," said **Miguel Gotor**. "As a new administration, we would like to give significant space to design and creativity, with the creation of a department called 'Creative Rome' that is specifically dedicated to planning investments in this field, with economic and cultural expertise. We will also expand our relations with the Regione Lazio to build a system of incentives for cultural entrepreneurship, especially among young people, with the creation of start-ups dedicated to this crucial field."

The three keywords of the 2021 edition are *People, Planet, Prosperity*, adopted by the G20 Culture, which met in Rome last July. These three words have a particular significance for design: "*The word **People** forces us to look towards the awareness of a broad vision of civilised, dignified and far-sighted coexistence*" comments ADI president **Luciano Galimberti**. "***Planet** suggests a reflection on the transition to green economies, for a man-nature relationship where man is an equal and not a priority factor, while given that only a world freed from the anxieties of subsistence can afford to look at and create the best that life offers us, **Prosperity** translates for us into an invitation to encourage technological updating.*"

The selected products – 233 out of the 1,017 applications presented, plus 28 projects by the students selected in the Targa Giovani (Youth) section – are divided as usual into various thematic areas. Alongside the traditional sections such as *Design for living* (48 selected products), there are particularly numerous entries in the *Design of materials and technological systems* category (24), *Corporate Research* (17) and *Theoretical Research* (17 including studies and published volumes), all of which testify to the vitality of innovation found in the ideas and concrete solutions presented by Italian design.

The exhibition presenting a goodly part of these products is open at the EUR Auditorium della Tecnica until November 22, 2021 and represents a solid statement of recovery: "*Today we can begin to breathe again, we have new tools and we will use them with all the enthusiasm we have*" underlines **Umberto Cabini**. "*The pandemic has left us with a valuable and increased awareness of the importance of dialogue with our public*".

The 2021 ADI Design Index is sponsored 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.

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The catalogue of the 2020 ADI Design Index edition can be purchased on the ADI website at: bit.ly/INDEX-2021-catalogue



The Press kit can be downloaded here:
bit.ly/INDEX-2021-PRESS-KIT-2



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2021 ADI Design Index

18th - 22nd November 2021

Auditorium della Tecnica
viale Umberto Tupini 65, Rome

Presentation in direct streaming: 18th November 2021 at 13.00 on the adi-design.org site and the Facebook (@adiassodesign) and Youtube (ADI Associazione per il disegno industriale) pages

Open to the public: 18th November from 15.00 to 20.00

Visits in person: 19th - 22nd November 2021 from 10.30 to 20.00 in compliance with current health rules: Green Pass, mask, social distancing between visitors

Rome, 18th November 2021



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