



2021 ADI Design Index Innovation Award

The Auditorium della Tecnica in Rome was the setting for the presentation of awards to designers and companies recommended by ADI for the next Top Awards edition.

The 2021 ADI Design Index Innovation Awards were presented at Confindustria's Rome headquarters on November 18th to the three winning designers and producers of objects that stand out for their level of innovation.

The award ceremony was part of the Rome presentation of the 2021 ADI Design Index, the pre-selection for the biennial Compasso d'Oro design award. It was held in the presence of the Lazio Region President **Nicola Zingaretti**, the Vice President of Confindustria **Alberto Marengi**, and the Roma Capitale Councillor for Culture **Miguel Gotor**.

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The three winners of the ADI Design Index 2021 Innovation Award were selected by the ADI Steering Committee, assisted by the ADI Permanent Design Observatory Final Selection Commission. They come from different industrial and service sectors and the reasons for the awards highlight their ability to improve not only the quality of life of their users, but also the efficiency of the manufacturing and production processes from which they were developed as well as the development of the companies that are putting them on the market.

The three products will be put forward by ADI to compete for the National Award for Innovation "Top Award", a form of recognition established in 2008 with the blessing of the President of the Italian Republic. The COTEC Foundation presents these awards annually to products/services selected from national level competitions in the industry, public administration, service and tertiary sectors as well as universities, with the aim of highlighting the innovative capacity of these sectors and thereby helping to foster the growth of innovation culture in Italy.

Download the Innovation Award - ADI Design Index 2021 press kit from bit.ly/PREMIO_INNOVAZIONE_INDEX_2021



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Innovation Award - ADI Design Index 2021

The winners

KitMe

Design: Design Group Italia

Company: IntendiMe

A kit that allows people with hearing problems to feel independent, free and safe at home, in the office and on holiday. It is composed of a series of universal sensors applied directly to the source of sound and a smartwatch that vibrates and sends out a signal and lights up in real time, indicating on the display the source detected by the sensors. Simple and portable, it can be customised and reconfigured by smartphone. Deliberately distant from the biomedical world, it adopts simple forms, in harmony with the person and the space in which it is installed. Not necessarily dependent on a constant Internet or smartphone connection, the devices' communication is long-distance. Customer service is accessible via chat and video chat in sign language.

REASON: *“ Innovation that promotes the social inclusion of vulnerable groups through a focus on improving the sense of security and independence within spaces.”*

Revive

Design: Francesco Della Monica

Company: BrainSigns spinoff of La Sapienza University

Device for reading the instinctive response to marketing and communication stimuli (ADV, web apps, social media, products, packaging), comfortable, easy to use and attentive to aesthetics. It includes an amplifier of EEG brain signals and software for their recording and rapid calculation of indicators such as attention, cognitive engagement, appreciation. An application for direct assessment of instinctive response based on brain response, combining comfort and wearability with signal quality and reliability typical of medical equipment.

REASON: *“ Innovation capable of combining emotions and rules, opening up new application scenarios to be explored.”*

Xpaper

Design: Lumson

Company: Lumson

An airless system (without the use of compressed air) for atomising cosmetic products. The cosmetic is contained in a small, deformable bag made of low-thickness plastic (thus using less material), which is placed in a recyclable cardboard container. The bag is deformable and reduces in volume with use, allowing more product to be dispensed compared to traditional systems: the residue is 5%. The container can be decorated with traditional and digital printing



technologies. Once the product has been used up, the dispensing system can be separated from the cardboard container for proper recycling of the different materials.

REASON: "*Innovation towards environmental sustainability in a high impact sector.*"

Rome, 18th November 2021

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