



ADI ASSOCIAZIONE
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PRESS

ADI Design Index 2023

A particularly significant edition, which adds important changes to the quality of the selections

As in previous years, the ADI Design Index exhibition opens in Milan (from 6th November) and Rome (from 27th November), offering a range of the best products and services from every sector of Italian design. This is a process that ADI carries out every year as pre-selection for the Compasso d'Oro award, the most authoritative in the sector.

However, together with that of 2022, this selection closes a particularly important cycle in that it is the preparation for the 28th edition of the Compasso d'Oro, which will be held in 2024 to mark the 70th anniversary of the setting-up of the award, created in 1954 from an idea by Gio Ponti and thanks to the support of Rinascente.

The new Scientific Committee will be presented at the exhibition's opening in Milan, the small group of experts that coordinates the selection work of the Permanent Design Observatory. The entire structure of the Observatory, which since 1999 has been diligently searching throughout Italy for the best in design in order to bring it to the attention of professionals and the general public, has been revised and renewed in view of the new cycle.

The new ADI Design Index logo will also be launched with a version more in line with the current function of the event and contemporary communication, replacing the one designed in 1999 by Bob Noorda.

These organizational and image innovations are steps forward which have been considered necessary following the opening of the ADI Design Museum in Milan in 2022. The museum has made the collection of all the products awarded with the Compasso d'Oro since 1954 available for direct consultation by researchers and more visible overall to the general public. As such, this leap in quality required new organizational solutions.

According to ADI President Luciano Galimberti, this necessary adaptation coincides with a typical trait that runs through the whole of Italian design. "It is the continuous modification of the contemporary through quality - a factor of awareness, confirmation and constant challenge, the true raw material of Italian design. Quality is no longer a final objective, but recognition of a method. It is the great underlying theme that has guided this ADI Design Index selection: one made possible by the enthusiasm and competence of an Association that also recognizes itself in this journey."

Quality will be the watchword of the 2023 edition of the ADI Design Index.

ADI Design Index 2023

6th - 19th November 2023

ADI Design Museum, Piazza Compasso d'Oro 1, Milan

27th November – 2nd December 2023

Spazio WeGil

Largo Ascianghi 5, Trastevere, Rome

Milan, 13th October 2023



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