



ADI ASSOCIAZIONE  
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PRESS

## **ADI launches the first Compasso d'Oro International Award.**

From 2015 the most authoritative Italian design award extends its selection of quality products worldwide. The first edition is dedicated to the food industry.

Since 1954 the ADI Compasso d'Oro has been selecting the best examples of Italian design. Now a new award, the **ADI Compasso d'Oro International Award**, has been added to it. Each edition will have a different theme: the first, which will take place in parallel with the Milan EXPO, has **Design for Food and Nutrition** as its theme and is dedicated to design as a tool for sustainable innovation and development (in the economic, social, environmental and cultural senses) of food production, distribution and visual communication systems and food consumption.

*"The Award's attention is focussed on design's capacity to improve and innovate products and production processes in every stage of the food production chain" explains Luciano Galimberti, ADI president, "from the production to the selling and consuming of food, while also taking into consideration information and education systems."*

An international jury will present awards to the best products, processes and services related to food, the most innovative tools and techniques regarding production, processing, preparation, displaying and selling of foodstuffs, the most effective methods for distribution and consumption, including distribution sites, marketing support and communication tools.

The Award also includes an international version of the Targa Giovani, (Youth Section) which is reserved for young designers undergoing training in design schools. To mark its first edition there is also a cash award of €30,000 which will be awarded to the best design created by students from University level schools who individually or in groups have developed designs for products or services, self-production or research on suggested topics. The reason behind the cash award is to facilitate design start-up projects.

Both physical and digital designs can be entered, created using either industrial or self-produced methods (even as one-off pieces, as long as they can be mass-produced), services and research. Products should be presented to the jury from the 20<sup>th</sup> October 2014 in accordance with the rules as laid out in the competition regulations and on the [adi-design.org](http://adi-design.org) site. The deadline for the applications is 28th February 2015. Prizes will be awarded in June 2015.

The historic Compasso d'Oro, dedicated to Italian design products, will continue to maintain its format and selection rules, but from now on will take place every two years and will alternate with the Award's International edition.

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