



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

PRESS

The ADI Compasso d'Oro International Award Design for Food and Nutrition Deadline: April 30th, 2015

The 1st edition of a great international competition where design is seen as a tool for the most effective methods for distribution and consumption, including distribution sites, marketing support and communication tools.

Applications for the 1st ADI Compasso d'Oro International award will be open until April 30th, 2015. The first edition will take place in parallel with the Milan EXPO, and has Design for Food and Nutrition as its theme.

"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 award 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 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.

The Award is an international spin-off of the the ADI Compasso d'Oro Award, the most influential award for Italian Design. It will have at each new edition a different theme since 1954.

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.

The deadline for the applications is 30th April 2015. Prizes will be awarded in October 2015.

Regulations and Application Form
<http://www.adi-design.org/compasso-d-oro-award.html>

Ufficio stampa:

**ALAM
PERCOMUNICARE**

via Bramante 9

20154 Milano

tel. +39 023491206

alam@alampercomunicare.it