



ADI ASSOCIAZIONE
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ADI Compasso d'Oro International Award 'Design for Food and Nutrition': Enrolment extended to 31st May 2015

The first edition of the international competition – dedicated by ADI to design as an innovative tool for food production, visual communication, food distribution and consumption systems – will be open throughout the initial EXPO period.

The deadline for submitting products for the first edition of the 2015 ADI Compasso d'Oro International Award has been set for the 31st May. This year the prestigious international design award has Design for Food and Nutrition as its theme.

"The proposals received so far" explains ADI President Luciano Galimberti "lead us to think that the opportunity for presenting projects should be extended to cover the initial opening stages of EXPO, in order to give maximum exposure to the context in which the first edition of the International Compasso d'Oro is going to take place".

Prizes will be awarded for the best products, processes and services related to food, tools and techniques used for the production, processing, preparation and sales of food, the most efficient methods for food distribution and consumption, including distribution locations, marketing support and communication tools according to category.

The award also includes an international edition of the Targa Giovani, reserved for young designers currently undergoing training in design schools. For the first edition there is a cash prize, awarded to the best design created by students in further education (university level). The ADI Compasso d'Oro International Award is now combined with the ADI Compasso d'Oro award, the traditional recognition that since 1954 has selected the best product examples of Italian design. Every edition will have a different theme.

An international jury will award prizes to the best products, processes and services relating to food, the most innovative tools and techniques used for food production, processing, preparation, sales and display, the most efficient methods for distribution and consumption including distribution locations, marketing support and communication tools.

Both physical and digital products can be entered, created either using industrial methods or self-made (also as one-offs, but only as long as they can also be mass-produced), as well as services and research studies.
The awards ceremony is planned for October.

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For regulations and registration forms, please go to
<http://www.adi-design.org/compasso-d-oro-award.html>