



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE
PRESS

ADI Design Index 2012 **a snapshot of Italian design today**

111 products have been chosen as representing the best from Italian designers and producers over the last year, together with 17 projects developed by students from the top Italian design schools and academies. As before, this edition is not limited to the printed page, but can be found on the Web at the [dedicated Index](#) site.

But *ADI Design Index 2012* is not concerned just with presenting excellent products. It also attempts to place them within the frame work of Italian design: a snapshot of a particularly difficult period, intended to offer a selection of possible tools for understanding its development and identifying some potential ways out of it.

This selection, the result as usual of the analyses carried out by the [ADI Permanent Design Observatory](#), demonstrates a different sense of balance when compared to the past: production typologies and sectors that were previously well represented have given way to other sectors and products. While adding figures, graphics and critical observations on the most interesting aspects of the future development of Italian design to the images and information sheets of the products, the book also adds to this review of quality an in-depth analysis of the reasons why this self-same quality can be depended upon to continue to impose itself.

The volume, published by ADI together with Corraini, has been edited by **Maria Cristina Tommasini**, and the [zup](#) studio graphic project has been designed in order to simplify consultation and present the selected products in the best way possible.

As per usual, the products published here will be entered for the XXIII Compasso d'Oro ADI competition, while those projects created in schools will be able to compete in the Young Design section of the contest.

ADI Design Index:
www.adidesignindex.com

Specialists of the ADI Permanent Design Observatory:
www.adi-design.org/l-osservatorio-permanente-del-design-adi.html

Ufficio stampa:

ALAM

per comunicare

via Bramante 9

I-20154 Milano

tel. +39 023491206

fax +39 023490928

alamsas@tuttopmi.it

ADI Design Index 2012
Milano-Mantova
ADI-Corraini, 2012, pp. 345, € 30

Milan, 02/10/2012