

ADI Design Index 2020:
the Italian Design value system

**The future
affects
us all**





Luciano Galimberti.
Ph. Martina Bonetti

“Let’s not look the other way”

02

Luciano Galimberti

ADI President

At the end of the XXVI edition of the Compasso d’Oro, held as a preview in September 2020 at the headquarters of the new ADI Design Museum, ADI announced its intention to give the theme of Responsible Sustainable Development to the award’s next edition. Thanks to the biennial analysis provided by the ADI Design Index, this issue will be examined at an international conference in order to understand and - we hope - share information that will be useful for building a better future together.

For far too long, the design system has increasingly shut itself away in a self-referential niche midway between marginalization and irrelevance with regard to the major issues that globalization - among other topics - has made evident. Convenience, superficiality, partiality and fear are dark and powerful forces that have been effective on far more occasions than has been stated in numerous manifestos or bombastic headlines. It is no longer either conceivable or possible to further postpone thoughts and actions.

In earlier and happier days Enzo Mari urged designers “not to look the other way”. Thirty years ago, with its Memorandum on design, ADI inaugurated a process of reflection that today has all the tangible features of a new sensitivity, partly on the part of governments but mostly on the part of those that it is increasingly simplistic to define as “consumers”.

This edition of the ADI Design Index is thus the first of the accompanying two-year journey to the Compasso d’Oro that will deal with a specific theme in a systematic way. An award like ours, which is institutional and not commercial, has the considerable responsibility of representing a scale of values that has to be obvious and understandable to the rest of the world. A mentioned or reported product or service thus becomes an integral and complete part of a system of excellence that now goes well beyond national borders.

Quality is inevitably more understandable when considered via a comparison. It is therefore necessary to indicate openly and beyond any shadow of doubt not only what the highest points of quality are, but also the yardstick by which this quality is measured. In sports, the quality of athletes is straightforward, usually measured in terms of heights and lengths exceeded, speed achieved, endurance reached etc. But any measurement of the quality of design requires more overall attention and a sensitivity to related or peripheral factors which in the medium and long term can affect daily reality with dramatic consequences. Several times

ADI has emphasized how design must act as part of a timescale that Brian Eno defined as “the long now” in which the consequences of our choices are projected onto those generations following us, both immediately and well beyond.

Too many mistakes have been made as the result of a lack of perspective on the part of those who had decision-making responsibility. Equally those choices have been accepted for too long with naive (and perhaps also guilty) condescension, in the misguided thinking that development problems can be solved by setting up a delegation of competent specialists who, like great athletes, are capable of incredible performance but, precisely because they are limited by the procedure necessary to obtain these results, are unable to frame them in an overall context that involves us all.

Creating and setting up an understandable and shared scale of measurement requires an in-depth knowledge of the related cultural, historical, technological, economic, social and political context. This is why it seemed natural to us to share these concerns with POLI.design, Symbola and Deloitte, and to contribute as a partner to the drawing-up of the Design Economy 2020 report. This was a significant experience in terms of method and results and one which not only allowed us to better understand our specific situation but above all to share new perspectives. A heartfelt thank you goes to them. We discovered how despite the fact that the traditional concentration of the design system takes place in the North of the country, this mapping acquires an ever greater impact throughout all of Italy, reiterating the idea that the whole 1,300 kilometres of the country is permeated by design. It also highlights how different it is to create design in Trentino compared to Sicily but also how, beyond the expressive languages, territorial idiosyncrasies and the various production chains, Italian design is nonetheless recognizable on account of its well-consolidated and introjected system of values.

We also understood how creativity is concentrated in Italy’s provincial capitals and how this scenario is changing during the health emergency that we are still experiencing today. This question opens up new scenarios for design with regard to the development of cities and their communities. These scenarios certainly require serious thought not just in terms of products but also the management of information and services for citizens.

Such a condition requires in-depth and non-rhetorical reflection in looking at the relationship between freedom and democracy.

The best Italian design has always had the ambition to create wealth, not just money. However, for this to be possible we must first of all establish horizons with meaning that can be considered as part of the international panorama, with courage and intellectual honesty. Seen from this viewpoint, the role of the new ADI Compasso d'Oro Design Museum will be fundamental: an experiential museum project, open to the discussion of major global issues and capable of asking questions before providing answers.

This is the first of the two selections that will accompany the XXVII edition of the Compasso d'Oro and thanks are due to those who made the selection of the ADI Design Index 2020 possible. About one hundred and fifty experts from different disciplines worked in coordination with the aim of giving us as wide ranging and comprehensive a snapshot as possible of Italian design in a very difficult year, with a design system that is dealing with a terrible pandemic.

Thanks go to the institutions that have supported and encouraged us, along with thanks to the ADI organisation which has grown and changed so much in the last year, as difficult as it has been exciting. But enormous and heartfelt thanks go above all to those ADI members who, despite the objective difficulties continue "not to look the other way".

2020 ADI Design Index Award for Innovation

Each year three of the products selected by the ADI Design Index are awarded for their particular qualities of innovation. On ADI's recommendation, a number of designers and manufacturers will receive the 2021 Best of the Best Award, an award for innovation promoted by the COTEC Foundation with the blessing of the President of the Italian Republic. Here are the winners of this edition with the reasons for the awards:



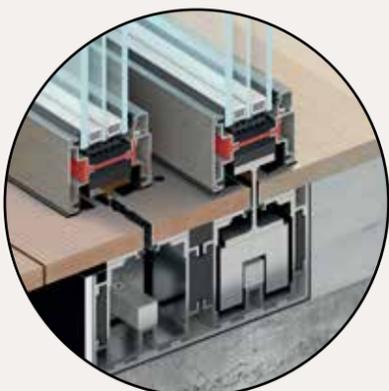
Alessandro Sartori: #UseThe Existing™,
per Ermenegildo Zegna

"Wide-ranging and far-reaching research for the clothing industry, which combines the reusing of natural and technical materials with attention to the circular economy and creates a bridge between fashion design and that of everyday objects, all working towards the common goal of sustainability."



Habits: Elastica,
per Martinelli Luce

"An exemplary lamp on account of its combination of fabric and lighting technologies which has created a typological revolution in one of the most popular fields of home design and transformed a domestic object into an unusual and versatile piece of furniture."



Secco Sistemi: ØG Zero Gravity,
per Secco Sistemi

"Thanks to passive magnetic levitation - proven but hitherto unused technology in furniture - the system effectively solves the problem of the weight inherent in door frames and allows them to move safely and comfortably while eliminating friction and noise."



Umberto Cabini.
Ph. Roberto de Riccardis

Museums as a platform for growth

03

Umberto Cabini

President of the ADI Compasso d'Oro Collection Foundation

The rooms and display areas of the ADI Design Museum are finally filled with objects and only the health emergency has delayed completion of the project. Today this legacy is solidly open to the public and available for everyone to attend every day in the new space in Piazza Compasso d'Oro. This delay was inevitable, yet it has allowed us to dedicate ourselves to the museum's fundamental task of the spreading of knowledge, something which is now more socially important than ever. Today museums are in permanent and constant contact with society and together with conservation and research, the spreading of knowledge also directly plunges a contemporary museum into the sometimes stormy currents of communication, media relations and social initiatives. The ADI Design Museum was created to inform the general public and already sends messages via its website (adidesignmuseum.org), its newsletter and its constantly open social channels ([#adidesignmuseum](https://www.instagram.com/adidesignmuseum)). We have embarked on a delicate path which sends out different promotional messages to those that still characterize the general public's perception of design today. We have to communicate by respecting the coexistence of invention and the market, and that particular reflection and promotion that is so deeply intertwined in design's DNA. Here the healthy development of the museum's delicate shoots is at stake: growth, whether of a tree or an organization, is an exercise in balance between economy and culture. The role that the ADI Design Museum will play depends on the correct approach between creation and production. For it to grow healthy, a tree must be nourished, protected from storms and, if necessary, pruned. This is already the focus of our work today. The stake is too precious: spreading knowledge correctly is the driving force behind our growth.



Designing development: like sailing in a storm

Marco Bonometti

President of Confindustria Lombardia

2020 was a dramatic year: one in which a violent storm raged all around the world. In addition to bringing great suffering and putting health systems under extreme stress, the wind of the pandemic also devastated the economy with a level of violence not seen since the last war as well as highlighting the many problems that have afflicted our country in general and Italian industry in particular for years.

The damage to our manufacturing systems is huge, and calculating the extent will be very difficult, so for this very reason we need to react hard and fast.

Italian companies are the first to be aware of this. They are currently using all their skills to resist, rethink and restart: in actual fact hundreds of businesses have not only modified and converted their products and facilities to meet changing market needs, but they have also implemented innovative and sustainable solutions, activities and processes.

The world is changing: we need to optimize production, achieve efficiencies, increase added value, improve customer service and be able to strengthen the role of companies within the new global value chains. Businesses need to reinvent themselves. But designing development means first of all having a vision, imagining ourselves as part of the future and being ready to adapt to the new megatrends that will affect the economy and our lives. Our production system is demonstrating this and it is therefore essential that it is assisted and supported along its journey of renewal so that it can be stronger when the emergency ends. Seen in this light, there are two main foundations on which to establish and build a solid base for the development of Italian businesses and defend their competitiveness in global markets. These are innovation and sustainability. Together with an unmistakable style, they embody what Italian design stands for, the extraordinary strength of our production fabric, a splendid representative of ingenuity and business culture and an essential magnet for capital and talents. A genuine Italian raw material which together with artistic and cultural beauty represents an outstanding and tremendously valuable legacy.

Businesses are therefore once again places where innovation is created and where opportunities for sustainable development are nurtured. In other words, they are the driving force by which society thrives and creates wealth. In the face of this vision, every individual economic, political and social player must come together in a joint effort to prepare our system for the challenges of tomorrow and ensure a future of growth. United we stand - united we win!



The home: a refuge or a machine for living? Covid as an element for change

Maria Porro

Assarredo President

Our experience of the home is universal, something that people all over the world share, yet every house is different from all the others because it is created by the people who live there: every house is unique. The flexibility of systems, the incredibly wide range of finishes and the different functional solutions have allowed Made in Italy design to constantly provide different and personalized answers to these demands, allowing our furniture and furnishings to enter the most diverse and distant homes in a harmonious encounter between different cultures and ways of life. So if it is true that every house is unique and different, and every item of furniture is therefore unique and different, there are values such as the quality of the place where we live that are communal and shared, and which during this difficult year we have been able to look from a new point of view. The quality of materials, processes, design, product and project has always been a common and constant value for our businesses, each characterized by a different family and entrepreneurial history but all linked by a profound passion for our profession and our roots.

The key symbols of our day and age are complexity and, as the latest health emergency is demonstrating as it puts us all to the test, the need to respond quickly to transformations with the ability to examine the horizon and see the opportunities within the inevitable changes. If more than ever today the world of the home is at the centre of our lives, becoming an emblem for refuge, protection and affection, Italian design can offer not only uniqueness and quality but also flexibility and rationality: an efficient machine for living where technology is at the forefront and every detail is the result of a continuous process of innovation and change, not least in terms of increasing environmental sustainability. Italian design is a virtuous manufacturing system and a model that focuses on quality and durability, the inherent constitutive DNA of our businesses and our association.



The dawn of a vast construction site

Domenico Sturabotti

Director of Symbola Fondazione per le Qualità Italiane

“For me, design means **changing the world.**”
Enzo Mari

After China, Europe and South Korea, Japan now joins the list of countries that have announced ambitious decarbonisation plans in order to keep global warming below 2° C. Achieving this goal will be no small undertaking. It will require in-depth systemic transformations that will affect everything “from the spoon to the city”. Insurance systems, the criteria with which credit is given, business models, value chains, mobility, cities and our lifestyles, all of these will change.

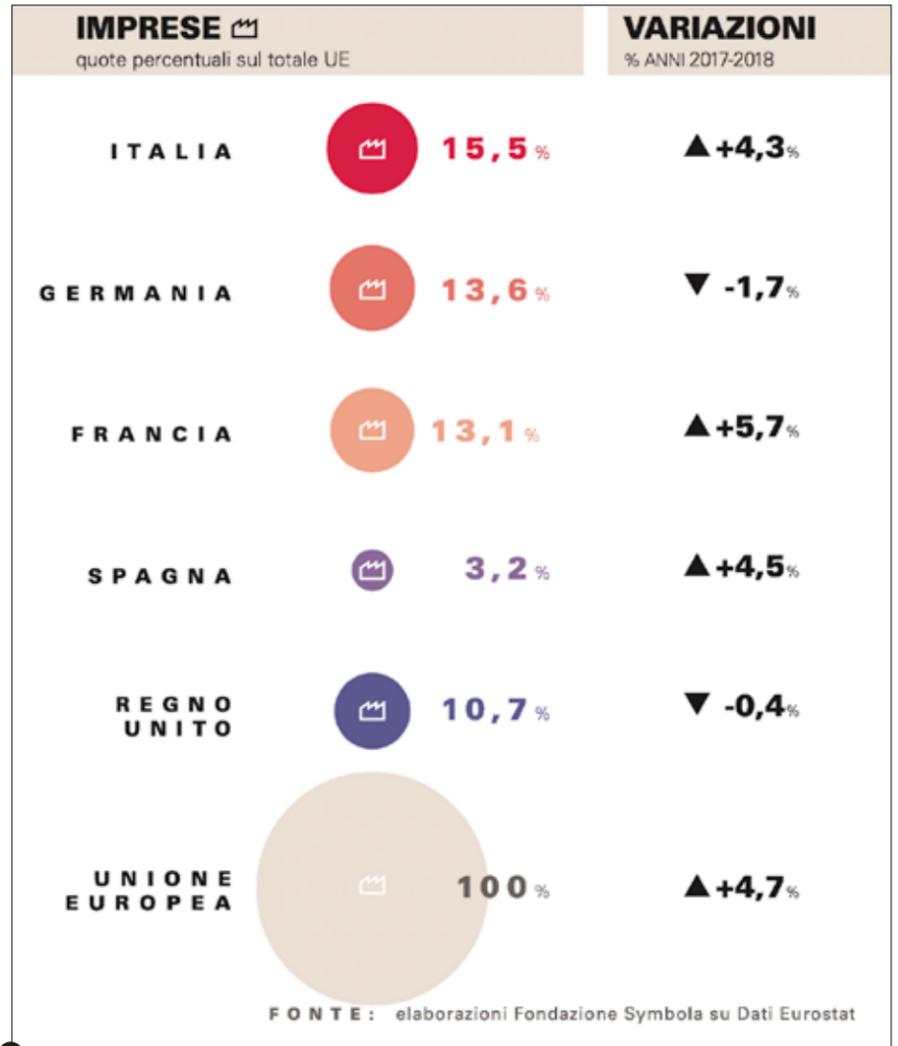
We are at the dawn, or on the threshold of a vast construction site in which Italy will have to participate right on the front line by fielding its creative talents. It will be an extraordinary training ground for a new generation of designers who will have the chance to accept and tackle this new challenge, enjoying the same responsibilities and opportunities that the great masters of design had in the years of the economic boom.

This challenge can help all those involved in the world of design to overcome the critical issues facing the sector and finally establish a system around this new mission.

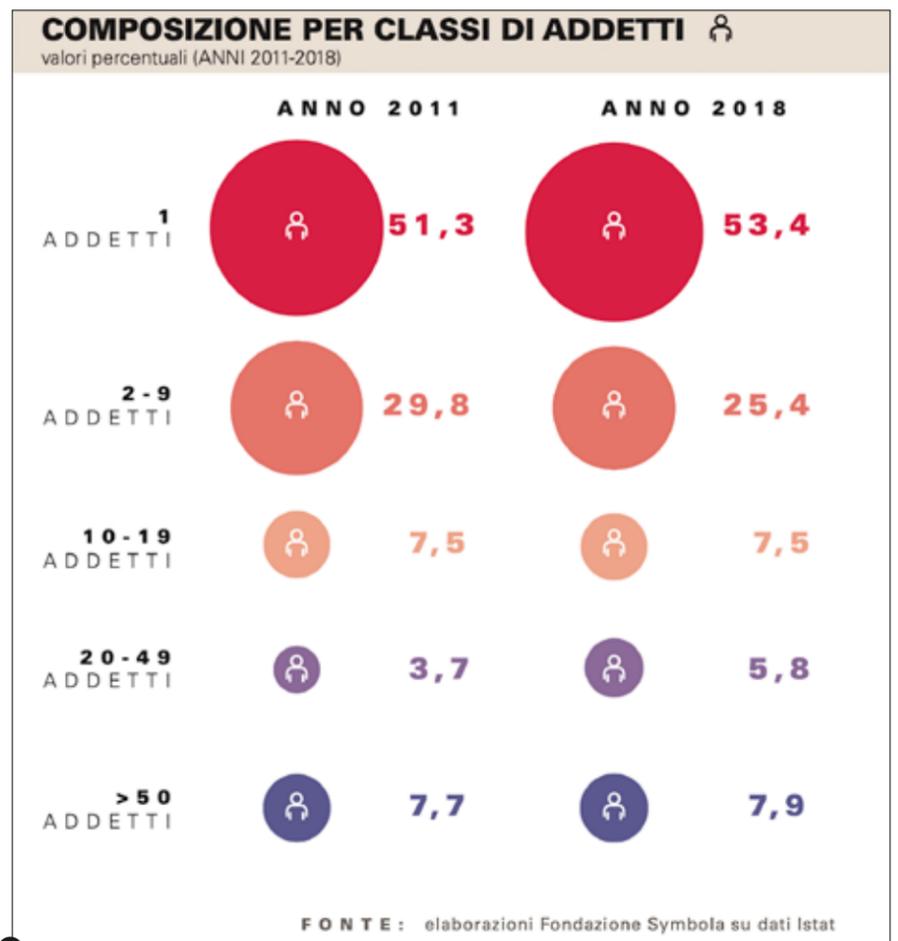
From looking at a list which includes the new ADI Compasso d’Oro Design Museum and the Triennale and which ranges from the network of business museums that dot the country and the network of schools and universities which each year train over eight thousand designers (this number increases by 7 per cent each year) to the over thirty thousand companies (30,867) surveyed in the recent Design Economy* report which generate wealth of more than €3 bn, and to which numerous service and manufacturing companies strongly dedicated to design can be added, the wealth and the potential of the system can quite clearly be seen. All this together could well become one of the country’s fundamental infrastructures aimed at accompanying the national production system in metabolizing the digital and environmental transition.

The conditions are there, so are the players. What more do we need? Courage, vision and above all the desire to change the world.

*Symbola Foundation, Deloitte, POLI.design, in collaboration with ADI, CUID and Comieco, *Design Economy*, 2020



Design in the leading European countries.



Italian Design companies and employees.



ADI REGIONS

1.300 kilometres of Made in Italy design

06

Design integrated into the production chain

Andrea Rovatti
ADI Lombardy Regional Delegation

The unforeseen situation relating to the pandemic is accelerating a process of attention to issues of sustainable development by both companies and institutions, even at a European level. Businesses in Lombardy clearly understand that design must be increasingly integrated into the production process chain with an approach that considers an analysis of a product's life cycle and its environmental footprint as a discriminating factor in the design phase. Designers are metabolizing their role as drivers in accompanying businesses on this virtuous path which as a counterpart, clearly sees an increase in a brand's perceived reputation by both the consumer and the marketplace.



From the sea to food

Fabio Filiberti
ADI Liguria Regional Delegation

Cruises are a fundamental element of the Ligurian regional economy. The reduction of emissions, the optimization of consumption and the management of waste with a view to reclamation are all attempts to counteract climate change and are elements that characterize the Costa Cruises corporate policy: Costa Smeralda, the first liquefied natural gas ship, is thought of as a travelling smart city. And let's not forget the 4GoodFood project related to the theme of the value of food and responsible consumption on board. In addition, the Liguria Region has given the green light to the electrification of the docks at the Cruise Terminals in Genoa and Savona.



A choice and a stimulus

Adriana Cruciatti
ADI Friuli Venezia Giulia Regional Delegation

The Friuli Venezia Giulia productive fabric has long been undergoing a significant transformation process, putting sustainability at the heart of new production methods and even before that, of responsible planning. Companies, designers, research centres and universities are all sharing the awareness that they can have a tangible effect on their environmental impact, quality of life and the future. There are numerous virtuous examples and investments in product and process innovation ranging from the wood-domestic system supply chain to machinery and smart health, and from chipboard panels made from 100 per cent recycled wood to green technology for steel production.



Design must be synonymous with sustainability

Marika Aakesson
ADI Lazio Regional Delegation

Today design must necessarily be integrated with sustainable development. There is no longer any space for projects created without the idea of becoming part of the circular economy and promoting a sustainable quality of life, and this is what emerges from the Lazio projects nominated for the ADI Design Index 2020. These projects were conceived before the pandemic and the current situation can only reinforce this trend. During this particular moment, in which the economic crisis has highlighted the various critical points of our society, such as environmental pollution, the loss of biodiversity and the gender gap, the feeling is that the design system in Lazio, from mobility to Food Design and from home furnishings to service design is reacting intelligently. This is supported by statistics which confirm that the combination of design and sustainability increases corporate turnover.



Reinforcing the central nature of the manufacturing system

Michele Gasperini
ADI Marche Abruzzo Molise Regional Delegation

Promote industrial research and technological innovation aimed at the development of new sustainable manufacturing solutions in terms of innovation and energy efficiency, reduce environmental emissions, reclaim and reuse by-products and waste and develop biocompatible production. These are the issues outlined by the European Commission for the management of

the Regional Economic Development Fund in the period 2021-2027. In this context, Regional Law n. 25 of 2018 entitled Enterprise 4.0: Innovation, research and training and the Smart Specialization Strategy for research and innovation in the Marche Region both highlight the need to strengthen the central nature of our manufacturing systems, helping them in the digitization of production processes and working towards higher standards of sustainability, quality and innovation.



New models for use and life

Andrea Jandoli
ADI Campania Regional Delegation

There are numerous manufacturing companies in the Campania region that are sensitive to the issues of environmental protection and sustainability. The production chains in the food, ceramics and many other sectors are clear expressions of this. This is due to their having made responsibility and sustainable development the strength of their success through the creation of products that, starting from the anthropic relationship between humans and the resources of their areas, express the culture and identity of the environment to which they belong and which are recognized as examples of Made in Italy excellence. Together with universities and research institutes, designers and young entrepreneurs are offering new models for usage and product life, designing scenarios capable of rethinking both design and production culture from the sustainable and responsible development viewpoint, something which can be seen from the products selected by the ADI Design Index 2020.



A wide range of perspectives

Valentina Downey
ADI Emilia Romagna
Regional Delegation

Geographically speaking the Emilia Romagna region includes the sea, a large river, a plain and the Apennines, 8 national parks, 14 regional parks, 8 UNESCO sites, and a tremendously varied and high performing social and entrepreneurial sector. The selections in this ADI Design Index clearly indicate the variety of approaches taken by the different players in this territorial system towards sustainable development. The selected products and services address many of the goals of the 2030 Agenda for Sustainable Development looked at from different perspectives, ranging from recycling materials to energy saving and designing experiences to improve people's lives, up to helping disabled children emerge from silence and express themselves through writing via a graphic and publishing project.



It's time to do it

Silvia Sandini
ADI Veneto Trentino
Alto Adige Regional
Delegation

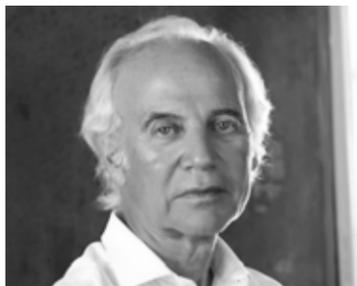
The economic, social and cultural fabric of our area is typified by a natural propensity for sustainable development and a marked dedication to work. Our Delegation has made its contribution by actively participating in training and research projects focusing on the circular economy. The design system must interpret this necessary process of change by making creative energies and design resources available, supporting far-sighted decisions and concrete actions. There is no more time to waste, the time has come to do it, rather than talk about it.



Living in tomorrow's community

Carlo Malerba
ADI Piemonte and
Valle d'Aosta Regional
Delegation

In my role as newly elected President I obviously can't talk about what I've done but with the newcomer's enthusiasm, I can certainly say what I intend to do. I would like my mandate to be able to bring human beings back to the heart of what we do, keeping a distance from projects inspired by nothing more than market appeal and avoiding the promotion of mere "leisure design" (Victor Papanek). This is even more true in the face of the humanitarian crisis we are currently going through and it is a situation which must force each of us to pay the utmost attention to the principles that result in community life which is focused not only on today, but even more on tomorrow. The fashion of 'Instagramming' anything new means that everything we do today for a "like" has perforce to be new, and this trend already contains the concept that tomorrow's "new" makes today's obsolete. These brief thoughts represent the basis of the dialogue between the ADI Delegation members which was aimed at putting responsibility for sustainable design at the core of our creativity, contributing to the healthy socio-economic development of the community.



Breaking the moulds

Andrea Branciforti
ADI Sicily Regional
Delegation

Industry's supply chains have grown enormously and talking about design today means analyzing above all product chains. It will be essential to investigate the use of natural materials present in the related areas and thus the term craftsmanship will refer to the approach that a company adopts in dealing with raw materials and more specifically in terms of attention paid to waste, the quantity used, supply, and technological systems that meet eco-sustainable parameters. This is underground design that goes beyond the usual predefined and inadequate production processes. It

is a fundamental step that can only take place thanks to the many small and medium-sized businesses that still maintain an ethical education approach to production: a new starting point for both design and the area.



Overcoming the emergency and relaunching design

Perla Gianni Falvo
ADI Tuscany
Regional Delegation

"God has placed man at the centre of the universe so that he can be aware of where he is and freely decide where to turn": this Renaissance declaration by Pico della Mirandola (*Oratio de hominis dignitate*, 1486) puts responsibility for their relationship with the environment squarely on human beings. This responsibility permeates Tuscany's cities and production sector and covers Agribusinesses, paper, marble, Automotive, mechanics and energy, tourism and culture, chemicals and pharmaceuticals, fashion and Information Communication Technologies, all of which are called today to renew their commitment to overcoming the emergency through sustainable processes and responsible planning.



Our "sustainable thinking"

Andrea Pascucci
ADI Umbria Regional
Delegation

The UN Agenda for Sustainable Development, approved in 2015, points the finger at a broader concept of sustainability, expressing a clear judgement on the unsustainability of current development models, not only

on environmental but also economic and social levels, discrediting once and for all the idea that sustainability is solely an environmental issue, while presenting an integrated vision of the different dimensions of development. The health emergency that the whole planet has been facing for several months now requires us to accelerate the implementation of this new vision: a model of economic and social development that allows everyone to live in dignified conditions. "No poverty. End poverty in all its forms everywhere". This is the first of the Agenda's 17 sustainable development goals: design, planning and processes must start from here. We must activate "sustainable thinking" before anything else: a daily thought, made up of small but basic actions in order to save ourselves, human beings and the planet together.



Design is the perfect weapon

Guido Santilio
ADI Puglia and
Basilicata Regional
Delegation

Wood and steel are probably the two most used materials in Italian design, so much so that they can be considered its symbols. For Puglia, the wood from olive trees and the steel from ILVA, the largest steel mill in Europe, represented the symbols of well-being that seemed to derive from the knowledge and ability to combine tradition and progress. Today that same wood, decimated by Xylella and that same steel represent the symbols of an environmental, economic and social tragedy to which it is essential to respond with systemic actions, as far away as possible from any attempt at improvisation. A new design concept which distances itself from an anachronistic obsession with the object, in order to become real design culture may well represent the perfect weapon with which to tackle problems of such complexity.



The design alphabet

Permanent Design Observatory, Scientific Coordination Committee

Development, Sustainable and Responsible are the three words that this year accompanied the selection made by the ADI Permanent Design Observatory, comprising regional and thematic commissions and our Scientific Coordination Committee.

A for **ADI**, our home. For **ADI Design Museum**, which will open this year with the Compasso d'Oro Permanent Collection covering an area of 5,000 square metres.

B for **beauty** that will save the world, one of the things that design should strive for.

C for **Communication**, a Thematic commission. This year it has selected 12 projects. For the **Scientific Coordination Committee**, which this year selected 239 projects out of 804 applications. For **Covid-19**. ADI has included this topical issue in the catalogue with 8 products selected.

D for **design**, our world.



Carlo Martino

E for **Exhibition Design**, a Thematic commission. This year 16 projects have been selected.

F for **Food Design**, a Thematic commission. This year it has selected 11 projects.



Marco Pietrosante

G for **great**, the new ADI headquarters, open to the city and the rest of the world.

I for **innovation**, one of the indispensable requirements for selection in the ADI Design Index. For **Individual** a Thematic commission. This year it has selected 16 projects.

L come **Living**, the Thematic commission that deals with tables, chairs, kitchens, bathrooms, lights, radiators, accessories and so on. 46 design projects were selected this year.

M come **Materials**, a Thematic commission. This year it has selected 17 projects. For **Mobility**, a Thematic commission. This year it has selected 18 projects.

N for **new objects for new behaviour patterns**. For **not stopping**: we are already working on the next ADI Design Index and the 2022 Compasso d'Oro.



Danilo Premoli

O for ADI Permanent Design **Observatory**, which involves over one hundred professionals.

R for the 13 **Regional commissions** distributed throughout Italy. For Corporate **Research**, a Thematic commission. This year it has selected 11 projects. For Theoretical, historical, critical research and editorial projects, a Thematic commission. This year it has selected 21 projects.

S for **Services**, a Thematic commission. This year 12 projects were selected. For **Social**, a Thematic commission. This year it has selected 9 projects. For **Sustainability**, the basic topic for selection, for which a special transversal Commission was planned which evaluated every project in every thematic area.



Ambrogio Rossari

T for **Targa Giovani**, a Thematic commission. This year it has selected 32 projects.

U for **unique**, the work that ADI does to promote, support and protect the design system and its supply chain.

V for **value**, something that design can develop in every area of human life.

W for **Work**, a Thematic commission. This year it has selected 18 projects.

Z for **Zeitgeist**, the spirit of the times, waiting for the arrival of the new normal.



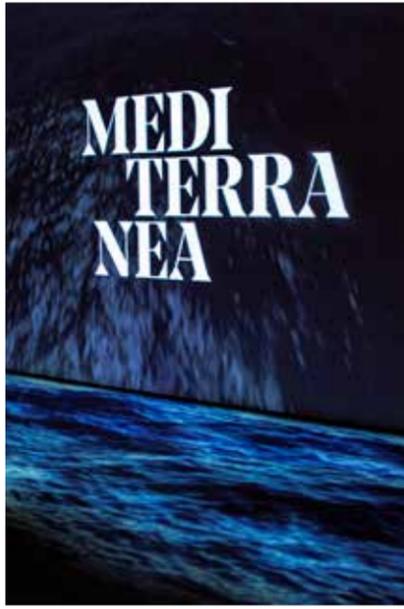
Francesco Zurlo (Photo: Carla Sedini)



Wave is the new shape of door handle. It has all the functions of a handle: it opens and closes the door and is ergonomic to grasp, but the design is no longer just function, like the classic lever. Wave is coherence with the object in which it is integrated: square within a square, plane on plane.

Company: AGB - ALBAN GIACOMO
Product: Wave
Designer: Giorgio Cesana

www.agb.it



“Mediterranean – visions of an ancient and complex sea” is an exhibition which aims to recount the history, the beauty, the peoples, the myths of this sea, as well as the conflicts and dangers which jeopardize it. The exhibition shows this complex story through satellite images, videos and stunning installations.

Client: AGENZIA SPAZIALE ITALIANA, TELESPAZIO
Product: Mediterranea – Visioni di un mare antico e complesso
Designer: Vivi&Partners

www.vivipartners.com



Syraka, a bathtub with a powerful emotional impact and made in Solid Surface, offers all the “Secret System” innovations: small slits in place of the traditional hydromassage jets, integrated lighting on the bottom of the tub and an innovative Voice-control system.

Company: ALBATROS
Product: Secret System
Designer: Claudio Papa

www.albatroswellness.it



“E la nave va” is a sofa which interacts with those who use it in a balance between formal elegance and ergonomics. It uses a system of slats inspired by the construction of wooden boat hulls: elastic straps support the cushions and are secured to two rails suspended on aluminium feet.

Company: ALIAS
Product: E la nave va
Designer: Atelier Oï

www.alias.design



Time emerged from the gesture that the designer makes in giving shape to a shell with great stylistic balance. The die-cutting process applied to the sheet which consists of a sandwich of wood and composites, enables the parts to be fitted together and creates a highly ergonomic, all-enveloping design.

Company: ALIAS
Product: Time
Designer: Alfredo Häberli Design Development

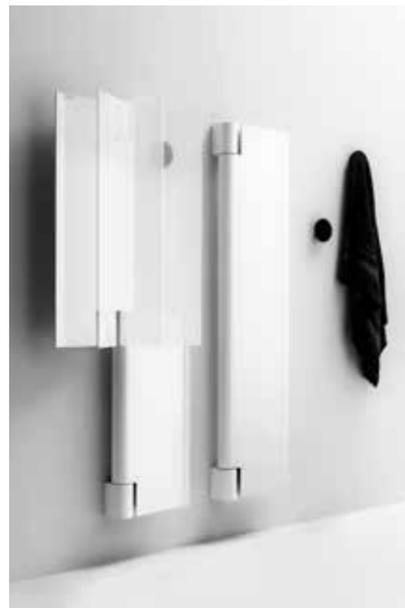
www.alias.design



The ONO racks concept is an omnidirectional warehousing platform with no limits, it features the most up-to-date technology. It is the only system that can guarantee the expandability and modification of any original setup. The ONO Racks design is minimalist and the finish is fully customizable.

Company: AMBROSI GROUP
Product: ONO Lean Logistics
Designer: Thomas Ambrosi – Ambrosi Group

www.onologistics.com



Byobu is the ideal combination of innovation and technology, a product capable of reinterpreting the traditional wall-mounted designer radiator and turning it into a dynamic, versatile item of interior décor. Together with the Momoko hook, Byobu becomes the perfect radiator for every location.

Company: ANTRAX IT
Product: Byobu e Momoko
Designer: Marc Sadler

www.antrax.it



Excellent technical features and original Arblu design make Kore a shower enclosure with a refined style. Available in six configurations, it has 6mm thick and 200cm high tempered glass. Kore allows maximum customization in glass and profile finishes.

Company: ARBLU
Product: Kore
Designer: Alberto Collovati

www.arblu.it



Bloom is a new lignin-based core technology for FENIX NTM® and Arpa HPL. It was introduced to significantly reduce the amount of phenol included in the resin by 50%. With this innovation, most of the key ingredients of these materials originate from the same place: responsibly managed forests.

Company: ARPA INDUSTRIALE
Product: Bloom technology for FENIX NTM® and Arpa HPL
Designer: Arpa Industriale

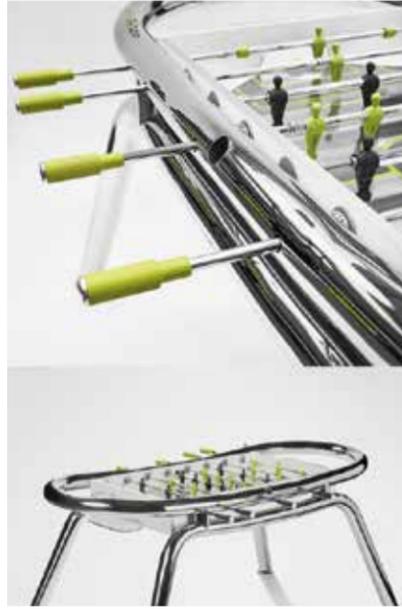
www.arpaindustriale.com
www.fenixforinteriors.com



Two imposing aluminium bars joined by two side supports is the concept for the table, where its apparent simplicity erases the superfluous yet hides cutting-edge technical solutions. Starting from its name, it brings an architectural approach to the design world.

Company: B&B ITALIA
Product: Parallel Structure
Designer: Michael Anastassiades

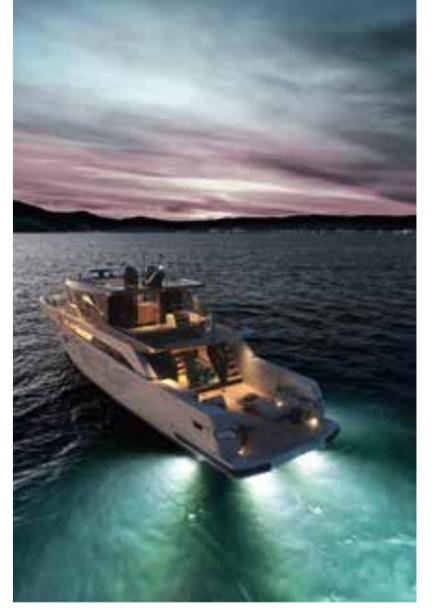
www.bebitalia.com



Tradition, technology and design. Point renews the form and expression of the iconic football table. The high levels of technical and aesthetic quality are the result of the most advanced tube processing techniques. Bending and laser cutting transform the tubes into a finished product of refined industrial design.

Company: BLM GROUP, GARLANDO
Product: Point
Designer: Enrico Azzimonti

www.blmgroup.com



A surprising layout with continuity of spaces gives a constant relationship between the yachtmen and the sea. The engine room disappears at the stern, eliminating the indoor-outdoor barriers. The focus on the comfort of the owner reaches new heights thus privacy or socializing become a complete new choice.

Company: BLUEGAME
Product: BGX70
Designer: Luca Santella, Zuccon International Project

www.bluegame.it



Keor Mod is the three-phase modular UPS based on extremely compact and handy power modules that deliver rated power up to 250kW. The clear and highly reflective surfaces help to limit ambient lighting in technical rooms (DATA CENTERS) in order to reduce consumption from a green point of view.

Company: BTICINO - LEGRAND GROUP
Product: Keor Mod Legrand
Designer: Legrand Design

www.ups.legrand.com



Lightweight, mouldable, ceiling-mounted sound-absorbing system made with Snowsound Leaf technology. Two interconnected layers of sound-absorbing fabric intertwine, thereby creating communicating channels through which substructures, data cables, electrical cables and LED lights can run.

Company: CAIMI BREVETTI
Product: Fuji Leaf
Designer: Caimi Lab, Moreno Ferrari

www.caimi.com



Sound absorbing element made with Snowall technology with a bouclé finish and made of 100% recyclable polyester. The three-dimensional shape is achieved using particular folds repeated in a modular pattern, maintained using stainless steel clips.

Company: CAIMI BREVETTI
Product: Klipper
Designer: Felicia Arvid

www.caimi.com



In FUGGO the concept starts from the romantic belief that innovation in design can still be obtained through geometry and the rational research of forms. A single small tile magically disappears, creating unlimited patterns where the joints are transformed from problem into resource.

Company: CERAMICA INCONTRO - MARCHIO FITTILE
Product: FUGGO
Designer: Sebastiano Canzano Architects

www.fittile.it



Pixy is the robot that gets emotional and interacts with the environment and the child. Its screen can be personalised with animations that can be created also via an app using pixel art. Featuring infrared sensors, Bluetooth and 10 play modes, it teaches coding to children in a fun and engaging way.

Company: CLEMENTONI
Product: Pixy - The Living Robot
Designer: Clementoni

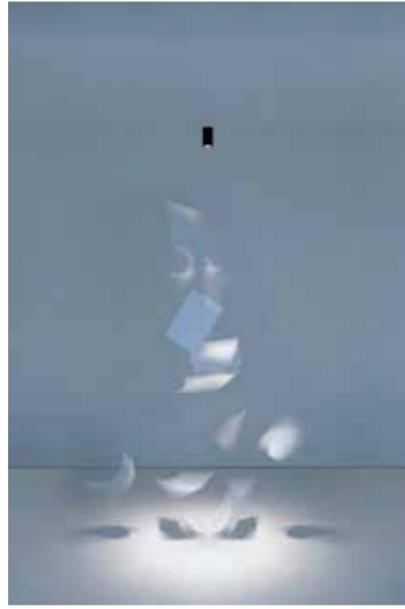
it.clementoni.com



The Iride project is the result of in depth thinking that hinges on the circular economy and the ethics of recycling. It features a special marble waste recycling system that allows the creation of sustainable new objects through the calibration and reconstruction of a block.

Company: CORNELI
Product: Iride
Designer: arch. Francesca Corneli

www.isassidiassisi.it



Light runs along an almost imperceptible wire, suspended in space. Ohm's secret is a special single-pole cable running between two walls. The source is practically hidden, discreet and intangible. Ohm creates invisible cobwebs that support the diodes, sources of projected light suspended in a vibrating space.

Company: DAVIDE GROPPI
Product: Ohm
Designer: Davide Groppi

www.davidegroppi.com



The D-One represents the highest quality product that DRASS proudly offers the marketplace, confident that the proposed innovations will maximize Diver safety and comfort, while providing ergonomic implementation and practicability of use.

Company: DRASS
Product: D-One Diving Helmet
Designer: Angelo Ricchiuti

www.drass.tech



Angled profiles on one side, a flush door on the other side. ECLISSE 40, Red Dot Design Award winner, is the innovative anodised aluminium door frame that remains in full view and features a spectacular splay that surrounds the doorway while on the other side offering the discretion of an invisible door.

Company: ECLISSE
Product: ECLISSE 40 Collection
Designer: Francesco Valentini, Lorenzo Ponzelli

www.eclisseworld.com



An interactive home trainer for indoor cycling workouts. High performance, essential design and top quality materials, Tuo is a lightweight, compact trainer that features beechwood legs and an easy folding frame for space-saving storage. A piece of furniture as well, perfect for home interiors.

Company: ELITE
Product: Tuo
Designer: Adriano Design

www.elite-it.com
www.fuoripista.it



Light, clean, curvy, fast, silent. An explosion of lights and colors. With TKE 954 "Beauty" opens the doors of the workshop. The 4-axis CNC machining center is designed and built to combine excellent performance with a new way of thinking the ergonomic aesthetics of the machine.

Company: EMMEGI
Product: TKE 954
Designer: Donato Coco (design director), Voilàp holding Design Studio Team

www.tekna.it
www.emmegi.com



Serve-over refrigerated cabinet that is characterized by a wide range of options available from the catalogue, to combine and furnish the area dedicated to fresh and ultra fresh products increasing their presentation and strengthening their visibility and appeal in all kinds of stores.

Company: EPTA
Product: Velvet/Shape by Costan /Bonnet Névé
Designer: Giorgio De Ponti - Epta, Studio Volpi

www.costan.com



metalmobil
metal mobil
et al
et al.



An all-encompassing mindset that starts with fabric and extends to clothing and beyond. Launched with the Ermenegildo Zegna XXX A / W 2019 collection, it is a brand key project marking the pledge to make the zero-waste dream come true by improving the usage of wool and technical fabrics from pre-existing sources.

Company: ERMENEGILDO ZEGNA
Product: #UseTheExisting™
Designer: Alessandro Sartori (Artistic Director)

www.zegna.com

After 60 years, in 2019 Metalmobil became Et al., completing a project of identity evolution. A rebranding that redefines its positioning by establishing itself in the discipline of design. The name Et al. expresses the vision of an ecosystem that is enriched thanks to different experiences and knowledge.

Company: ET AL.
Product: Rebranding
Designer: Leonardo Sonnoli, Irene Bacchi – Studio Leonardo Sonnoli; Giovanni Maria Filindeu Architetti; Massimo Gardone – Azimut

www.et-al.it

An innovative element for cooking made up of two round induction plates which leave the kitchen top free: the independent cooking zones allow the use of two pans at the same time. A highly flexible space-saving solution, available in different colours in both wall or countertop versions.

Company: FABITA
Product: Ordine
Designer: Adriano Design

www.fabita.it

Protective face mask made with XL EXTRALIGHT® a soft, light, hypoallergenic and antibacterial material, and the ®Fag+ technology, a filter (patented by the designer) capable of purifying the bacterial count both inwards and outwards. The silver ion filter is self regenerating so does not need replacing.

Company: FINPROJECT
Product: Ioni Mask
Designer: Alessandro Zambelli

www.xletralight.com
www.finproject.com



An ethereal, sculptural light made of cylindrical see-through modules in blown glass that can be interconnected to create floor and pendant lamps. Almost invisible in daylight, its shape is outlined in the dark by the Strip LEDs hosted at the connecting rings, which provide a warm light and a fascinating atmosphere.

Company: FLOS
Product: Noctambule
Designer: Konstantin Grcic

www.flos.com

After forty years since the last issue, the “Civiltà delle Macchine” magazine founded in 1953 by Leonardo Sinisgalli and Giuseppe Luraghi resumed its publications in 2019. The Leonardo Foundation’s quarterly is a free space, open to those who can help interpret modernity, encouraging dialogue between humanistic and scientific knowledge.

Client: FONDAZIONE LEONARDO
Product: Civiltà delle Macchine
Designer: Mario Fois, Mario Rullo – Vertigo Design

www.fondazioneleonardo-cdm.com

Exemplary Signs is an exhibition based around the theme of type design. Bodoni’s works are displayed alongside contributions from international graphic designers. These are visual accounts that allow us to trace the very unfolding of our history through the evolution of letterforms.

Client: FONDAZIONE MUSEO BODONIANO
Product: Segni Esemplari
Designer: Silvana Amato

www.museobodoniano.it

Monographic series taken directly from the Renzo Piano Foundation archives. Each project is reconstructed with sketches, drawings, models, photos and unpublished documents. A unique journey into the adventure of making buildings, from the first site visit to the inauguration, told in the first person by Renzo Piano.

Editor: FONDAZIONE RENZO PIANO
Product: Monografie Renzo Piano
Designer: Studio Origoni Steiner (graphic design); Lia Piano (edited by); Fondazione Renzo Piano (editor)

www.fondazionerenzopiano.org



The ADV Combipack is the new all-in-one packaging system by CFT Robotics. Formest has conceived the frame of this modular machine with an innovative design, for technology that protects and enhances. Technology and the machine enclosure are integrated and can be arranged in different layouts.

Company: FORMEST
Product: ADV Combipack
Designer: Emanuele Salmaso - Letsolv

www.formest.it



Slim Control is a hydraulic hinge specially designed for semi-vertical refrigerated cabinets. It controls the door closing process and manages the weight during the opening. The controlled closing mechanism avoids door slams and enables an important energy saving.

Company: FRATELLI GARLETTI
Product: Artika Slim Control
Designer: In&Tec

www.technicalhinges.com



A family of seats with sinuous lines, that give beauty and comfort for physical and psychological well-being. The swivel seat is equipped with an oscillating mechanism and is available in two backrest heights. The armrest is finely integrated while a careful selection of coverings offers options for personalized versions.

Company: GABER
Product: Cucaracha
Designer: Favaretto&Partners

www.gaber.it



ART-U Colour is the original Galletti fan coil that combines technology, ingenuity and design in one product. The Canvas version is the first customizable fan coil: on the front panel you can print any colour, graphics or image to create a synergy with the interior that has never been seen before.

Company: GALLETTI
Product: ART-U Colour
Designer: Daniele Baratta

www.art-u.com



Al volo is the first professional refrigerated mini display case for gelato, pastry and pralines, which compacts the most advanced cold technology into an extremely small space. Al volo brings the excellence of sweet pieces everywhere, enhancing their appearance and organoleptic qualities.

Company: IFI
Product: Al volo
Designer: MM Design

www.ifi.it



A communication project that represents the guiding principle of Ifi company: People-centric innovation. The space is conceived as a single, simple and modular environment, where a harmonious combination of machines, visual suggestions and people talk about the relationship between man and technology.

Company: IFI
Product: Ifi stand: People-centric innovation
Designer: Alessandro Scandurra - SSA Scandurra Studio Architettura

www.ifi.it



Blade R is a compact and miniaturized ring of light that turns lighting into an element whose style and functions blend perfectly with architecture while improving people's well-being through the smart and sustainable activation of safety and entertainment services, comfort and lighting scenarios.

Company: IGUZZINI ILLUMINAZIONE
Product: Blade R
Designer: iGuzzini illuminazione

www.iguzzini.com



Canova goes green! The classic and popular chair of collective imagination, revisited in a contemporary way, is printed in post-industrial recycled plastic, keeping the original colour palette unchanged. The seat is also available in natural or anthracite-painted ash wood.

Company: INFINTI
Product: Canova PCR
Designer: Claus Breinholt

www.infinitidesign.it



The rack on both sides allows the insertion of a range of accessories to customize the stove and enjoy it even in the summer months: a lamp and two different support elements, as well as a magnetized “shield” to be applied in front of the “fire” window and a table that contains an ash vacuum cleaner.

Company: KALON (GIOVE GROUP)
Product: Graft
Designer: Lorenzo Damiani

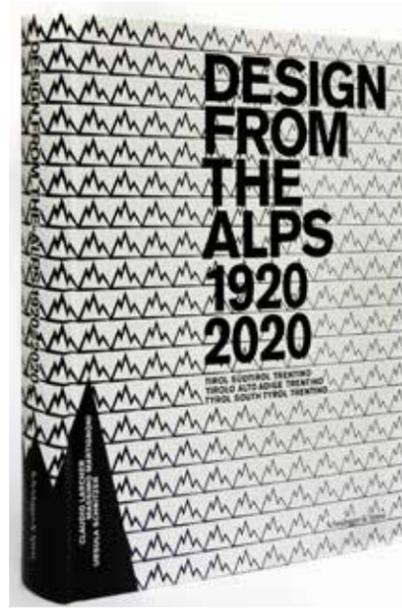
www.kalonstufe.it



The new parking column for pay parking designed and manufactured by an Italian company leader in the access control field. The result of an accurate market study for the union between the most advanced technology and rigorous criteria of ergonomics and functionality, by designer Massimo Farinatti.

Company: KRONOTECH
Product: P_King
Designer: Massimo Farinatti

www.kronotech.it



Trilingual volume (English, German, Italian, 460 pgs) illustrating 100 years of design in the Trentino-Tyroleean cross-border Alpine region, with extensive documentary and iconographic use. Published to mark the exhibition held by Kunst Meran/ Merano Arte from 11th October 2019 to 12th January 2020.

Client: KUNST MERAN MERANO ARTE
Product: Design from the Alps
Designer: C. Larcher, M. Martignoni, U. Schnitzer (curators), A. Benincasa (graphic design)

www.kunstmeranoarte.org



Lapitec is a revolutionary material, a mixture of natural minerals, ideal for any environment. The Musa collection embodies timeless beauty. The three shades available pay tribute to classic art and Italian style, recreating delicate designs throughout the thickness of each slab.

Company: LAPITEC
Product: Musa Collection
Designer: Lapitec

www.lapitec.com



A friendly machine with touch interface and glass mug offering the complete package of Italian coffee culture: from espresso to cappuccino or latte. The design follows Lavazza’s established form language with controlled surfaces, sophisticated details and special attention to colour, material & finishes.

Company: LAVAZZA
Product: Lavazza Deséa
Designer: Florian Seidl – Lavazza In-house Design

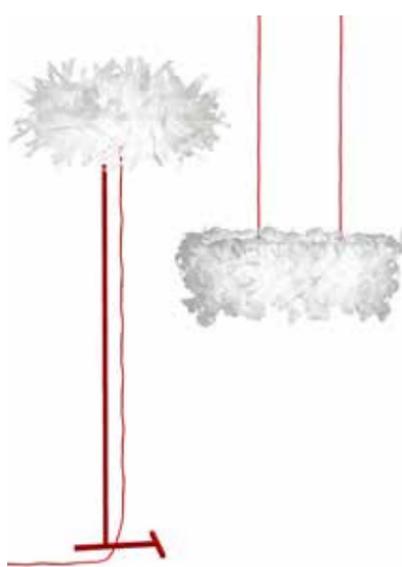
www.lavazza.co.uk



The Ombra dining chair and armchair both embody Lema’s discreet style and the bold approach of Piero Lissoni. With its stunning designed architecture, Ombra’s metal structure is both sleek and solid, supporting the continuous shell that forms both the seat and the backrest.

Company: LEMA
Product: Ombra
Designer: Piero Lissoni

www.lemamobili.com



Foo Reuse Design creates lampshades reusing plastic bottles through a circular economy model and supporting a social design project for the inclusion of migrants. In the transformation from waste to resource, the bottles are modified as little as possible so that the process is sustainable and low-polluting.

Client: LINARIA ASSOCIAZIONE CULTURALE
Product: Foo Reuse Design
Designer: Barbara Bagaglia

www.fooreusedesign.com



NATURE is beauty, STONE is Beauty. Rhombuses in natural stone with three finishes, using traditional techniques (bush hammered- striped- sandblasted). The stone becomes homogeneous, creating a delicate visual impact while the chamfered corners make the element impact resistant. Dry and floating installation.

Company: LODA MARMI (producer), PIERO MONITILLO (client-distributor)
Product: Diamante_T
Designer: Piero Monitillo

www.pieromonitillo.it



Technological innovation, research into materials and sustainability are combined harmoniously in the Illan suspension lamp. It seduces with its lightness, while the wood of the frame conveys an immediate sense of wellbeing. Skillful use of the LED source creates a comfortable, diffused lighting.

Company: LUCEPLAN
Product: Illan
Designer: Zsuzsanna Horvarth

www.luceplan.com



A new way and perception of opening and closing doors using the elbow and forearm, in order to protect our hands from viruses and bacteria, available in different finishes, including antibacterial copper.

Company: MANITAL
Product: NoHAND
Designer: Mario Mazzer, Giovanni Crosera

www.manital.com



The Phycotron is an unprecedented research instrument for understanding the life of microalgae. Of thousands of known species, only a handful are used in the industry. The Phycotron provides vital data for industrial applications, via reiterative growth sequences in different volume scales and conditions.

Company: MEG, POLITECNICO DI TORINO - DIATI
Product: Phycotrone
Designer: Design Group Italia

www.megscience.com



Your MERLO but electric. The continuous search for innovative solutions has led to the creation of an exclusive range of fully electric telescopic lifts. The new e-Worker is ideal for closed environments such as stables and warehouses and guarantees operation and traction even in off-road situations.

Company: MERLO
Product: E-Worker
Designer: P. L. Porta (product design), F. C. (coordinator), F. B. (technical design, machine layout), E. V. (electrical systems design), F. L. (product analysis) - Merlo Project
www.merlo.com



With the aim of awakening consciences regarding environmental sustainability and eco-compatible design issues, Molteni Vernici has created WAKEUP™, a special finish for all materials obtained from waste from the coffee industry that helps the environment by drastically reducing CO2 emissions.

Company: MOLTENI VERNICI
Product: Wakeup™
Designer: Research & Development Centre Molteni Vernici

www.moltenivernici.com



Mist unveils new ways of reading a surface within its spatial dimension, enriched by an innovative sense of depth. With Mist, the laws of visual perception and the pattern's visual order are manipulated in a kind of trompe l'oeil, giving the surface a more seamless continuity through space.

Company: MOSAICO+
Product: Mist
Designer: Kensaku Oshiro

www.mosaicopiu.it



Inspired by Opus Incertum with its regular randomness generated by the combination of installation and surface, P-Saico is a fresh mosaic concept in which only the rectangular chip shape is uniform, while the overall look of the installation is irregular.

Company: MOSAICO+
Product: P-Saico
Designer: Studio Irvine

www.mosaicopiu.it



Gracefully airy and dynamic, on the one hand Dove recalls its Italian heritage, on the other it exudes cosmopolitan flair. Its additional backrest makes it relaxing to sit and lie on, ensuring the exclusive Natuzzi comfort in two different seated positions. A new icon of lightness and innovation.

Company: NATUZZI ITALIA
Product: Dove
Designer: Marcel Wanders

www.natuzzi.it
www.natuzzi.com



Accessories that speak about environmental protection and social inclusion. Made with recycled materials inside prisons, offering another chance to fabrics and people. A true model of regenerative economy able to produce BIL - Gross Internal Wellbeing - through the Social Academy.

Company: OFFICINA CREATIVA
Product: Face mask with filter for daily use
Designer: Second Chance

www.madeincarcere.it



A sequence of architectures in the form of theatre backdrops, aimed at expressing intuitions, innovations and products of yesterday and today, in a continual dialogue between colour, matter and form. This is Paola Lenti's offer for the 2019 edition of the Milano Design Week.

Company: PAOLA LENTI
Product: Paola Lenti
Designer: Paola Lenti, Bestetti Associati

www.paolalenti.it



Hang Out is a suspension and wall lamp. On the bar a double LED light source of oval and circular panels of different materials, sizes and colours are inserted which then become decorative and architectural elements. The design of Hang Out is simple and contemporary, suitable for any type of environment.

Company: PENTA
Product: Hang Out
Designer: Brogliato Traverso

www.pentalight.com



An innovative e-bike rental service to explore the local area in a sustainable and enjoyable way. Thanks to the dedicated app, you can also enhance your outdoor mobility experience by navigating along bike-friendly routes and discovering fascinating and unexpected points of interest.

Company: PIRELLI & C.
Product: CYCL-e around™ by Pirelli
Designer: Pirelli & C.; Tangity - Part of NTT DATA Design Network

www.cyclearound.pirelli.com



The world's first datapoietic artwork is a lighting system for public spaces animated by data about extreme poverty worldwide. OBIETTIVO is an alarm, a totemic object to make us sensitive: its red light will keep us awake until the number of people living in this condition drops below a certain threshold.

Company: PlusValue, ICONA, HER
Product: OBIETTIVO
Designer: Oriana Persico, Salvatore laconesi; Chirale (technical development)

www.he-r.it/project/datapoesis-2/



The Prisma Cocktail Station is the professional and high-performance work station designed by Prisma and Franco Driusso. The perfect combination of versatility, efficiency and design, it's available in the Stand-alone mobile version or integrated in a bar counter. Ideal for outdoor and indoor use.

Company: PRISMA
Product: Professional Cocktail Station
Designer: Franco Driusso

www.prismaitalia.com



LAMBROgio and LAMBROgino are three-wheeled pedal assisted cargobikes, dedicated to urban and extra-urban mobility. The strong commitment to innovation is highlighted by the product's flexibility of use, its unique design and the use of sustainable materials such as recyclable polyethene.

Company: REPOWER
Product: LAMBROgio e LAMBROgino
Designer: Makio Hasuike & Co

www.repower.com
www.makiohasuike.com



A collection of versatile and multipurpose cable bags for electric cars. The driving forces behind the project's development were sustainability of materials, in recyclable Polyester Felt, design of the shapes to give dimensional stability and an innovative nanotech processing to make the bags waterproof.

Company: REPOWER
Product: Repower Bags
Designer: Makio Hasuike & Co

www.repower.com
www.makiohasuike.com



A modular mobile hospital, equipped with sandwich panels made of eco-sustainable materials. It supports healthcare paths for care, diagnosis and three complete ICT environments for: Acceptance-Registration, Patient Preparation and Operating Surgery.

Company: RI - ATS SOS
Product: SOS Smart Operating Shelter
Designer: C. Tafuro, C. Giancane, W. Romano, G. C. Toscano, V. Getuli, (R&S RI) + ATS SOS + S. Arbore

www.sos-project.it
www.rigroup.it



A multi-purpose wall paneling system, adaptable to any architectural needs whether domestic, workplace, hospitality or retail spaces. Always custom-made, it can be supplied with suspended elements, storage units, swing doors and opening passages. Moreover, it can cover the walls of an entire room.

Company: RIMADESIO
Product: Modulor
Designer: Giuseppe Bavuso

www.rimadesio.com



A brand-new exterior design, a perfectly optimised use of on-board spaces and an exciting wealth of details. All materials used for the interiors are perfectly in keeping with the Riva style, with high-gloss mahogany, mirror surfaces, leather elements, steel and both matt and glossy lacquered woods.

Company: RIVA, a Ferretti Group brand
Product: Dolceriva
Designer: Officina Italiana Design

www.riva-yacht.com



Root - FTC represents a new way to experience adventures. A travel companion who follows you everywhere. It is a thermally insulated bottle with two distinctive signs: elastic cords to attach it anywhere and facilitate its transport, and a TPU reinforced base to protect it from bumps.

Company: ROOT - FEED THE CHANGE
Product: Root - FTC Water Bottle
Designer: Matteo Vilardo & Marcello Marino

www.root-ftc.com



An iconic, extremely versatile, refined and technologically advanced bathroom collection. Made of steel, JK21 presents a small shower head and a handheld one, both two-coloured with the side nozzle in Carbon (PVD) finish with the rest of the surface in the finish selected from the 7 available.

Company: RUBINETTERIE ZAZZERI
Product: JK21
Designer: Fabrizio Batoni - STUDIO BATONI

www.zazzeri.it



CIMENTO® is a patented cementitious compound, which guarantees the effect of fair-faced concrete through structural lightness and ease of processing. A revolutionary material, obtained with natural components and applied to different substrates for interior coverings, floors and ventilated facades.

Company: SAI INDUSTRY
Product: CIMENTO®
Designer: CIMENTO®

www.cimento.tech



A finishing for melamine-faced chipboard panels destined for the furnishing and product design sector that restores the warmth of handmade craftsmanship. The surface is inspired by the limestone and brushed plaster typical of southern Italy and is available in several colours with glossy and matte effects.

Company: SAIB
Product: Ostuni
Designer: R&D Saib

www.saib.it



Tradition and history are essential aspects of this 28m yacht from the historic semi-displacement line. Thanks to the interior design by Patricia Urquiola, which is inspired by the materials and colours of the marine world, SD96 introduces new scenarios by offering a new concept in transforming spaces.

Company: SANLORENZO
Product: SD96
Designer: Sanlorenzo, Zuccon international Project, Patricia Urquiola

www.sanlorenzoyacht.com



These essential washbasins are built using a traditional material such as concrete. The colours are inspired by the nuances of Sicilian beaches while the artisanal production is accompanied by cold-working techniques where reused scraps are reinserted in the transformation process.

Company: SANSONE PAVIMENTI
Product: Intondo
Designer: Viviana Maggolini

www.pavimentisansone.it



Aedra has produced a unique jetboard able to combine maximum performance with innovative design. Thanks to the hydrodynamic forms in carbon fibre, the Glider reaches up to 30 km/h while maintaining incredible stability with Zero Carbon emissions.

Company: SCOPREGA
Product: Aedra Glider
Designer: Artemio Affaticati, Francesco Noli, Girish Gopalakrishnan, Fouad Ould

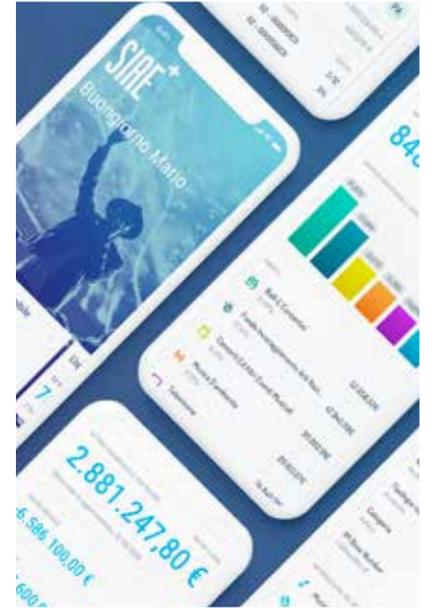
www.aedra.eu



ØG Zero Gravity is the lift and slide door using passive magnetic levitation technology. The slide door, even in huge dimensions (up to 1,000kgs), floats in the air and slides without friction thanks to powerful magnets, which give an unexpected, perfect force to a simple human push, while using no electricity.

Company: SECCO SISTEMI
Product: ØG Zero Gravity
Designer: Secco Sistemi

www.SeccoSistemi.com



Siae+ is the first mobile application dedicated to Authors and Publishers that allows SIAE members to carry out the entire range of copyright management activities, from the deposit service to the analysis of revenue performance.

Company: SIAE – Società Italiana degli Autori ed Editori
Product: SIAE+
Designer: Spindox

www.siae.it



The original camouflage appearance is obtained through the treatment and not the print. The finished garments are dyed, dried and then by 'shot' with colours through an exclusive and innovative technique. Every piece is unique.

Company: SPORTSWEAR COMPANY
Product: Stone Island_ Paintball Camo_ Cotton/Cordura®
Designer: Sportswear Company

www.stoneisland.com



Artisanal and innovative flocking procedure on finished garment. The parka in Nylon Metal is sprayed with a water-based adhesive and then exposed to the cotton flock through an electromagnetic field, the garment then undergoes a double dyeing procedure providing contrasting colours between the nylon and the flock.

Company: SPORTSWEAR COMPANY
Product: Stone Island_Prototype Research_Series 04_Manual Flocking on Nylon Metal Grid-Ovd
Designer: Sportswear Company

www.stoneisland.com



A modern product line of axes that combines ergonomics with a polished design, thanks to the use of advanced materials. The focus lies on functionality: the innovative hollow handle's structure reduces vibrations and results in a perfectly balanced tool for optimized performance.

Company: STOCKER
Product: Chopping and splitting axes, Item. 752, 753, 754
Designer: MM Design

www.stockergarden.com



Vacuum cleaner for hotels, offices, shops, hospitals and workplaces. Designed for intense professional use, and to be very reliable and effective. It's equipped with a patented system for the fast replacement of the motor to ensure maximum prolongation of the product's lifecycle.

Company: TMB
Product: Cube Plus
Designer: Valerio Facchin

www.tmbvacuum.com



The UYN Free Flow shoes are made using a dual layer: Merino wool inside and perforated knitted fabric outside. The resulting shoe is one that naturally regulates foot temperature while offering stylish colours. Its high-quality sole with rubber tread has been designed to offer grip and reactivity.

Company: TRERÈ INNOVATION
Product: UYN Free Flow Tune
Designer: Areas

www.uynsports.com



A design object which can firstly heat and secondly light up a space. Thanks to the presence of a dimmable light, within Eve heat and light, two vital and essential elements for the balance of body and mind, come together and provide energy and serenity on a daily basis.

Company: TUBES RADIATORI
Prodotto: Eve
Designer: Ludovica + Roberto Palomba

www.tubesradiator.com



Magis40: wooden profiles with extreme minimal sections, thanks to which it is possible to ensure contemporary aesthetics, guarantee the maximum contribution of natural light and achieve high levels of performance in every aspect. magis40 is the system made with the exclusive uni_one technology by Uniform.

Company: UNIFORM
Product: magis40
Designer: Research and Development Office Uniform

www.sistema-uni-one.it



Eagle One is the professional coffee machine created as a response to the new generation of coffee shops, where design, performance, and sustainability are the determining factors in creating a pleasant and memorable experience.

Company: VICTORIA ARDUINO
Product: Eagle One
Designer: Carlo Viglino

www.victoriaarduino.com/eagleone



A contemporary collection with precious historical features such as the 'balloton' and straight and twisted rigadin, refined by the warm tones of crystal, smoke, amber and burned earth. Black matt nickel rings disclose precious inner matt gold or copper finishes.

Company: VISTOSI
Product: Armonia
Designer: Francesco Lucchese

www.vistosi.com



The Medea collection is characterized by geometric and simple shapes. The LED source illuminates the surface and the glass at the same time, bringing towards the ceiling a part of the soft-colour light. Mounted in clusters or individually, they show a strong stylistic character, and become almost sculptures.

Company: VISTOSI
Product: Medea
Designer: Oriano Favaretto

www.vistosi.com



Smart urban furniture that can transform any city into a Smart City: with two 75" screens and 5G connectivity, it can create a network of interconnected HUBs, aimed at providing services for the well-being of residents by integrating signage, information, advertising and first aid.

Company: VOILÀP HOLDING, IMECON
Product: Gate 1
Designer: Donato Coco (design director), Voilàp holding Design Studio Team, Imecon Engineering Studio

www.voilap.com

Get the catalogue!



You can find it on the ADI website at:

bit.ly/ADIIndex2020



Design as you've never seen before



ADI Design Museum

Piazza Compasso d'Oro 1, Milano
Entrance from via Ceresio 7 | via Bramante 42 | piazza Cimitero Monumentale

Main Partner

REPOWER
L'energia che ti serve.

Partner



RINASCENTE

Technical Partner



Official Sparkling Wine



PROSECCO DOC
ITALIAN GENIO

With the contributor of

Fondazione **CARIPLO**