

SELECTION FOR THE DESIGN OF THE NEW ADI DESIGN INDEX LOGO

The selection is open to all ADI members

Foreword

ADI Associazione per il Disegno Industriale intends to renew the logo of the ADI Design Index.

The ADI Design Index is the annual selection of the best in Italian design and is an integral part of the selection system of the ADI Compasso d'Oro Award. Every year the ADI Permanent Design Observatory - a multidisciplinary working group made up of over one hundred experts - examines new design products from all over Italy through a carefully monitored selection process, conducted by territorial commissions, theme-based commissions and a final selection committee. The selection of the ADI Design Index forms the basis of those products and services which the Compasso d'Oro international jury considers in order to present the awards: only those products published in the ADI Design Index are eligible to participate in the award contest. Further information is available on the ADI website at adidesign.org/adi-design-index.html

1. Who is eligible to take part?

All members who are regularly registered with ADI during the current year may take part in the selection, either individually or in groups. In the latter case, a group leader must be chosen, who will be the only point of contact with ADI with regard to the selection. Those not registered with ADI can also join the group, provided that the group leader is a regularly registered member.

Members of the Governing Council are excluded, since they are responsible for selecting the entries to be considered (see point 7).

2. What are ADI's requirements?

The object of the selection is a brand/logo that identifies and characterizes the ADI Design Index selection.

The logo must guarantee uniqueness and recognition, and must highlight the link with the Compasso d'Oro while not using the award's logo (the Compass).

The logo must be applicable to all communication tools both in print (invitations, catalogues, banners, captions, colophon etc...) and digital format (website, press kit, social networks etc...).

The logo must be useable in both colour and black/white; it must also be readable even when greatly reduced; it must include the wording ADI DESIGN INDEX.

3. What to present

DIAGRAM 1: presentation of the concept and idea

DIAGRAM 2: the brand or logo in a variety of different colour versions

DIAGRAM 3: applied examples

4. Entries must be anonymous

Each entry must be accompanied by a suitable phrase, chosen by the member. The diagrams referred to in point 3 must not bear the name of the designer or allow identification in any way.

Each entry must be accompanied by the form attached to this announcement (see attachment 1) completed and signed (by the individual designer or by all the group members while indicating the group leader); this must be the only document to establish any connection between the entry and designer.

ADI guarantees the confidentiality of the selection: the identity of the designers will be kept separate from the designs until the selected proposal is chosen.

5. How to present each entry

The three diagrams referred to in point 3 must each be in A4 size merged into a single file in high definition.pdf format. The file name must be the same as the phrase chosen using the following format: PHRASE_CHOSEN.PDF

In a separate file, also in .pdf format, form Attachment 1, completed and signed and indicating both the phrase and the identity of the designer must be sent together with the previous file. The file name must follow the following format:

FORM_PHRASE_CHOSEN.PDF

6. When to send the entries

The files referred to in point 5 must be sent via PEC by 5.00 pm on Friday 26th May 2023 to the following address concorsoadi@pec.adi-design.org indicating the subject of the message as:

Proposal for the new ADI Design Index logo

Please note that in order to guarantee delivery, the message must be sent from a PEC address. The system does not guarantee the delivery of messages sent from ordinary e-mail addresses.

7. Who chooses the entries

The entry to be used will be chosen by the ADI Board of Directors, whose decision is final. The result of the competition will be announced publicly during the presentation of the ADI Design Index 2023 selection on 6th November 2023.

The Board of Directors reserves the right not to choose any of the entries if it judges that none of those presented are suitable for selection.

8. Remuneration

The selected designer will receive a total fee of €5,000 plus VAT and social security contributions, and undertakes to provide ADI with the executive drawings of the project in digital form together with a complete user manual, also in digital form.

9. Rights and ownership of the material

With payment of the fee, ADI will acquire all the exclusive rights to use the winning design idea and its subsequent development, without exception.

By participating in the competition, the designer guarantees complete ownership of the rights to all the entries presented and, in the event of successful selection, undertakes to deliver any user licenses necessary for the use - without limitation - of images, characters and whatever else has been used for the creation of the project idea and its subsequent development.

The designer releases ADI from all liability in any disputes relating to intellectual property rights, copyrights or patents that may arise from third parties following the use of the design idea.

10. Acceptance of the selection rules

By submitting their documents, the participants fully accept the conditions indicated in the previous points.

Milan, 21st March 2023

Selection for the design of the new ADI Design Index logo

Participation form

Phrase

Participant or Group leader

Name

Surname

Date of birth

Place of birth

Resident in

Via

n.

C.A.P.

City

Province

Telephone

E-
mail

Name

Surname

Date of birth

Place of birth

Resident in

Via

n.

C.A.P.

City

Province

Name

Surname

Date of birth

Place of birth

Resident in

Via

n.

C.A.P.

City

Province

I/We entirely accept the selection rules proposed by ADI and I/we agree to the processing of my/our personal data in accordance with (Legislative Decree No. 196/2003).

Date _____

Signature of the participant or group leader

Signatures of the group members
