



ADI ASSOCIAZIONE
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PRESS

ITALIAN DESIGN LOOKS AT THE REST OF THE WORLD

The most important Italian design association focuses on internationalization and the synergy between creative professionals, producers and institutions to activate a fruitful exchange of ideas and experience with the contemporary world

ADI, the Association for Industrial Design, the leading association that brings together professionals in the field of design (designers, companies, media and distribution professionals) is becoming increasingly international in order to spread the concepts behind the success of Italian design worldwide.

For the whole term of office of the Italian Presidency of the EU, an exhibition will be open at the Brussels headquarters of the European Union Council, an exhibition which, together with the most famous winning designs in the sixty-year history of the ADI Compasso d'Oro, will also feature the most recent successes: the winners of the 2014 Compasso d'Oro.

ADI maintains a constant presence in the most important areas of the contemporary economic stage: it has an office in China in Ningbo and, since October 21st 2014, has had a permanent exhibition of Compasso d'Oro award-winning lamps from 1954 to the present in Guhzhen (near Guangzhou).

Finally, ADI has launched the first edition of the **Compasso d'Oro International Award** for 2015, which has the theme **DESIGN FOR FOOD AND NUTRITION**: an international competition, open to designers from all over the world, which aims to offer every two years, with a different theme, an opportunity to effectively attract the attention of creative professionals and businesses around the world to the concepts that have led to the success of Italian design over the years.

This internationalization is being developed in parallel with the traditional work of the ADI Compasso d'Oro Design Index, which will open the exhibition of this 2014 edition on November 17th in Rome featuring the best of contemporary Italian design from all sectors.

This represents a journey through the synergy created between designers, manufacturers and institutions to achieve a mutually enriching experience and knowledge between the world of Italian production and its partners around the world.

"This year, the ADI Design Index is adding a stage in Rome to the traditional Milan event." says Luciano Galimberti, President of ADI. "It features the best examples of synergy between Italian designers and manufacturers: the co-operation with the Ministry of Foreign Affairs in order to give worldwide exposure to these results is an invaluable support for the launch of a cultural and economic exchange between the worlds of Italian and international design."

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