



ADI  
COMPASSO D'ORO  
INTERNATIONAL  
AWARD

ADI

ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

# SPORT - PERFORMANCE AND INNOVATION

Under the patronage of



The purpose of ADI is to **promote** and **implement** the most conducive conditions to the design for **goods** and **services**, through the cultural debate, the dialogue with the institutions and the provision of services.

### **ADI brings together:**

- Designers
- Companies
- Distributors
- Schools
- Researchers
- Teachers
- Critics
- Journalists

### **Around the main topics of Design:**

- Project
- Energy consumption
- Recycling
- Training

# ADI Worldwide

- Is founding member of **ICSID** (International Council of Societies of Industrial Design)
- Is founding member of **BEDA** (Bureau of European Design Associations)

Institutional and international partnerships, together with the many exhibitions organized by ADI itself, demonstrate its strategic role played for the economical and cultural development of our country.

**icsid** International Council  
of Societies of Industrial Design

**BEDA** The Bureau of European  
Design Associations

**ITA**   
ITALIAN TRADE AGENCY  
ICE - AGENZIA

# ADI Compasso d'Oro

**ADI Compasso d'Oro is the prestigious Design Award that since 1954 has awarded Italian products and services of any category.**

Since 2015 a biennial edition is dedicated to a specific theme, always different and relevant.

It always includes a Young Start-Up Award.

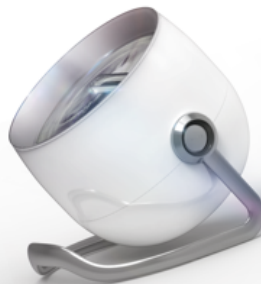


Premio ADI  
**Compasso d'Oro**

# Compasso d'Oro International Award 2015

Design for Food and Nutrition

- **Over 300** candidates
- **7** categories



# Compasso d'Oro International Award 2017

Sport - Performance and Innovation

## Categories:

- Product Design
- Materials and Components
- Visual Communication
- Services
- Events (exhibit design)



# Compasso d'Oro International Award 2017

Sport - Performance and Innovation

## Selection Criteria:

- Innovation
- Communicational and Emotional qualities
- Usability
- Sustainability
- Ethics



# Compasso d'Oro International Award 2017

Sport - Performance and Innovation

## Young Start-Up Award

A 20.000€ prize for young designers attending university-level schools in the world.



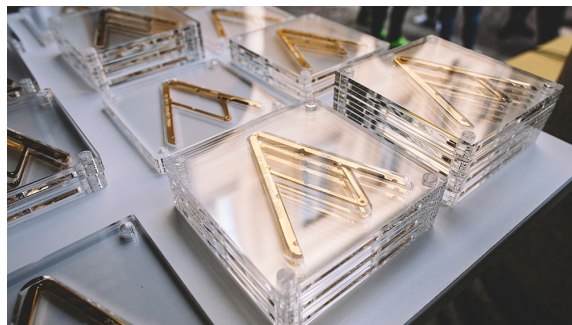
# Why participate



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## ADI Compasso d'Oro is guarantee of:

### Prestige



### Visibility



### Presence on media



# Prestige

Design is a strong strategic argument for economical development; being thematic, the Award allows an in-depth evaluation of its impact.

As italian design is recognized as a worldwide **excellence**, the internationalization of the Award is an occasion to investigate and give evidence to its values, **shareable in a global environment**.

Italian Design  
**Excellence**

Compasso d'Oro  
**Top of Italian Design**

Compasso d'Oro International Award  
**Top of International Design**

# Visibility

Participating to Compasso d'Oro you enter a qualified and qualifying community, and a unique circle of excellence, that confirms its value thanks to the many partnership activated by ADI worldwide.

The uniqueness and the history of the Award, the interest that Design has for companies of any industry and segment, and its international stage guarantee to ADI Compasso d'Oro a lively and vivid audience, capable of recognizing the role of the Award and spreading its principles and results.



# Presence on media

Press conferences, press releases, events and shows are all occasions to create qualified content, to sustain the company's brand, and to enter a highly proactive environment.

All products selected for participation can use the **Award logo**; they are **published on a catalog** made by ADI; and are presented during the final **Award-assignment event**. All content produced are published on ADI website and digital and non-digital channels.

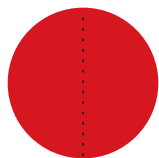


# Timing



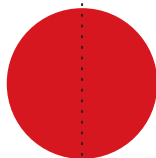
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October 2016



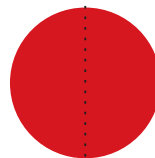
OPENING  
OF SUBMISSIONS

March 2017



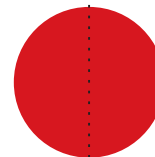
SUBMISSIONS  
CLOSED

May 2017



SELECTION

June 2017



ADI COMPASSO D'ORO  
INTERNATIONAL AWARD  
**Final Event**

# Who can participate

Participation to the Award is open to designers, schools, companies and universities, critics and experts in the various countries, who have released products, events or services capable of expressing and interpreting the given theme. Those must have been made available for production in the last five years and within January 1st, 2017.



# Participating to Young Start-Up Award

**ADI Young Start-Up Award** assigns a **20.000 € prize** to projects related to sports design issued by students of university-level schools in the world. The project presented does not necessarily have to be made available for production. The contribution is finalized to the creation of a startup for the transformation of the project into product.



# How to participate



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- Projects can be submitted online on *www.adi-design.org* starting from **October 7th, 2016** through **March 31st, 2017**
- ADI Comitee will proceed to the selection of a **maximum of 300 projects or products**
- These will be examined by the **jury** who will vote the winners for the single categories
- All projects or products selected will be included in **ADI's Compasso d'Oro International Award publication (catalog)**

# Cost

When submitting a Product or Project:

**€ 150 + VAT**

**(ADI Associates: € 100 + VAT)**

If selected for participation to the Award:

One-shot contribution to creation and distribution of the Catalog

**€ 1000 + VAT**

*This sum is not due for Young Start-Up Award participants*

# Contact



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