

The 2nd ADI Compasso d'Oro International Award Sport – Performance and Innovation

INTRODUCTION

ADI, the Association for Industrial Design represents the whole chain of operators involved in Italian design. It includes businesses, designers, distributors, experts, schools and institutions. Since 1954 ADI has organized and promoted the ADI Compasso d'Oro Award, among the most prestigious design awards worldwide.

In 2014 ADI established the **ADI Compasso d'Oro International Award**, beginning a series of thematic issues designed with international participation in mind, held every two years and dedicated to a specific theme each time in order to explore emerging and significant aspects of design in its continuous evolution.

2017 ADI COMPASSO D'ORO INTERNATIONAL AWARD

SPORT – PERFORMANCE AND INNOVATION

After considering the commitment in terms of innovation and increase in performance represented by the sports products sector, this year ADI is promoting the **ADI Compasso d'Oro International Award** through dedicating it to the theme of **Sport - Performance and Innovation**.

The theme

In 2017 the **ADI Compasso d'Oro International Award** will be a form of recognition for those sports design excellences that are capable of representing a combination of research, innovation, technology and responsibility as applied to industrial production and services.

By **Sport: Performance and Innovation** ADI is referring to design that, starting from an increase in performance, goes on to improve the conditions in which physical activity, athletics and sports are practiced and which help to ensure the *comfort*, health and wellbeing of the user.

The Award will focus on the capacity of design to improve sports tools and equipment, technical clothing products, services for sport, physical activity, its relative visual communication and the preparation of sports areas through innovating functions, languages and messages.

The award aims to draw attention to the skills that design has developed over time both in practice and in terms of the discipline itself as well as the development of interdisciplinary approaches in which it becomes a tool for innovation and responsible development (in

economic, social, environmental and cultural terms) in industrial production related to the sports sector.

The nature of the award

The award is aimed at companies and designers who have applied an advanced design approach to production that is culturally aware of the tangible and intangible qualities of the products, that shows a sense of responsibility to the individual, society and the environment and which promotes new ethically sustainable behaviour.

The Award is open to the best products created using industrial methods and product systems and services designed for manufacturing processes linked to sport and activities related to it, including visual communication for information about and the promotion and spreading of sports practices with an emphasis on performance and the welfare of users and which are clearly available to them.

RULES AND REGULATIONS

The **2017 ADI Compasso d'Oro International Award** is the second international edition of this theme-based award, promoted and organized by ADI, the Association for Industrial Design.

The theme

The 2017 ADI Compasso d'Oro International Award is a recognition of Design excellences for **Sport – Performance and Innovation** that combine research, design activities and manufacturing to create new high quality industrial products, systems and visual communication services, improving performance and conditions in which sport is done and helping to promote sports culture and its spread.

Admission requirements and categories

Nominations for the award are open to products, product systems, services and events currently in production and on the market which have dealt with the theme of the award in the period between 01.01.2012 and 31.12.2016 in the following areas:

1 - Product Design

Product or product system design used in different disciplines in the sports sector.

2 - Materials and Components

Design applied to the production of materials and innovative components aimed at the creation of products in the sports sector.

3 - Visual Communication

Graphic design, visual design, web design, packaging, product communication systems.

4 - Services

Services, Apps and other proposals aimed at interactive use with different sporting disciplines.

5 - Events

Exhibit design, event organization and social network support campaigns for events.

Young Start-Up Award 2017

In order to support young designers, reward and encourage their commitment and recognize their talents, ADI has established the **ADI Young Start-Up Award**.

For the 2017 edition the best design (or thesis) will be selected that has been produced by students in University-level education who either individually or in groups have developed projects for products, services, and visual communication for sports and wellness.

The winner of the award will receive a financial contribution of €20,000 (paid by the ADIper Srl services company). This contribution is expressly dependent upon the following conditions:

1. the effective launch of the start-up necessary for the creation of the award-winning project principally through the facilitation of starting a design oriented business. The payments will be made in favour of the winning designer following the presentation of a business plan and evidence of progress of the project following the commencement of its start-up.
2. a commitment on the part of the winner to clearly display the wording "Produced with the support of the ADI Young Start-Up Award" on all communications regarding the project/product and related presentations.
3. regular accounting of the sums received (subject to VAT) or the issuing of a suitable receipt (private individuals).

Awards

The ADI Compasso d'Oro International Award features two different types of award:

- **ADI Compasso d'Oro International Award**
- **ADI Young Start-Up Award**

All the products selected to compete for the ADI Compasso d'Oro International Award will be given an **Honourable Mention**.

The jury can award up to a maximum of 10 **ADI Compasso d'Oro International Awards** and a single **ADI Young Start-Up Award**.

The jury reserves the right to present no awards if the quality of products, systems, services, events or projects submitted are not considered adequate and sufficient. The award-winning products, systems and services selected will be presented at a high-profile multimedia communicative event organized by ADI in 2017.

Participation in the Award

Participation in the **ADI Compasso d'Oro International Award** is open to designers,

companies, schools, universities and experts from different countries who have created products and services capable of expressing the innovative contribution of design to the theme of **Sport - Performance and Innovation**.

Applications can be made by filling out a special digital online application form and subsequently submitting it to the 2017 **ADI Compasso d'Oro International Award** Secretariat.

The digital participation form, available on the ADI website (www.adi-design.org) is specifically designed for the nomination and presentation of the product / service or project (in the case of the **ADI Young Start-Up Award**) and requires the presentation of photographs, a description and the upload of a short illustrative video (this can be made also with a Smartphone) showing the product/service or project (in the case of the **ADI Young Start-Up Award**) in English and no more than 60 minutes long. Full technical specifications for the materials listed above are explained in the online application form.

Submission of application for participation in the 2017 **ADI Compasso d'Oro International Award** should be carried out between 7th October 2016 and 31st March 2017. ADI reserves the right to extend the deadline for nomination acceptance.

Selection

The ADI Executive Committee with the support of sector experts will select a maximum of :

- **300 candidates for the ADI Compasso d'Oro International Award** to include all categories
- **60 candidates for the ADI Young Start-Up Award**

The jury will evaluate all the selections.

Depending on the number and details of the applications received, the ADI Executive Committee reserves the right to set up a thematic pre-selection committee.

The Jury

The jury is international in character and nature and consists of 7 members selected and appointed by the ADI Executive Committee from qualified national and international figures who in addition to design, will also represent complementary expertise related to the relevant categories. At least two members must be experts in design and two other members have to come from the world of sports. The President of the Jury is elected by the jury members themselves at the first meeting. Each Jury member has one vote. In case of a tie, the Jury President's vote counts double.

The Jury's decision to give awards to projects that have received a positive vote from a majority of the jurors is final.

The Jury may consult experts - without voting rights - designated by ADI regarding specific technological, environmental, regulatory and economic issues; in terms of legal issues, the jury may require the intervention of an expert appointed by the President of the Design Jury.

Duties of the Jury

The Jury shall

- evaluate the awards according to the judgment criteria defined in this list of regulations
- draw up (only for the award-winners) a list of reasons for the award in respect of the judging criteria
- prepare a comprehensive report on the selection and on the sector analyzed

The Jury's decision is final.

The Jury (and everyone connected who is aware of the awards and mentions conferred) is committed to maintaining complete confidentiality until the public awards presentation ceremony.

Judging criteria

The products, product systems, services and events nominated for the award will be judged according to the following criteria:

- **Innovation** in performance in terms of sports movements, functions, expressive languages, contents, materials and techniques used.
- **Communicational and emotional qualities** attributable to the use of materials, form, colours and the user experience.
- **Usability** of products and services in terms of ease of use, ergonomics and cognitive ergonomics.
- **Sustainability** of production through demonstrating respect for the environment, reducing waste and waste production, disassembly at the end of the product's life cycle, sustainability of social conditions and cultural diversity in the different parts of the world involved.
- **Ethics**, respect for the individual and minorities from the design phase to the definition of performances, production and disposal.

Special attention will be given to products that demonstrate respect for the environment, public and social value, attention to usability, interaction and the Design for All concept.

Use of materials for documentation

Disclaimer

All materials sent with the application are to be considered publishable. ADI has the right to use them in whole or in part in the selection process, to reproduce them in whole or in part in publications related to the **ADI Compasso d'Oro International Award** catalogues, on the ADI websites and in media communications relating to events connected with the publication of **ADI Compasso d'Oro International Award** books and exhibitions.

Anyone submitting applications thereby agrees that all materials (text and images) may be freely adapted according to the communication needs of the various media instruments used and thereby freeing ADI from any liability for any violation of third party rights.

Data and information accuracy

The information provided by persons who submit the application via the online form are to be considered usable for any purposes in the format in which it was presented and according to ADI's specific communication needs in all publications related to the selected objects. Those filling in the forms assume all responsibility for the accuracy and correctness of the data provided on the understanding that each and any cost necessary for any subsequent correction of such data will remain the sole responsibility of the persons involved.

Liability for breach of third party rights

The originality and ownership of products, systems, services, events or nominated designs are guaranteed by those who present the nomination; ADI hereby states that it carries out no form of test or check in order to verify the statements presented.

Any infringement of third party rights, patents, trademarks or other sole-right is therefore the exclusive responsibility of the declarants who hereby undertake to indemnify and hold ADI harmless from any damage that might arise as a result.

Administration fees

The application for each product, product system, service or event will be considered valid and will be presented for consideration by ADI once payment for administration fees has been made:

For each product/system and/or service presented **€150 + VAT 22%**

Reduction for ADI members **€100 + VAT 22%**

Payment should be made **preferably via credit card**; for payments via bank draft please contact the [ADI secretary's office](mailto:compassodoro@adi-design.org) (compassodoro@adi-design.org, T +39 02 33100241).

Printing rights

Presentation of the application form for the **ADI Compasso d'Oro International Award** presupposes a further commitment from the applicant, namely that should the product be selected, a contribution will be made towards the costs of printing, presentation and distribution

of the **ADI Compasso d'Oro International Award** catalogue, the organization of the award ceremony and the multi-media communication event as follows:

For each product/system and/or service presented **€1,000 + VAT 22%**

This sum does not apply to participants in the **ADI Young Start-Up Award**.

Payment may be made **via credit card**; for payments via bank draft please contact the [ADI secretary's office](mailto:compassodoro@adi-design.org) (compassodoro@adi-design.org, T +39 02 33100241).

Invoicing

Please note that all invoicing for administration fees and printing rights will be carried out by ADIper Srl, Via Bramante 29, 20154 Milan, tax code / VAT registration no. 07084910962; the invoice referring to printing rights will be made out to the same address as that of the administration charges.