



## WHAT IS ADI



XXVIII Italy -Japan  
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Delegate for international Activities



# ADI **ADI ASSOCIAZIONE PER IL DISEGNO INDUSTRIALE**

With 60 years of history behind it, ADI is the only organization worldwide to represent the complexity of design culture. ADI represents the leading players in the Italian Design System and contributes to enhancing the role played by Made in Italy at an international level. ADI itself is also a leading player in the development of industrial design as a cultural and economic phenomenon.

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## ADI ON THE STAGE OF WORLD DESIGN

Partner with ICSID (an organization which brings together and coordinates international design associations) since its creation in Milan and which has seen numerous ADI representatives in executive roles.

Partner with BEDA, the european organization of design associations.

These institutional partnerships, the offices in China and the many international exhibitions organized by ADI represent the strategic role that ADI plays worldwide in the country's cultural and economic development.





## THE ITALIAN DESIGN SYSTEM

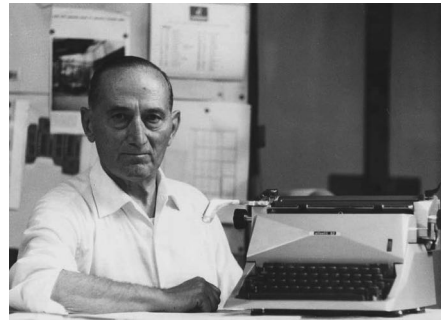
ADI has developed a “global” view of design through the shared participation of :

- designers
- companies
- distribution systems
- researchers and journalists
- schools and students

Thanks to the knowledge and mutual cooperation between the different groups represented, ADI is able to act as the SINGLE interlocutor in dealing with a wide and complex range of constantly evolving problems.

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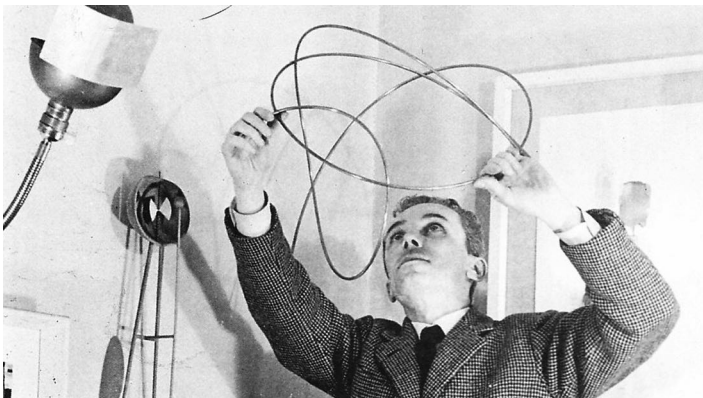
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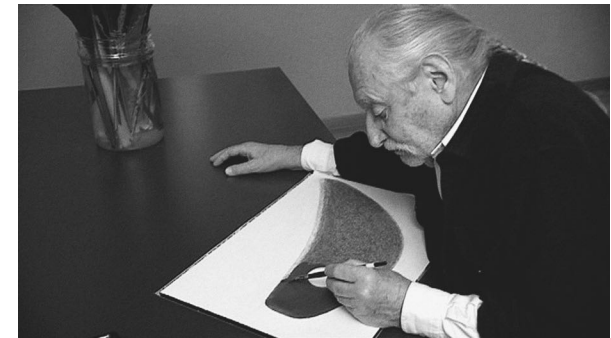
## THE ITALIAN APPROACH

Italian design came about as the result of a fruitful meeting between entrepreneurs and designers who were convinced that through innovation and experimentation it would be possible to develop products that met the new needs of the society of the post-war period.

A mindstyle that combine the technological approach with the humanistic approach.



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## FONDAZIONE **ADI** COLLEZIONE **COMPASSO D'ORO**



The ADI Compasso d'Oro Foundation Collection was created in Milan in November 2001 as a result of ADI's efforts with the title of the ADI Foundation for Italian Design, and in April 2002 the Foundation received national legal recognition.

Its statutory mission and its human and financial resources are dedicated to the protection and dissemination of design culture, but also to the promotion of its historical heritage and its future prospects, with a particular commitment to ensuring sustainable design and the respecting of quality ethics with regard to individuals, civil society and the environment.

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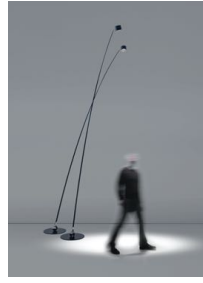
The ADI Design Index is the annual ADI publication which brings together the best in Italian design that has been put into production and selected by the ADI Design Permanent Observatory.

Selection includes products and product systems in a range of categories, theoretical and critical research and process or corporate research as applied to design.

In addition all the selected products are published on the web on a site that also includes the documentation that could not be made available to the public in the printed edition.

Every year the published products compete for the ADI Design Index Innovation Award.





## THE ADI COMPASSO D'ORO AWARD

THE ADI COMPASSO D'ORO AWARD represents a CULTURAL, ECONOMIC AND STRATEGIC heritage for the country's development in which the excellence of Italian design is rewarded.

The selection process is developed through an observatory whose eventual findings are presented in the publication of the ADI DESIGN INDEX and related events. The observatory represents a permanent and privileged vantage point looking over the Italian production scene.

In 2004 the Compasso d'Oro Award Collection was officially recognized as a part of the Italian National Heritage and it is maintained by the ADI FOUNDATION.



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## THE ADI COMPASSO D'ORO INTERNATIONAL AWARD

This is a theme-based award for international design and is held every two years. The first edition in 2015 was dedicated to 'Design for Food and Nutrition':

The next edition planned for 2017 will be dedicated to **SPORT AND DESIGN**.

Participation is open to businesses and international designers.

The award also includes an **international edition of the Targa Giovani, or Youth Section** reserved for young designers who are being trained in design schools.



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## OUR HOME OF DESIGN IN MILAN

Starting from 2017 within **Milan's new centre for creativity** in via Ceresio, ADI will have access to a major structure offering about 5,000 square meters which will house a permanent exhibition of the historical Compasso d'Oro Collection.

Spaces for exhibitions and events, a restaurant, cafe, an area for international guests, training rooms, meeting rooms and nomad offices complete the range of facilities that as well as being the ADI headquarters are set to become a real home of design.

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There is no common future without daily experimentation  
in one's own future.

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