# The 7th edition of the Milano Design Award is ready to start

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The **Milano Design Award** is back, an event that since 2011 has been selecting the best exhibition projects of the Fuori Salone prizing the most innovative ones and those able to promote a creative dialogue between product and setup, brand and designer.

Create and organised by elita, realized in partnership with [Fuorisalone.it](http://www.fuorisalone.it/), [Istituto Europeo di Design](http://www.ied.it/) and [Valverde](http://www.valverdewater.com/) and sponsored by **Comune di Milano**, since last year the initiative is also promoted by the biggest companies linked to the Fuorisalone: [5VIE art+design](http://5vie.it/), [Brera Design District](http://breradesigndistrict.com/) **,** [elita - enjoy living italy](http://www.elita.it/)**,** [Milano Space Makers](http://milanospacemakers.com/)**,** [Porta Venezia in Design](http://portaveneziaindesign.com/)**,** [Tortona Design Week](http://tortonadesignweek.com/)**,** [Triennale di Milano](http://www.triennale.it/),[Ventura Projects](http://venturaprojects.com/)and[Zona SantAmbrogio](http://zonasantambrogio.com/)**.**

## The award

The purpose of the Milano Design Award is to select, through an international jury, **the best exhibition project of the Fuori Salone.**

Many are the criteria leading to the choice of the winner, among which are concept, technology, storytelling and engagement, which represent some of the awarded categories.

Among the novelties of this year is the presence of four new awards*: Press Choice,* assigned by a jury composed by representatives of the international press, *The* *Unicorn* for the most innovative and disruptive installation and two connected *Lifetime Achievement* awards (designer and company).

This year the careers award, relating to the history of the Fuori Salone and assigned by districts, will be assigned to **Cappellin**i as historic company in the design industry and to **Tom Dixon** for his work as designer.

Here below is the list of all the awarded categories:

**Milano Design Award 2016 Winner**  
The best installation of the whole Fuorisalone, selected for the excellent combination of concept, technology, storytelling and public engagement.

**Milano Design Award 2016 Best Concept**  
The installation that proposes the most innovative concept and conveys the most significant values showing future meanings and opportunities.

**Milano Design Award 2017 Best Technology**  
The installation using a new technology or material or proposing a new use of an already existing technology.

**Milano Design Award 2017 Best Storytelling**  
The installation that conveys its message in the best way using the most engaging and effective storytelling strategy and a refined communication also from a graphics point of view.

**Milano Design Award 2017 Best Engagement by IED**  
The installation that stands out creating a bridge between itself and the public, establishing an immersive relationship through the various elements of the setup (place, sounds, lights).

**Milano Design Award 2017 Press Choice**The best installation in terms of concept, technology, storytelling and engagement according to the judgement of a distinguished and internationally selected jury of journalists.

**Milano Design Award 2017 The Unicorn**

The most innovative installation in terms of exhibition method and drawing a new design approach in exhibition design.

**Milano Design Award Lifetime Achievement for Designer**

Lifetime achievement award to the designer who stood out most for his creativity and who contributed to making the history of the Fuori Salone.

**Milano Design Award Lifetime Achievement for Company**

Award to the company that has always had a strong link with the Fuori Salone and characterised many of its special moments.

## Jury

The jury is chaired by **Luca Cipelletti** (architect), winner of the Milano Design Award 2016, and composed by **Marco Velardi** (Apartamento), Evan Orensten (Cool Hunting), **Marco Velardi** (Apartamento), **Olimpia Zagnoli** (illustrator).

The scientific committee is chaired by Paolo Ferrarini and Valentina Ventrelli.

## Ceremony

This year’s **award ceremony** will be held **Thursday April 6th** at **Teatro dell’Arte** at **La Triennale di Milano** from 9.30 p.m. and the winners will receive the prestigious “Sleipnir Troll” represented in the logo and made by Atelier Forte, that symbolises conquest, exploration and discovery of new worlds.  
The ceremony, presented by Paolo Ferrarini, will be preceded by the live exhibition of the Japanese-American project COBU, that combines traditional Taiko drums and tip tap.

**Rossella Bertolazzi**, Director of IED Milano Visual Arts School.

“The Milano Design Award is an initiative awarding research, innovation and talent, values which IED strongly supports and to which it has constantly committed since its establishment in 1966. A journey lasted 50 years that we will celebrate this year with an international exhibition at the **La Triennale di Milano** starting October 26th. For IED, assigning a prize within the Milano Design Award means promoting the ability to go beyond borders and stand on the side of those who believe in the courage of creativity and experimentation”.

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**Il comitato ‘Milano Fuori Salone’**

Born in 2014 for the safeguard and co-ordinated communicationof the events outside of the expo, regularly sharing information and during the Milan Design Week, publishing content- in dedicated pages - on the digital platform of [fuorisalone.it](http://fuorisalone.it/).

**Cappellini**

Founded in 1946, Cappellini has become synonymous with contemporary, avant-garde

design. Over the years it has launched some of the world’s greatest designers, producing innovative and high quality furnishings. Cappellini’s collection is characterized by experimentation and the exploration of new ways of living, furnishing the whole domestic landscape from the living room to the studio and bedroom, but also contract areas such as lounges, hotels and restaurants. Many of these products have also become iconic pieces which are exhibited in museums throughout the world such as the Victoria & Albert Museum in London, the MoMa in NY and the Centre Pompidou in Paris.

Giulio Cappellini creator of the company’s uniqueness and emblematic figure in the international design scene is universally recognized as a talent scout of young designers: some examples includes Jasper Morrison, Marcel Wanders, the Bouroullec brothers and Marc Newson. Giulio Cappellini is the Art Direction of Cappellini and also looks after the company’s product range and communication strategies. He has recently been nominated by Time magazine as one of the most important trendsetters in the world. Cappellini is available worldwide. Its flagship stores are located in Milan, Rome, Paris, New York, Los Angeles, Manila and in other main capital cities. The Head Offices are in Meda, Brianza district.

**Luca Cipelletti**

Graduated in architecture from Politecnico di Milano in 2001, he started to work, during his students’ years, for Studio Albini Helg Piva. In 2000 he founded Milan-based studio AR.CH.IT, focused on different themes to urban, architectural and exhibit design as well as artistic direction.

The studio has recently completed the project Le Cavallerizze (stables) for the Museum of Science and Technology Leonardo da Vinci in Milan and The Shit Museum in Castelbosco (PC); current projects include new pavilions for The Museum of Science in Milan, a Museum for Bitossi Ceramic company in Tuscany, the masterplan for the “Polo del Contemporaneo” in Bari.

**Giorgio Di Salvo**Born in Milan in 1981, Giorgio di Salvo has always cultivated since his teenage years his passion for hip-hop culture and graphic design. Self-taught at rst, he improved his skills thanks to a scholarship at the European Insitute of Design (IED).

Giorgio approached the fashion industry in the early 2000s by joining the communi- cation and product teams of King Kong, Milanese store and hangout. In 2005 Gior- gio’s rst collection was launched: VNGRD, of which he was founder and creative director.

The brand quickly grew thanks to important collaborations with Sfanu Rockers NYC, Actual Pain, Stussy and Fuct in the US, Slam Jam and Super in Italy, False in Singa- pore.

Alongside his work for VNGRD, Giorgio also collaborated as freelance consultant with Italian and American companies such as Superga, Nike, Ecko, 55DSL, Kanye West’s Pastelle, Diesel and Carhatt as well as independent magazine such as Vice Magazine, Fantom and Hunter.

From 2000 to 2011 Giorgio was art director for the communication agency Inde- pendent Ideas and the magazine STUDIO, designer for the clothing brand UPPER- CUT c/o Iuter and nally art director for Marcelo Burlon County of Milan.

Parallel to his professional career, Giorgio has never neglected his work as an artist, in a continuous dialogue with the world of design and graphics. Two of his latest pro- jects were exhibited at Museo del Novecento and the Swiss Institute in Milan.

**Tom Dixon**  
Infamously self-taught, Tom Dixon (OBE) is an internationally renowned British Designer, Creative Director of eponymous brand Tom Dixon (est. 2002). His works are included in permanent collections of the world’s most prestigious museums, including the V&A and the MoMA. Tom Dixon has built his universe through intensely diverse experiences, from music, contemporary lighting, furniture and accessories to high profile projects including the Restaurant at The Royal Academy in London, Jamie Oliver’s restaurant, Barbecoa as well as Shoreditch House. Most recently Tom’s Design Research Studio completed their first ever hotel project, redesigning the iconic Thames-side Mondrian Sea Containers in London.

**Evan Orensten**

Evan Orensten is the co-founder and Executive Editor of Cool Hunting, a fourteen year old digital publication highlighting creativity and innovation in design, technology, architecture, style, culture, food + drink and travel. He also manages Cool Hunting Omakase, a holiday gifting service, Cool Hunting Editions (limited editions, product collaborations and travel experiences), and Cool Hunting Studios, which provides creative and strategic services for media and consulting partnerships. Evan is a serial entrepreneur in digital media with more than twenty five years of experience.

**Marco Velardi**

Marco Velardi (Novara, 1982) is a Berlin based creative consultant, and partner in Apartamento, a biannual everyday life interiors magazine, for which he covers the role of Editor-in-Chief. Over the years he has worked with Zurich based art publisher Nieves Books and freelanced for several magazines such as New York Times T Magazine, Art Review, AD, 032c, Icon Design and GQ Italia.

From 2008 until 2016 he was the founder and partner of the Milan based creative agency, SM ASSOCIATI, for which he has covered the role of Creative Director in several projects, including: the redesign in 2010 of Casamica, Corriere della Sera’s design magazine; the relaunch of La Cucina Italiana, Italy’s long-standing food magazine, in 2011, and the worldwide launch of “Bankrupt!” the latest album of French music band Phoenix in 2013.

From 2011 until 2014 he has been working as in-house Creative Director for Italian furniture company De Padova, while he has also helped brand and develop design ventures such as Discipline, Wrong for Hay, Diesel Living and Bitossi Home. Most recently, in April 2014, he co-curated the exhibition “Source Material” together with Jasper Morrison and Jonathan Olivares, which toured to the Vitra Design Museum in fall 2014.

Currently he advises companies such as Vitra, Nike, Mondadori, Phaidon, Schiffini and Knoll on creative and strategic matters.

**Olimpia Zagnoli**

Olimpia Zagnoli lives in Milan in a house with kaleidoscopic floors.   
Her style is characterized by soft shapes and chameleonic colors that she uses to create   
bold illustrations, odd music videos and curious objects.  
Her client list includes, among others, The New York Times, The New Yorker, La Repubblica, Taschen, TIME, Google, Marie Claire, New York Magazine, Rolling Stone, Monocle, Vanity Fair, Clinique, Air France, Yale University, The Guardian.