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Under the patronage of
ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

INTERNATIONAL
DESIGN AWARD
2016

VINCITORI
WINNERS



PROFESSIONALS

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PROFESSIONALS
PROFESSIONISTI



PORADA
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AWARD 2016

FIRST PRIZE

THE SWAYING BAMBOO

Bogdan Bondarenko (Ukraine)

Yuliia Fedorenko (Ukraine)

The **Swaying Bamboo** consists of a modular composition with the double function of being a coat rack and an overhead shelf, with a structure inspired by the shape of a stem of *bamboo*, the symbol of eternal love and domestic harmony in Eastern philosophy. The union of the ideal stem and the boxes attached in various points of the supporting structure evokes a *bamboo* forest, where the predominant wooden element can be positioned along with other materials such as aluminium, creating an interesting chromatic effect.

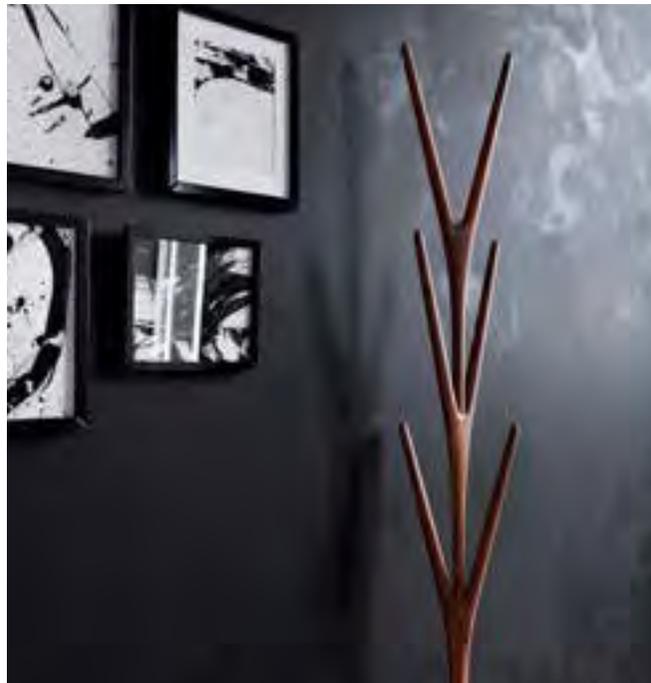
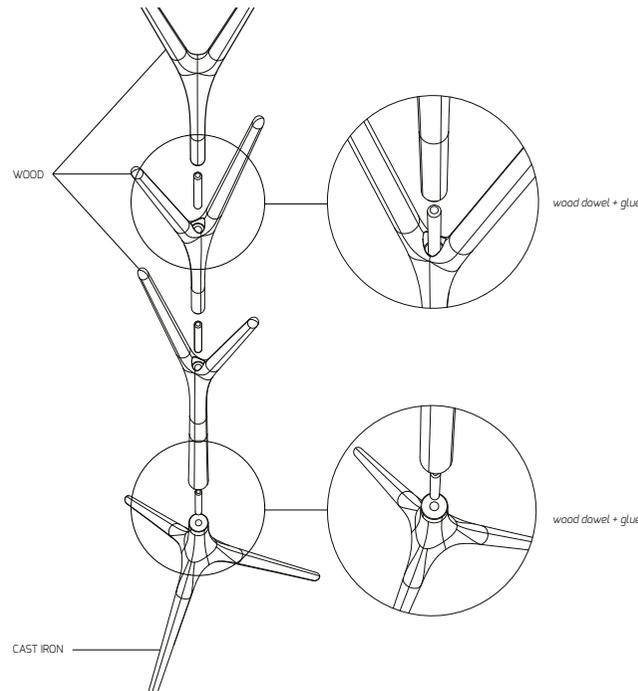
The product conceived and developed by the Russian designers was awarded by the judges “for its ease of use, the versatility in the attribution of accessory functions and the inspiration from the morphology of vegetation”.



SECOND PRIZE

SIMPLE TREE

Andrey Fabishevskiy (Russia)
Sofia Solomko (Russia)



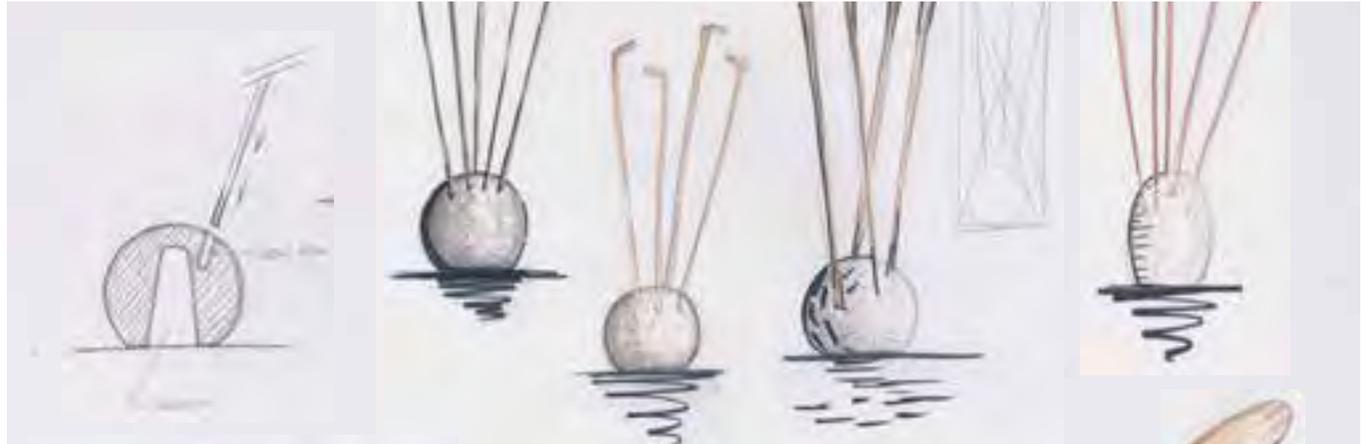
The *free-standing* coat rack, **Simple Tree**, recalls the form of a tree thanks to the choices adopted in regards to colour and the simple, clean lines by which it is characterised.

The structure consists in a base composed of three cast iron supports, from which stem the trunk and branches of the tree that can be assembled in various manners, to create an interesting play of shadow and light. The harmonic forms and the utilisation of lightweight materials also allow easy re-positioning of the coat rack, which turns out to be a furnishing accessory adaptable to various contexts: from domestic to business sphere.

THIRD PRIZE

PLANET

Gianni Stefan (Italy)



Spherical elements connected to a central nucleus like planets rotating in orbit: this the *concept* that inspired the *free-standing* coat stand, **Planet**.

An object with a simple and clean form, it consists of a concrete base adorned with natural oxides and marble powders, around which the five turned ash rods are assembled without further junction components. The colour range in the veining of the concrete base are in a perfect chromatic synchronicity with the colours of the wood, creating an innovative *design* product that is at the same time in line with the Porada production style.



STUDENTS
STUDENTI



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FIRST PRIZE

ARBOREM

Davide Mazza (Italy)

Politecnico di Milano



The naturalistic element and the purpose to find a connection between nature and the domestic context have inspired **Arborem**, a *free-standing* coat rack in solid wood that can be divided into three main areas: three legs on the base, the central node and the branching arms, all of which recall the sinuous shape of a tree.

The modularity of the composition permits **Arborem** to be a user-adjustable and renewable object in terms of materials and colours. Simplicity and a sense of proportion are the reasons given by the judges in the evaluation of the project that fully conveys the Porada style.



SECOND PRIZE

ADD

Camilla Algisi (Italy)

Politecnico di Milano



Add is a sectional modular structure that performs the typical functions of a coat rack whilst simultaneously being an ornamental element. There are five modules considered: one triple joint that allows to develop the structure to which a second module is connected with different extremities on which to hang one or more garments. The forms and composition are inspired by natural organic elements (branches and the veins of the leaves), which conceptually reinforce the union between nature and the home environment.

This “*bringing nature into the home*” is also strengthened by the material used: the canaletto walnut manages to give a very natural look to the entire structure without the play of joints appearing overly contrived.

THIRD PRIZE

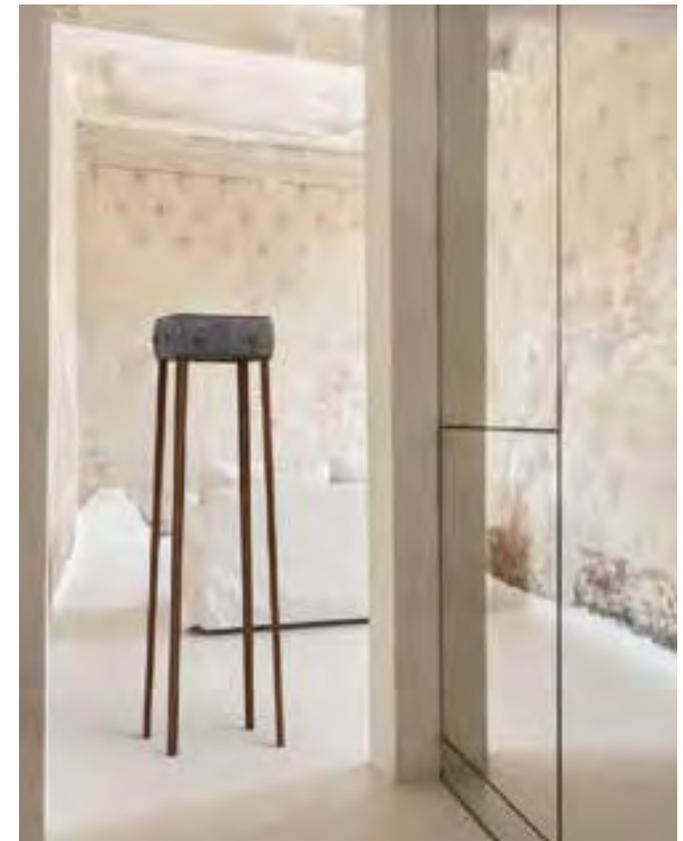
PIXEL

Giulia Di Benedetto (Italy)

Politecnico di Milano

The rigidity and purity of wood and the softness and colour of fabric: this is the combination that inspired **Pixel**, a hanger composed of four wooden legs united with a rectangular wooden structure covered with fabric. A versatile product, thanks to the various solutions available for hanging the garments (both on the outer structure and the metal bars on the inside), and user-adjustable in terms of choice of *textures* and combination of materials.

The colour and reduced dimensions like those of a *pixel* are the characteristics that inspired the name of the project that emerges from an in-depth study of Porada's production. From here comes the use of materials such as the canaletto walnut for the supporting legs and the fabrics such as velvet, acrylic, cotton and interwoven wool for the padding variants.



SPECIAL MENTIONS
MENZIONI SPECIALI



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PROFESSIONALS

TULIPANO

Mariia Surkova (Russia)
Maksim Nizov (Russia)

Simple in form but of great visual impact, this coat rack opens from the base like a tulip and culminates with a structure onto which garments can be positioned. Its clean lines and the use of the elegant canaletto walnut make it a real piece of furniture, pleasing to the eye even when not utilised for its original purpose as a coat rack.



STUDENTS

SIMBIOSI

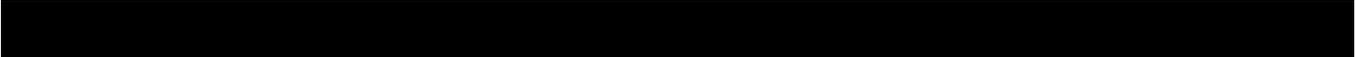
Giacomo Zanella (Italy)

Politecnico di Milano



A careful study of the Porada catalogue and an intention to give dynamism to a material, the wood, which in nature is found in an extremely solid form, have generated **Simbiosi**, a coat rack formed by three legs in a helical form, two of which consisting in a solid canaletto walnut and one composed of aluminium with bronze colouring.

The image that has inspired the Italian designer is a section of DNA, the double helix of which is transformed into a triple helix united by joints reminiscent of amino acid bonds. Also in this case, the tradition of wood meets innovation in *design*, for a product that almost seems like a work of art as well as a furnishing accessory.



PORADA INTERNATIONAL DESIGN AWARD 2016

PORADA ARREDI srl, in cooperation with **POLI.design**, **Politecnico di Milano**, under the patronage of **ADI**, the **Association for Industrial Design** announces an international ideas competition to identify original and innovative concept of coat hangers, wall-mounted and free-standing coat hooks, equipped or equippable, which convey the values and identity of a leading brand of Italian design like Porada.

Info and Regulations:

www.porada.it/en-US

www.polidesign.net/en/Porada2016.

