

 **POLI.DESIGN**
Consorzio
del Politecnico
di Milano

porada

**INTERNATIONAL
DESIGN
AWARD 2013**

PORADA ARREDI srl
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Con il patrocinio di
ADI ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

WINNERS

PROFESSIONALS

p.4 First Prize **LOPE**
p.5 Second Prize **voLovia**
p.6 Third Prize **BOW**

STUDENTS

p.8 First Prize **ICS**
p.9 Second Prize **PLY**
p.10 Third Prize **FOLDING WOOD**



PROFESSIONALS



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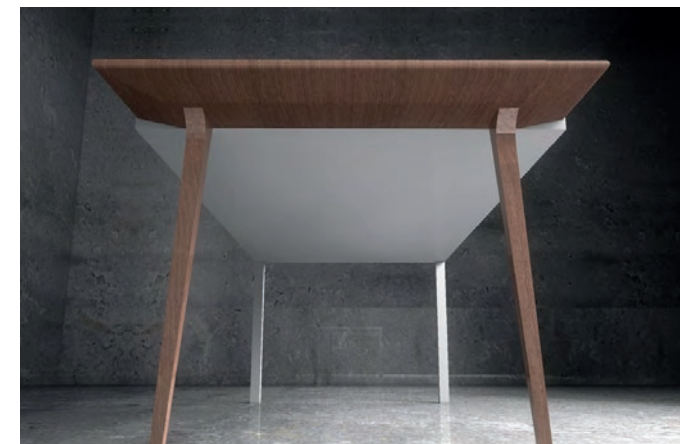
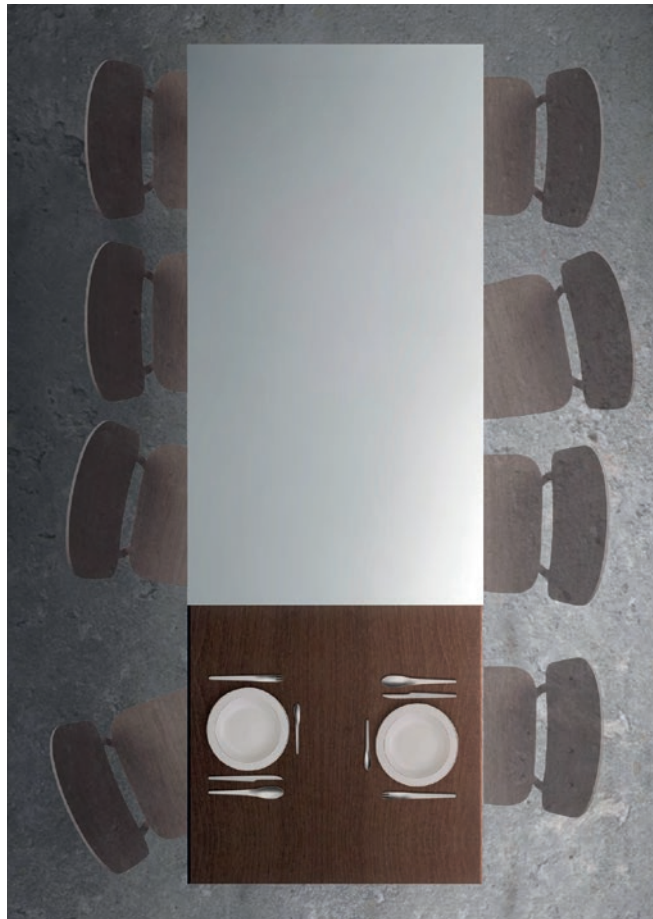
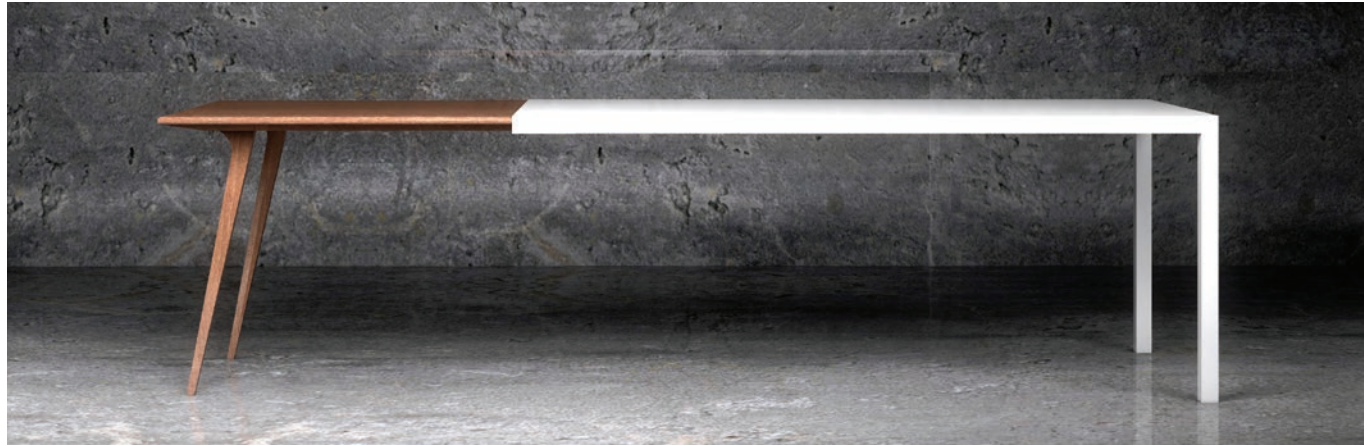
FIRST PRIZE

LOPE Extendable Dining Table

Lope is an extendable dining table consisting of two parts: a piece of solid Ash Canaletta Walnut Stained wood, and a White Matt Aluminium piece. The aluminium part refers to our industrial future and, like an envelope, it gracefully incorporates the wooden part, which expresses our relation to nature with its antelope-inspired legs.

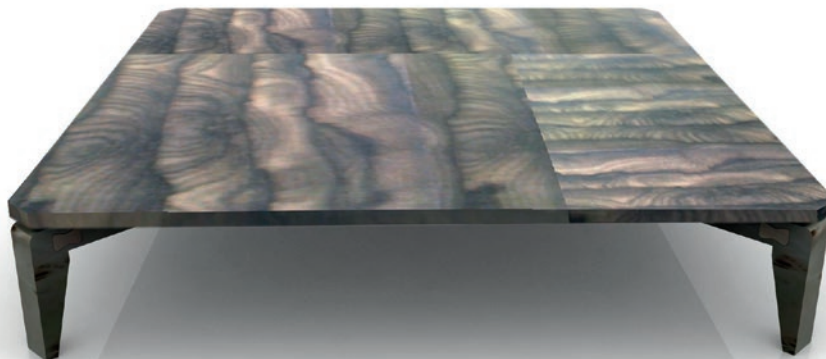
The Lope table makes use of the materials that are vividly present in the design language of the Porada brand. The sleek and smooth Ash Canaletta Walnut Stained wood expresses the elegance of nature. The White Matt aluminium complements the design by expressing the future. Materials come together to celebrate both handcrafting and industrial production methods.

Lope provides ample space for 6 person on the long sides. When closed, the wooden part protrudes 30cm providing auxiliary space as a side table. When open, the extension can host 10 people in total.



SECOND PRIZE

VOLOVIA



The ancient system of interlocking assembly known as “*dovetail jointing*” has been redesigned to create the voLovia table, using cutting-edge production techniques, such as CNC machining (*computer numerical control*).

The link with the past is also emphasized by the choice of materials: the joint is in yew wood (*Taxus baccata*), an ancient tree; the base of the table is in maple (*Acer saccharum*), a light wood that highlights the contrast with the ziricote top (*Cordia dodecandra*), a dark wood with a coarse texture. The table top is divided into three parts of different dimensions, designed to provide an extremely dynamic look.

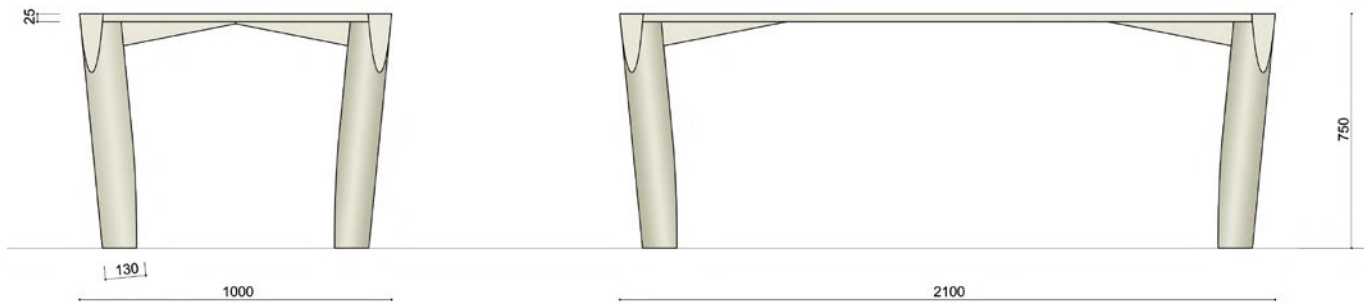
THIRD PRIZE

BOW Dining table

Bow is a dining table made of solid wood, featuring a special geometric shape for the legs, tapered downwards, and characteristic details in its rounded edges.

This result was obtained starting from a cylinder placed in the corner: the technique consisting of slightly tilting toward the centre and progressively reducing the amount of material for the legs, which was eliminated along vertical cutting planes, both internally and externally.

An inner element, also in wood, acts as a shelf, and extends below the top, helping to reduce bending. Bow is rectangular in shape but, applying the same compositional theme, it will be possible to expand production by defining a circular version.



STUDENTS



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FIRST PRIZE

ICS

Convertible side table

Ics is a side table designed to adapt to different uses: consisting of a top and structure in solid walnut that can be rotated, it can be transformed into a breakfast tray in bed, or a coffee table.

The Ics top/tray can easily be detached and attached to the structure, thanks to miniature magnets: the top's slippage from the structure is prevented by furrows cut into the lower section, which contain the magnets and facilitate the top's centring onto the structure.

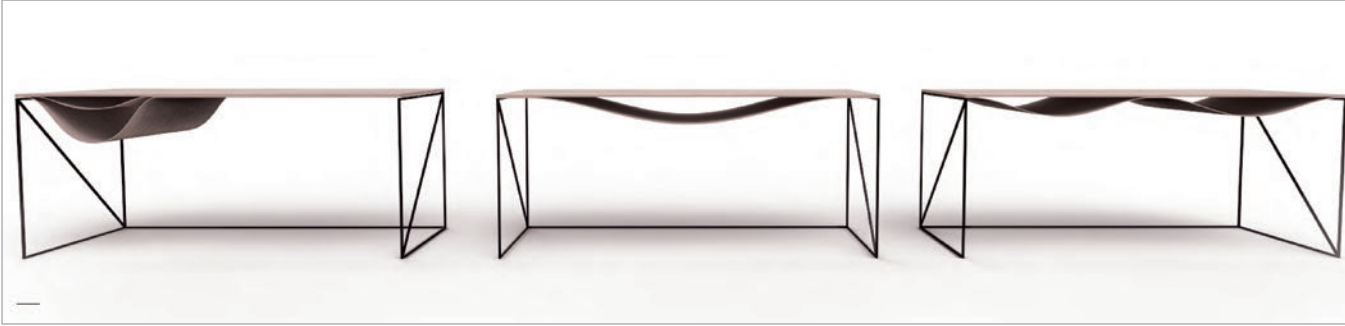
This particular shape with an asymmetric centre allows it to be brought close to a bed/sofa/armchair, if Ics is used as a side table, also allowing for the necessary legroom when used as a bed tray.

In the horizontal position (*used as a side table or breakfast bed tray*) Ics measures 35 cm in total height, while in the vertical position (*used as a side table*) it measures 50 cm in height.



SECOND PRIZE

PLY



Ply's concept was based on the innovative utilization of all advantages of plywood in a writing desk, which serves as a storage furniture as well. Besides this, the desk can be individualised by numberless possibilities of pigeonhole packing. The simple and serene leg of the desk made of steel, which with such characteristics perfectly lets the values of the table board dominate. Inflexibility is ensured by the frame of the steeled leg and by the 10 mm thick plywood placed on the top. The surface of storage is provided by 3 mm thick plywoods/plates, which are pasted to one another.

THIRD PRIZE

FOLDING WOOD

Tables set



Folding Wood was conceived as an entire furniture set in wenge stained walnut; a console, writing desk, TV cabinet and coffee tables.

The inspiration behind Folding Wood is drawn from the technique of paper folding: indeed, the shape of the tables is derived from the idea of folding a single wooden plank, as if it were origami. The console consists of two planes in a triangular form of different heights.

Compared to the console, the desk is larger, expanding its functionality and providing a top for writing comfortably.

The coffee tables are smaller in size and lower, with two different models available: they can be used in pairs and can be arranged in various ways to achieve different effects and configurations. A TV stand is obtained by setting the two small tables one opposite the other.





PORADA INTERNATIONAL DESIGN AWARD 2013

Porada Arredi srl and POLI.design, a Consortium of the Politecnico di Milano, with the sponsorship of ADI, the Association for Industrial Design, have launched this new international competition that is open to designers and creative artists both from Italy and abroad (individuals or groups), professionals and non-professionals, employees and students. The challenge was that of finding innovative concept on different types of tables (dining table, consol, low table, living room table, gaming table and side table) in which the use of wood is prevalent but not exclusive, and it should embody the values and identity of the Porada brand name. The wood could be combined with metal, glass and other materials.

Regulations and information at:

www.porada.it

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