

porada

MIRRORS
WILBOB2

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POLI.design
Consorzio del Politecnico di Milano
www.polidesign.net

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ADI ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

INTERNATIONAL
DESIGN AWARD
2014

VINCITORI
WINNERS

PROFESSIONALS

<i>p.4</i>	First prize	DOUBLE LOOP
<i>p.5</i>	Second prize	GEMMA
<i>p.6</i>	Third prize	ZEN

STUDENTS

<i>p.8</i>	First prize	WEG
<i>p.9</i>	Second prize	REFLECTION OF TIME
<i>p.10</i>	Third prize	SPIN

SPECIAL MENTIONS

<i>p.12</i>	Professionals
<i>p.13</i>	Students



PROFESSIONISTI
PROFESSIONALS



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DESIGN
AWARD 2014

FIRST PRIZE

DOUBLE LOOP

Libero Rutilo (Canada)

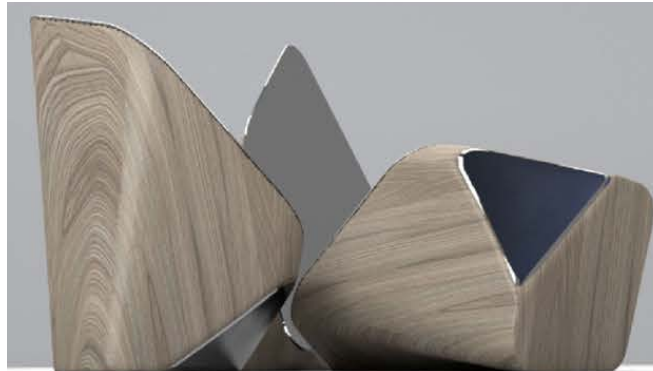
Mirror holder consisting of two “bands” in solid wood with curvature inspired by the harmonious shapes of fabric and paper: the rectangular section of the two concentric rings twists through 90-degrees in the lower part, creating two curvy shelves. The seemingly simple and straightforward aesthetic of the product actually hides a high degree of complex craftsmanship, requiring considerable skill to curve the solid wood in such a way as to make it fluid and light like fabric.



SECOND PRIZE

GEMMA

Tommaso Gecchelin (Italia)



Mirror in solid American walnut, whose design is inspired by the shape of faceted gemstones and crystals, able to reflect and diffuse light at the same time. The particular shape of the mirror is designed to allow it to be positioned at three different angles corresponding to different uses. The item has two reflective faces: the first is a perfect mirror surface, while the second consists of a magnifying mirror that can be used for make-up, for example.



THIRD PRIZE

ZEN

Ekaterina Shchetina (Russia)

Mirror based on the zen and artistic discipline of balanced gemstones. The item intends to recreate, inside the home, a feeling of calm and balance through a simplicity exalted by the formal purity of its lines. Three solid wood shelves, integrated into the mirror with a metal bracket that also acts as the method of mounting on the wall, creating an interplay of reflections through which the depth of the outlines is perceived, seemingly reconstructed in a unique and defined shape.



STUDENTI
STUDENTS



PORADA
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FIRST PRIZE

WEG

Federica Eleonora Belli (Italia)

Politecnico di Milano, Como

Hall mirror holder in laminated walnut wood. Its oval shape incorporates a first container, in the lower part, which serves as a double bottom over which a leather addition forms a second pocket. The latter, held suspended by magnets positioned on both sides, thus becomes a flexible element, that can be folded on one side or removed to facilitate placing objects in the underlying container. Its shape, recalling the lines of an egg and the pockets of marsupials, draws inspiration from nature and from its ability to create, reproduce and protect.



SECOND PRIZE

REFLECTION OF TIME

Kyle Dawney (Inghilterra)

Brunel University, Uxbridge, Middlesex, Regno Unito



The clock consists of a swivel base in solid walnut and a circular mirror: a crack in the mirror, also swivelling, moves the hour hand, while the minutes are indicated by a notch in the wood base. Inspired by literary works that describe the fascination of man with his own reflected image and the time he spends contemplating it, with the shape of the mirror, the project aims to express the concept of time passing.

THIRD PRIZE

SPIN

Elisabetta Donati de Conti (Italia)

Politecnico di Milano

Multi-functional furniture item with mirror, composed of a table in ash wood with a large disc featuring a wooden back and a front in which two different finishes of mirror and matt dark metal fill the front semi-circles.

The user can rotate the disc with a mechanical system and a central pin, which allows the piece to be used as a desk or to look at your reflection and use it as a dressing table.



MENZIONI SPECIALI
SPECIAL MENTIONS



PORADA
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PROFESSIONISTI

PROFESSIONALS

Davide Anzalone (Italia)
MIRALAGO



Giulia D'Aprile (Italia)
FLIP SIDE



Simone Alberto Gerbino (Italia)
VOILÀ



STUDENTI

STUDENTS

Denise Lucente (Italia)
Politecnico di Milano

JOINT



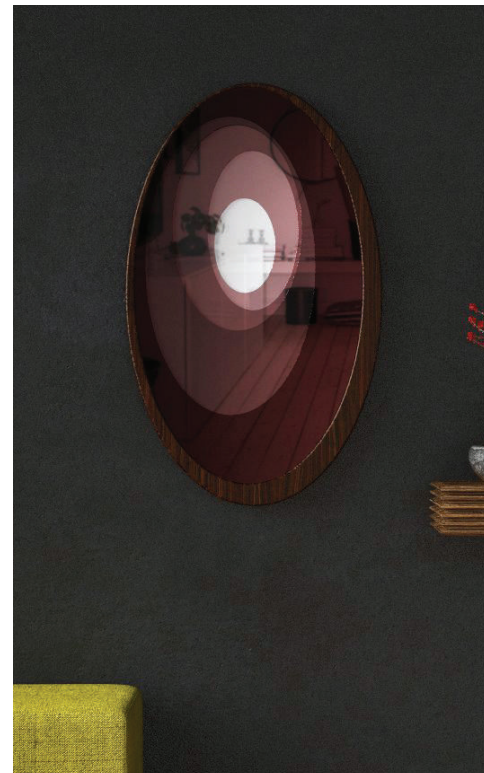
Carlo Bianchi (Italia)
Politecnico di Milano, Como

KALÌ



Sarah Dominguez (Rep.Dominicana)
Politecnico di Milano

DEEP WOOD



Arash Abbaszadeh (Iran)
Islamic Azad University, Bandar Abbas





PORADA INTERNATIONAL DESIGN AWARD 2014

PORADA ARREDI srl with POLI.design, Consorzio del Politecnico di Milano, announce an international competition of ideas for innovative concepts in different types of mirror (dressing table mirror, wall mirror, large mirror, integrated into furniture or furnishing accessories, stand-alone or embedded in piece of furniture, whose dominant element consists of a reflective surface), in which the use of wood is prevalent (though not necessarily exclusive) and which convey the values and identity of the Porada brand. The wood may be combined with metal, glass and other materials.

The full announcement and more information can be found on the websites:

www.porada.it

www.polidesign.net/en/Porada2014

