

POLI.DESIGN

FOUNDED BY
POLITECNICO DI MILANO

porada

INTERNATIONAL
DESIGN AWARD

2017

PORADA ARREDI srl

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POLI.design

www.polidesign.net

Con il patrocinio di

ADI ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE



VINCITORI
WINNERS

JURY

Bruno Allievi

CEO Porada

Tiziano Allievi

Partner Porada

Roberto de Paolis

POLL.design

Manuela Garbin

Designer

Zheng Lingjian

CEO & Chief designer of Taizhou

Pinzhen design Co., Ltd

Mao Mingjing

CEO & Chief designer of Shanghai

Maudea interior design engineering Ltd

Francesca Taroni

Director of Living

Gerhard Amann

Publisher of H.O.M.E

Tina Mahony

Director of Go Modern, London

Ghada Al Sayed

Design Principal & Partner of Horizon Interiors,

Manama, Bahrain

● PROFESSIONALS

p.4	First Prize	SLIDING PLATES
p.5	Second Prize	RELAZ (Ex-Aequo)
p.6	Second Prize	CYCLE (Ex-Aequo)
p.7	Third Prize	LEO

STUDENTS

p.9	First Prize	NOUA
p.10	Second Prize	FLY
p.11	Third Prize	TORII

SPECIAL MENTIONS

p.13	Professionals
p.15	Students



PROFESSIONISTI
PROFESSIONALS



PORADA
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FIRST PRIZE

SLIDING PLATES

LUCA GIACOMELLI (Italy)

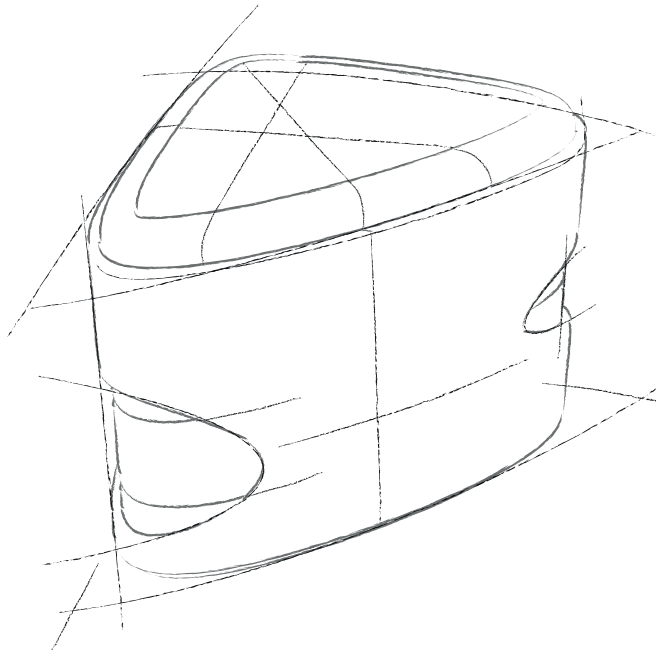
LORENZO ROSSOTTI (Italy)



Jury Motivation

In bringing out a playful element in the interaction with the user of the rotating support surfaces, he was able to combine attention to detail, appropriate choice of materials and harmonious modification in the product configuration that fully transmits the Porada furniture's philosophy.





SECOND PRIZE

EX-AEQUO

RELAZ

ALESSIO BIAVA (Italy)

Jury Motivation

We appreciated the integration of the main function - holding and supporting - with complementary functions - relaxing and containing - that complete the user experience, its asymmetrical, multiple and transformable composition with simple and intuitive movements, including by overturning the internal cushions and the ability to fit in typologically differentiated environments with a simple and discreet modern style.

SECOND PRIZE

EX-AEQUO

CYCLE

YU HIRAOKA (Japan)

Jury Motivation

Inspired by the formal clarity and the compositional rigor of the tradition of Japanese furniture, while fully adhering to the contemporary style, especially in the skilful combination of colors, materials and surfaces, the rotating option of the floors reveals a container inside the base that not only confers great aesthetic value but also meets the functional needs of modern living.



THIRD PRIZE

LEO

SIMONE ALBERTO GERBINO (Italy)

Jury Motivation

Designed to fully enhance the grain of solid wood, which in the convex volume express all their beauty, the item leans on a tripod structure with grace and composure making it an object able to fit effectively into typologically differentiated environments, also because of the assortment of different heights and the articulation of the materials used in the supporting surfaces.



PROFESSIONALS

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STUDENTI
STUDENTS



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FIRST PRIZE

NOUA

NICOLE MACCARI (Italy)
Politecnico di Milano, Product Design

SERENA CHILLE' (Italy)
Politecnico di Milano, Product Service System Design



Jury Motivation

Recognizing in this project the originality of the multifunction combined with the simplicity of use and the coupling of different materials, with its polite aesthetic the item fits well into the line of company's products. It also come with an added value of multifunctionality that does not affect the aesthetic quality.





SECOND PRIZE

FLY

ANDREA PEDULLI (Italy)
Politecnico di Milano, Integrated Product Design

Jury Motivation

It has the merit of combining a very sophisticated aesthetic research with a flexibility that makes it an object definitely suited to contemporary lifestyles: the lightness is interesting, we also appreciated the beautiful brass details of the legs. It is an object that lends well to various living areas, as well as to the sleeping area. It shows an attractive ability to combine elegance and flexible function.

THIRD PRIZE

TORII

NICOLO' DEVETAG (Italy)
Politecnico di Milano, Design & Engineering

Jury Motivation

Above all, we have appreciated the approach taken to the materials, even though the size of the legs may appear massive; the possibility of combining materials and shapes is certainly a very contemporary element in the interior decoration.



MENZIONI SPECIALI
SPECIAL MENTIONS



PORADA
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PROFESSIONALS

FIDO

GABRIELE VELLA (Italy)

Jury Motivation

We appreciated thought of configuring a coffee table, aside from its own function of a support and a container, also to accommodate small domestic animals, the versatility of use in various domestic environments, the composition that intersects a cylindrical volume with a triangular prism. Far from being a mere formal exercise, the object facilitates greater user interaction as a multi-purpose pet nest / container.



PROFESSIONALS

BEARING TABLE

TOM FEREDAY (Australia)



Jury Motivation

Of sculptural aspect in the form, made of solid wood and with minimalist aesthetics, dry and essential, this series of dry mounted tables, based on the concept of the ball bearing and rotating tables, plays skillfully on the dimensional articulation (different heights and dimensions) and materials (wood, glass, marble) to expand the functions of use and to articulate the different methods of use (coffee table, dining table, side table).

STUDENTS

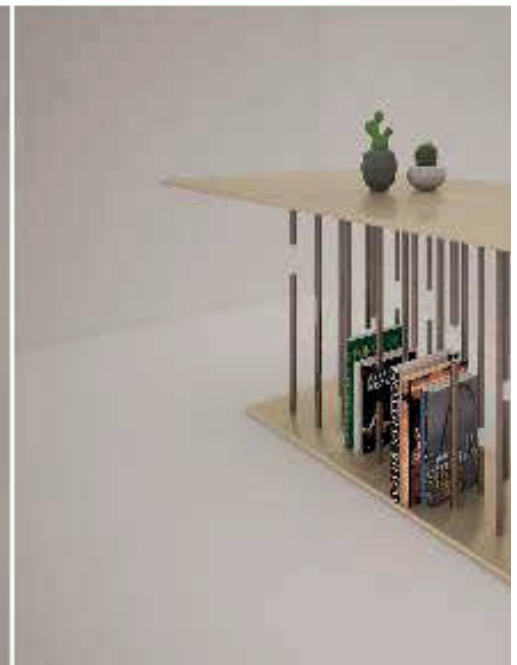
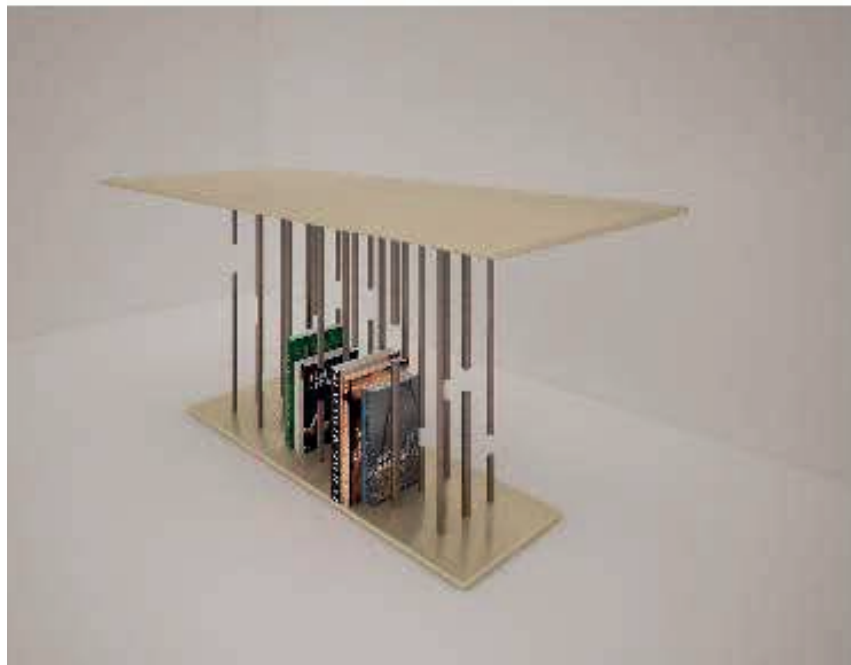
ODIYN

AYSE YAKAR (Turkey)

Politecnico di Milano, Architectural Design

Jury Motivation

Played on the surprising optical illusion of a suspension that seems to detach the supports that connect the base from the top, while being a very solid object inspired by the metaphor of the mythical Yggdrasil tree used to connect heaven and earth was appreciated by the Jury for the flexibility in possible uses, such as coffee table, a dining table and a bookcase.





PORADA INTERNATIONAL DESIGN AWARD 2017

The company **PORADA**, with **POLI.design**, founded by the **Politecnico di Milano**, under the patronage of **ADI** (Association for Industrial Design) announces an international competition of ideas, in search of new innovative concepts for the various types of coffee tables, living room tables, service tables, side tables, with the prevalent (but not necessarily exclusive) use of solid wood and meeting the values and identity of the Porada brand.

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

www.porada.it

www.polidesign.net/Porada2017

The full announcement and more information about the **2018 edition** can be found on the websites:

www.porada.it

www.polidesign.net/Porada2018

