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del Politecnico
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ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

**INTERNATIONAL
DESIGN AWARD
2015**

**VINCITORI
WINNERS**

PROFESSIONALS

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p.5 Second prize **TRONCO**
p.6 Third prize **EQUILIBRIO**

STUDENTS

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SPECIAL MENTIONS

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PROFESSIONISTI
PROFESSIONALS



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AWARD 2015

FIRST PRIZE

CONCEPT BALCONY Philipp Schaake (Germany)

Unit for Hi-Fi, TV and multimedia products, designed with user-friendly features.

A key feature of the project is the "Balcony": a special area located on the front of the cabinet dedicated to storing the user's remote controls or mobile phones without having to open the doors. The mobile phone is thus placed in a prominent position, clearly visible, and can also be recharged through a dedicated, permanently fitted power cord.

The space inside the cabinet, on the other hand, is allocated to the storage of electronic components, such as game consoles, set-top boxes, etc.

Concept Balcony is made of walnut: the doors are of bent wood, while the "Balcony" area is covered with linoleum to protect the wooden surface.



SECOND PRIZE

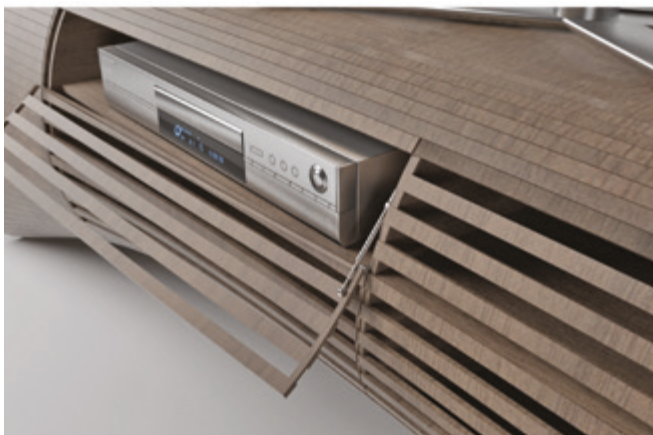
TRONCO Libero Rutilo (Italia)



TV unit designed to attract with its lines that recall the massive trunks of the forest: a container inspired by nature that can accommodate the latest technologies inside it.

The cabinet comprises an internal structure (skeleton) onto which dyed ash shelves are attached. This construction technique is reminiscent of wooden boats or Indian canoes: it follows the traditions of craftsmanship and hand-working, enhancing the beauty of wood in its essence.

At the rear is a cable compartment with a small trap-door that hides sockets and power supplies, while on the front, two push-pull door openings and a perforated grill mask the set-top box, consoles and amplifiers, allowing them to receive the remote control signal while remaining hidden, thus retaining the aesthetics of the object. The solid state drive speakers can transform the surface of Tronco unit into an amplifier. Passive speakers, when combined with a smartphone or tablet, can thus make the unit a true sound system.



THIRD PRIZE

EQUILIBRIO

Ivana Cvetkovi Lakoš (Croazia)

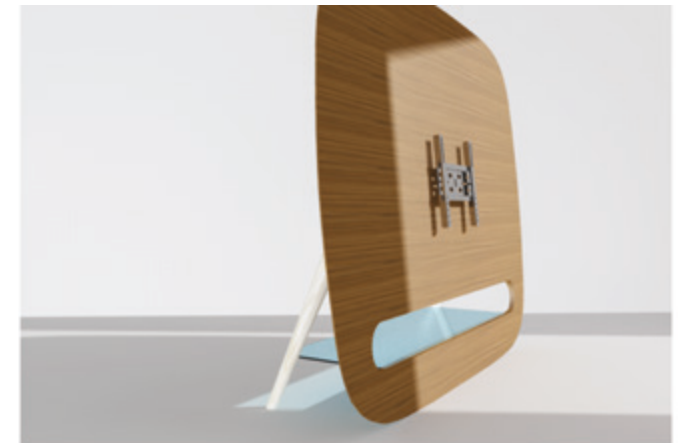
Free-standing multimedia unit, with sturdy legs and an oval panel of solid wood. This is a contemporary and minimalist reinterpretation inspired by old television sets, which were placed in huge wooden furniture units and formed the central focus of the living room.

Like a sculpture, Equilibrio is a piece of furniture made with a careful selection of materials – black walnut, ash, marble, copper and glass – great craftsmanship, and meticulous attention to detail and finish.

Its glass top is visible yet also hidden: in conjunction with the 5° inclination of the front panel and the weight of the legs, it keeps the TV stable and balanced.

Expert craftsmen are required for bending the rear side of the panel, allowing Equilibrio to maintain a perfect balance and reducing the total weight at the centre of the structure.

The media unit conceals an adjustable metal internal TV stand, including accommodation for the power cables.



STUDENTI
STUDENTS



PORADA
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FIRST PRIZE

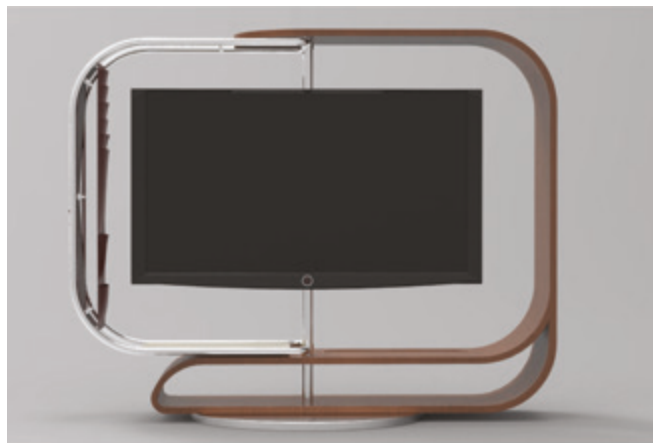
ORBITA

Luca Nodari (Italia)

Politecnico di Milano, Como

Media unit comprised of four main elements: a base, two rotary structures, and a tubular section that acts as a pivot.

It owes its name to its unusual, “orbital” structure, that allows its parts to rotate about the central pin, producing many different conformations of the unit that are visually pleasing whether placed against a wall, or located in the centre of the room. Orbita is made of black walnut and steel. The tubular steel element is fitted with a strip of leather pockets, and a laminated tray. The unit’s look harks back to the designs of 1960s and ’70s radios.

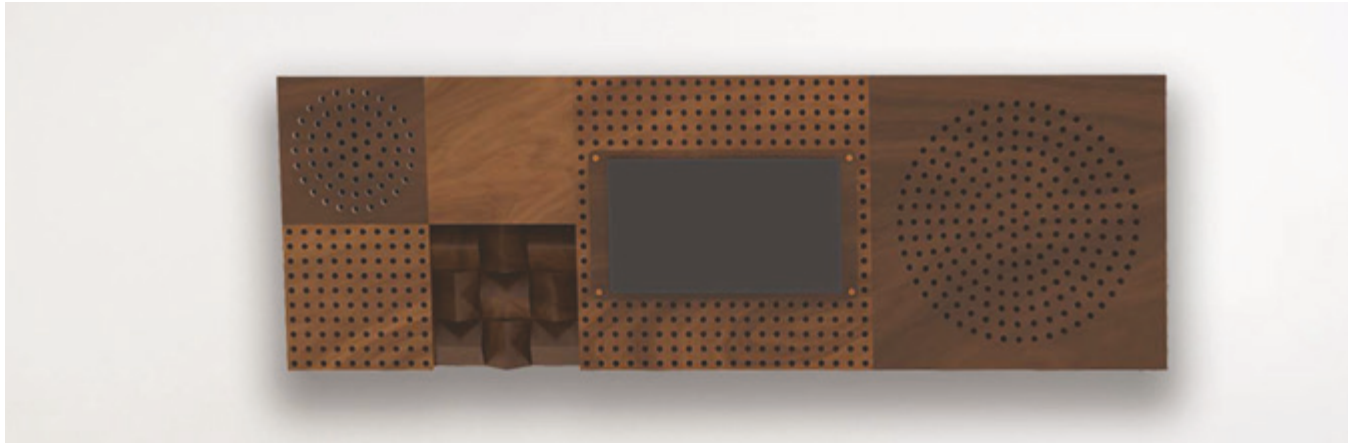


SECOND PRIZE

BEAT

Francesco Orsini (Italia)

Politecnico di Milano, Como



Suspended TV media unit consisting of several square section modules, based on the eponymous musical style.

In fact, the whole project attaches great importance to the sound: the surfaces that make up the unit are inspired by those of sound-absorbing walls, while combining the various modules with one another produces forms that recall stereo systems popular in the 1960s. References to the world of sound do not stop at Beat's forms: one of the modules available really is a loudspeaker.

Beat also includes a module that houses the TV and unit intended for CDs and DVDs. The latter has a polyester "pocket" designed to accommodate decoders and remote controls vertically. The last module, inspired by the sound insulation used in anechoic chambers, provides rotating horizontal components that can be converted into shelving for books, smartphones, keys, etc.

All modules are built with two key materials: black walnut for the front section, and dyed black walnut at the back.

THIRD PRIZE

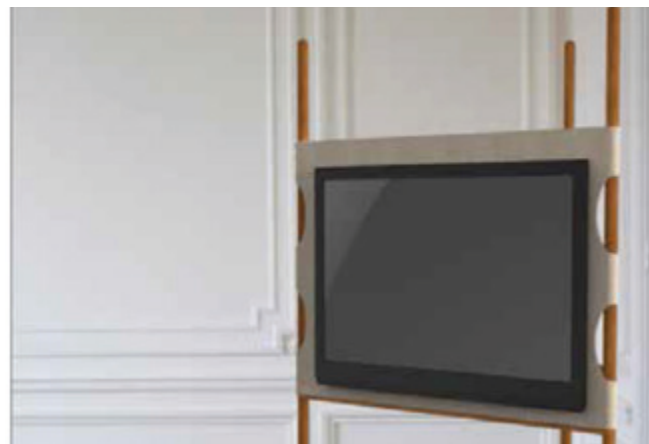
IDOLO

Cristina Muto (Italia)

Politecnico di Milano, Como

Like a totem, Idolo is designed for the centre of the room: the wooden base, which also serves as a container space, makes Idolo a freestanding piece of furniture – a sculpture isolated from the rest of the furnishings that places the TV front and centre, an increasingly important object in our daily lives. The TV, now centre stage, is secured to the central panel with a metal frame, inspired by the effect of a piece of skin stretched between the two wooden rods.

The unusual shape of the Idolo unit also allows it to transform into a corner media unit: two hinges allow the panel to rotate and, therefore, access the three rear shelves when placed in a corner.



MENZIONI SPECIALI
SPECIAL MENTIONS



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PROFESSIONALS

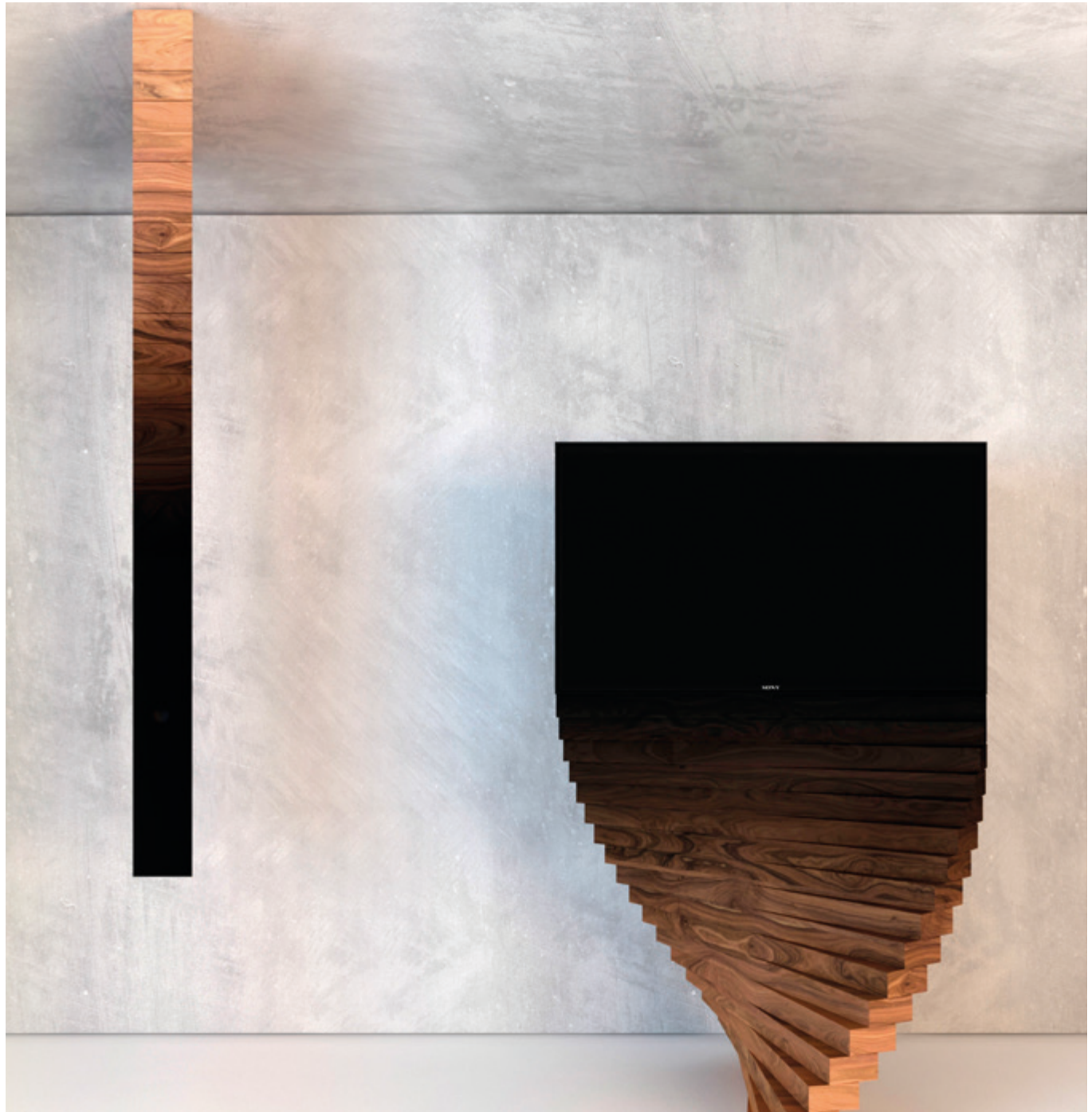
ORIZZONTE

Maksim Nizov (Russia)

Orizzonte is inspired by the symbol of the hearth, the central point and heart of the home.

TV's are now an integral part of the furniture, but once switched off their screens are a black slab within the room: Orizzonte is a support for the TV that acts as a logical continuation and harmonization of the black screen.

Its structure comprises a bracket – which can be fixed either to the floor or the ceiling – hidden within a structure of lightweight wooden components. All this can be rotated manually by 90°. All the wooden parts are made starting from a single sheet of veneer, to which a coloured gradient is applied that harmoniously combines all the elements.



STUDENTS

FACET

Samuela Naticchi (Italia)

Politecnico di Milano, Como



Media unit comprising four elements: a TV unit, a turntable unit, a pouf and speakers.

The concept is inspired by the media centres of the 1950s and '60s, which presented a “romantic” human-technology interaction, not focused on the product on display, but on the situation that was created around it.

The façades of each of the components create three-dimensional forms that link back to a unique design when the unit is set to its starting position, with the parts juxtaposed. This aesthetic feature highlights the beauty of the selected material: black walnut. It creates movement thanks to the plays of light and shadow, and the textures created by the lines of the different cuts.



PORADA INTERNATIONAL DESIGN AWARD 2015

PORADA ARREDI srl, in cooperation with POLI.design, Consortium of Politecnico di Milano, announces an international ideas competition to identify innovative concepts on different types of Media Units, TV cabinets, decoder support for Hi-Fi TV –multimedia furniture, plasma or LCD panels support, with integrated containers, media center, in which the use of wood should be prevalent (but not exclusive) and that should embody the values and the identity of Porada production.

Wood can be combined with metal, glass and any other material.

Info and Regulations:

**www.porada.it www.porada.it
www.polidesign.net/en/Porada2015**

