

The logo for Porada, featuring the word "porada" in a white, lowercase, sans-serif font, centered within a solid black square.

## **PORADA INTERNATIONAL DESIGN AWARD**

"If you're young and talented, it's like you have wings."

**Haruki Murakami**

**Porada International Design Award** has just finished its fourth edition and is now launching the fifth. The international competition, which is sponsored by **Porada** in association with **POLI.design** - **Consorzio del Politecnico di Milano**, the Italian leading university of design, has been so successful that it has convinced the company to invest in the award for the forthcoming edition.

In previous editions, more than 1.500 participants from all over the world, divided between Professional and Student categories, presented their projects.

Every year the contestants work on a theme that the company selects, with the aim of presenting unpublished projects that enhance the use of production technologies and manufacturing processes typical of solid wood artisanal craftsmanship, always keeping in mind the conformity to functionality and ergonomic requirements.

Porada really believes in creativity and gives to all the contestants, both professionals and students, a unique opportunity. The three winning projects for each category receive a monetary reward and may have the opportunity to see their item realized by Porada and presented during the International Salone di Milano.

Every edition has its own jury, composed of academic and industry experts, famous designers and top level journalists from all over the world.

The latest edition about MEDIA UNITS gave to six winners - 3 in the Professional category and the same number in that of the Student's - both a prize money and the opportunity to see their projects produced by the company.

The total prize money of € 10.000 will be allocated as follows:

PROFESSIONAL Category:

1st prize, € 3.000: Concept Balcony, by Philipp Schaake (Germany)

2nd prize, € 2.000: Tronco, by Libero Rutilo (Italy)

3rd prize, € 1.000: Equilibrio, by Ivana Cvetković Lakoš (Croatia)

STUDENT Category:

1st prize, € 2.000: Orbita, by Luca Nodari (Politecnico di Milano, Como Campus)

2nd prize, € 1.200: Beat, by Francesco Orsini (Politecnico di Milano, Como Campus)

3rd prize, € 800: Idolo, by Cristina Muto (Politecnico di Milano, Como Campus)

The jury of the 2015 edition, formed by renowned industry experts, included Arturo Dell'Acqua Bellavitis (Dean of the School of Design - Politecnico di Milano), Roberto de Paolis (Professor of Design – Politecnico di Milano), Bruno Allievi (CEO Porada Arredi srl), Tiziano Allievi (Porada Arredi srl Associate), LLOYD Scott (President of Scott&Cooner, USA), Charles Glain (Interior Architect, Managing Partner and Director of Design of IDS, Jordan), Annalise Fard (Harrods Director of Home & Beauty), Suzanne Imre (Editor of Living Etc UK), Fumiya Ohno (Director of Akira Kuryu Architect & Associates Co, Ltd) and Cinzia Felicetti (Editor of Marie Claire Maison Italy). In assessing the works, they took into account originality, the degree of innovation and pursuit of new design

solutions related to the processes typically used for solid wood. Moreover, the jury evaluated the experimentation with materials and surface finishes, the capacity of projects to define and anticipate scenarios of use and innovative concepts in the use of wooden furniture and contemporary furnishings, with particular regard to typological, technological and morphological decisions.



It's now time to launch **PORADA INTERNATIONAL DESIGN AWARD 2016**, whose theme will be **the coat hangers, clothes-stands (standing, fixed on the wall or in combination with any useful accessory like mirror, shelf, etc...)**, a piece of furniture that has always been part of the collection of the company. After quite a complicated theme like the media units, we now want to give the young talents an opportunity to express all their creativity. More than ever ideas, design and beauty will be essential parts of the chosen theme.

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Porada is on   (@porada furniture),  and  (poradafurniture)