



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

DELEGAZIONE

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ROMAGNA

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ADI Packaging Design Award @ Marca 2017

Taking place at the MARCA Private Label Conference and Exhibition 2017 (Bologna, 18th-19th January 2017), the second edition of the **ADI Packaging Design Award**, created to acknowledge the most innovative products from the Italian packaging sector. The award was inspired by a project by **ADI the Association for Industrial Design** supported by MARCA, which through its consolidated network of exhibiting companies (over 600 due to be taking part in 2017), has contributed to the establishment of the second edition of the Award.

A commission of experts, made up of Anna Tortoroglio (Art Director and lecturer in packaging at the Bologna Academy of Fine Arts), Fabio Bignardi (Creative director, founder of DOC Design) and Carlo Branzaglia (President of the Emilia-Romagna delegation of ADI), will analyse the products on display during the first day of the fair, selecting five finalists considered those that best combine packaging with innovation and design excellence: two for the food sector, two for the non-food sector and an honourable mention at the discretion of the jury. The products identified represent a pre-selection for **ADI Design Index 2017**, the annual publication of the Association for Industrial Design that collects the best of Italian design in production, selected by the permanent Observatory of ADI Design, which includes five products or systems for every product sector, theoretical and critical research, research process or business applied to design.

During the first edition of the Award, the selected products were, for the food sector the company Oneglass with the product *Oneglass*, Polycart with *Biomade*; for the non-food sector, Premio Friodis with *Frozy Bag* and Zobele with *Flower Fly Trap*. The Honourable Mention went to Nologo, European solidarity brand.

Polycart's *Biomade* won recognition in the ADI Design Index 2016, testimony to the value of the project and the success of the Award mechanism.

Packaging is by definition the covering of a product in order to make it more appealing or to facilitate its transport or use.

The ADI Packaging Design Award aims to honour not only the material aspects of the packaging but also other aspects concerning the productive, industrial and aesthetic processes: innovation and research are the guiding themes of the selection

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