

**A world that takes good care of its future
MILAN'S COMMITMENT: TO DISSEMINATE THE CULTURE
OF BEAUTY AND INNOVATION**

The ADI Design Index is a review of magic, style, vision. The third volume illustrates the preselection for the next edition of the Compasso d'Oro, which in 2011 will coincide with the 150th anniversary of the Unification of Italy. A coincidence that is not dictated by chance, because design is an expression of Italian taste, a translation into creative terms of the ideal on which Italy was built: beauty. Italy is beauty: in its art, literature, landscape, taste, its artisan and industrial production.

The ADI has cultivated this ideal over the decades, shaping the mindsets of generations of designers and entrepreneurs, promoting their works, supporting their venture in the world. In this connection, the ADI Design Index is an Italian book, that also speaks about the city of Milan and its history, a hymn to visual pleasure, to the joy of living in a world that is beautiful and is responsible too. A world that takes good care of its future. In recent years, industrial designers have been at the forefront of innovation, combining style, originality, sustainability. The objects collected in the Index are as many symbols of this success. Each of them shows that style, innovation and sustainability can coexist. This is the trait that makes design into not just an art form but also a veritable manifesto for an Italian way to innovation and responsible creativity, a force that engenders development, that is friendly to the environment, that fosters economic growth while retaining all its fascination unscathed.

The City of Milan has supported over the years the endeavours of all these operators, and their contribution to the growth of our country, by promoting Design in collaboration with the many international design events and trade fairs that are held in Milan, from the Furniture Show to the SMAU, from the Design Week End to the Fashion Week. We have publicised these events, have opened their doors to the public at large, the citizens of Milan, visitors from everywhere. This is a task we want to carry on, disseminating the culture of beauty and innovation.

A "design for everyone" is a better design, a design that mingles with life, and improves it, and makes it more beautiful. A challenge that is won thanks to the collaboration of all the major players. The ADI has been and continues to be one of them. Milan, in Italy, believes in and works for a future where beauty is a value that is shared more and more widely, adding to the pleasure of living, laying the foundations for a positive coexistence.

*Letizia Moratti
Mayor of Milan*

the selection and presentation processes, permitting a continuous critical refinement of the evaluation criteria and promoting a general reflection on the value of design.

Beyond the sphere of commodities and products, a designer's job calls for a reflection on the world around us, consumer habits, energy utilisation strategies, the improvement of resources and production capacities.

The Index and the Compasso d'Oro selection criteria must focus to an ever greater extent on rewarding the companies and designers that are truly committed to research in favour of environmental sustainability, waste reduction, material recyclability. Excellence in defining form and function solutions is taken for granted, and technological innovation, a factor that for a time was instrumental to progress, must be applied more and more to the search for materials and techniques designed to cut down consumption levels, to save energy and resources. Design will be put to use as a service planning tool in increasingly diversified ambits, with a view to ensuring a human approach to the evolution of processes.

Seemingly everything has gotten more complex, but in actual fact the crisis and the difficult challenges will bring out the ability to interact with others, going beyond the boundaries of the materiality of things to let the power of ideas win the day. To an increasing extent, the business value of a design product will hinge on its strategic value, its capacity to solve



**Haven, design Claesson Koivisto
Rune CKR, Paola Lenti**

problems and to create opportunities for the users and for production and distribution systems; innovation itself will have to be of strategic importance for the system.

Monitoring this development will be the task of the Observatory. Building up awareness and constantly rewriting the rules of the game is the commitment of the ADI.

Luisa Bocchietto
ADI National President

QUALITY AND DESIGN: TRADITION AND FUTURE OF ITALIAN INDUSTRY

Originally a purely geographic indication, over the years the expression "Made in Italy" has become a synonym for craftsmanship, innovation, design refinement and constant search for aesthetic excellence: all those characteristics that are currently associated with Italian made products and make them unique in the international scenario.

Top-notch industrial design, leading-edge technologies, the ability to build beauty into