

## PORADA INTERNATIONAL DESIGN AWARD 2016

Here are the members of the International Jury that will select the winners of the competition

Project delivery deadline: November 30, 2016

Total prize money: € 10.000

Regulations and application details on: [www.porada.it](http://www.porada.it)

*Milan, September 2016* – Porada Arredi srl, a leading company in the production of furnishing accessories, POLI.design, Consorzio del Politecnico di Milano, and ADI, the Association for Industrial Design, present the jury composed of renowned experts that will judge and select the winning projects of PORADA INTERNATIONAL DESIGN AWARD 2016, the new edition of the international competition which this year chose to focus on **different types of clothes hangers**.

Jury will be therefore composed of:

- **Bruno Allievi**, CEO Porada Arredi srl;
- **Tiziano Allievi**, Porada Arredi srl Associate;
- **Roberto de Paolis**, POLI.design;
- **Arturo Dell'Acqua Bellavitis**, Politecnico di Milano;
- **Andrea Castrignano**, Interior Designer;
- **Francisco Rueda León**, Owner and General Manager of Oboe;
- **Michele Lupi**, Director of Icon Design;
- **Ramon Reyes Antonio**, Head of Ramon R. Antonio Architects, Manila;
- **Atsushi Hirata**, Associate Senior Interior Designer of DSGN design, Johannesburg.

A commission of international level that, after November 30, the deadline of the competition, will meet to evaluate the entries. The judges will take into account: projects' **originality**, their degree of **innovation** and pursuit of new design solutions related to the processes typically used for solid wood, their **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.

The jury will then choose three winners for each of the two categories (**Students** and **Professionals**) in the competition, who will receive their awards at a dedicated event.

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

**PROFESSIONAL Category:**

Consorzio del Politecnico di Milano  
via Durando 38/a 20158 Milano, Italia

---

T +39 02 2399 7206  
F +39 02 2399 5970

---

info@polidesign.net  
www.polidesign.net

---

Partita Iva /CF 12878090153  
C.C.I.A.A. Milano 192631 /REA 1593683

1st prize: € 3.000

2nd prize: € 2.000

3rd prize: € 1.000

**STUDENT Category:**

1st prize: € 2.000

2nd prize: € 1.200

3rd prize: € 800

Like every year, many submissions have been received for the current edition, but it is still possible to register by filling out the form on the website [www.porada.it](http://www.porada.it).

Italian and foreign designers and creatives have until November 30 to send their projects of wall-mounted and free-standing coat hooks, equipped or equippable: **original and innovative concepts for different types of coat hangers**, in which the use of wood is prevalent and which convey the values and identity of the Porada brand.

**Porada International Design Award 2016**

International Design Competition for Italian and foreign designers and creative professionals.

Promoted by PORADA ARREDI srl and POLI.design, Consorzio del Politecnico di Milano, under the patronage of ADI, the Association for Industrial Design.

Project delivery deadline: **November 30, 2016**

Total prize money: **€ 10.000**

Regulations and application details on: [www.porada.it](http://www.porada.it)

**Contacts:**

Email: [award@porada.it](mailto:award@porada.it)

Tel.: [+39]031.766215

Communication Office POLI.design: Valeria Valdonio

Mail: [Comunicazione@POLIdesign.net](mailto:Comunicazione@POLIdesign.net)

Tel. : [+39] 02.23997201

[www.polidesign.net/en/Porada2015](http://www.polidesign.net/en/Porada2015)

Communication Office Porada: Laura Allievi

Mail: [laura@porada.it](mailto:laura@porada.it)

Tel.: [+39]031.766215

[www.porada.it](http://www.porada.it)