



Targa
Rodolfo Bonetto



ANNOUNCEMENT OF COMPETITION

22° edition TARGA RODOLFO BONETTO 2017

With patronage of :

FLA FederlegnoArredo

ADI Associazione per il Disegno Industriale

Fondazione ADI Collezione Compasso d'Oro

FOREWARD

Design Center srl, in the person of Marco Bonetto, organizer and President of the **Targa Rodolfo Bonetto**, aimed at students of the universities and design schools around the world, is pleased to announce the **22° Edition of the Award 2017**.

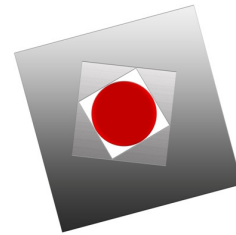
Established in 1991 by Marco in memory of his father Rodolfo Bonetto, one of the great masters of Italian design, the 'Targa Rodolfo Bonetto' aims to reflect the thinking of this great designer who throughout his career has been able to, not only, to create innovative design but also the very concept of industrial product.

Marco Bonetto says: "the advancement of technological innovation cannot be separated from design, intended as an element of synthesis between the man and the instrument. An ever-more sophisticated and intelligent design that generates extraordinarily surprising market scenarios, a design that manages to become a determining factor in more design interests.

Self-taught, Rodolfo Bonetto has provided an essential contribution to the teaching of Industrial Design. Lecturer at the Hochschule für Gestaltung in Ulm, and Isia of Rome, Member and President of the ADI and ICSID, received eight "Compasso D'Oro". "The design is like a butterfly in his hands, he would often repeat Rodolfo, if too tight it dies if you let go flies away". (Rodolfo Bonetto)

The prize in its content and in the types of products wants to be closer to the figure of Rodolfo Bonetto. "The experimentation of young interests me a lot, because they create new ideas that exert a major influence on lifestyle and design" (Rodolfo Bonetto).

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SCIENTIFIC COMMITTEE :

Targa Rodolfo Bonetto award has established a permanent Scientific Committee composed of:

President Committee:

Angelo Cortesi Designer/architect

Members :

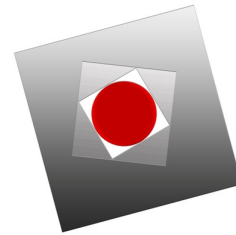
- **Decio Carugati** *Writer/journalist/design critic*
- **Walter Maria de Silva** *Designer*
- **Nevio Di Giusto** *Engineer*
- **Luciano Galimberti** *President ADI*
- **Giacomo Manzoni** *President Fondazione Pio Manzù*
- **Maria Giovanna Mazzocchi** *President Editoriale Domus*
- **Marco Predari** *President Assufficio*
- **Stefan Sielaff** *Director design Bentley Cars*

POLICY STATEMENT

Targa Rodolfo Bonetto award is renewed in the themes of engagement of the competition, placing today, intentionally, in the foreground the concept, not the product case studies and related technological assumptions.

Promoting the formulation of projects that best represent the wish fulfillment of the individual or team of authors. As noted, Hans Magnus Enzensberger, German poet and philosopher: "our perceptual and cognitive faculties diminish, hammered as are any information; grow only when we limit ourselves to see, hear, feel and know only what we want us ". Here's how the competition will give rise to a new current of thought, that of a new-found happiness in the Act, the ability to counteract the pragmatism, the drift of the forgetful of the design on a human scale. The invitation is addressed to young students of design and architecture in order to demonstrate, in particular, of their conceptual subjective intention.

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THEME OF THE COMPETITION

The carrying-out of a project of innovative design concept which expresses the author's personal satisfaction. A concept that surprised users for its particular intended use, no limits to the design language, feel free to express themselves in unconventional ways.

PRODUCT CATEGORIES

- Travel
- Living
- Work
- Leisure
- music (instruments)

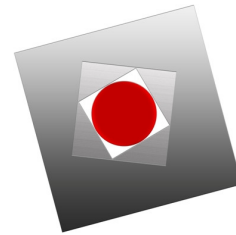
WAYS TO PARTECIPATE

Free participation in the contest through the delivery of projects implies unreserved acceptance of all rules contained in the notice and the non-compliance with established therein involves the automatic exclusion. Participation is free. **Participating projects must be received by 30th June 2017** with contest entry coupon completed in its entirety on the website <http://targarodolfobonetto.it> or by e mail targabonetto@bonettodesign.com or by **We Transfer**

The projects and the registration be uploaded directly on the site after registration and in accordance with the procedures set out

To ensure the anonymity of the participants during jury selection alle the projects will be show anonymously.

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PROJECT PRESENTATION MODE

The plates, a maximum of four plates of drawings in the format A3 300dpi jpeg format, max 5 MB and the written report **must be loaded and dispatched directly to the website <http://targabonetto.it>**

All material received will be treated with the utmost care and confidentiality and under no circumstances given to third parties, i.e. to anyone who is not part of the jury or the organizer. The material sent will not be returned.

COMPOSITION OF THE JURY

The jury will be composed by :

President	Marco Bonetto (designer)
Vice President	Decio Carugati (writer)
	Mauro Afro Borella (architect/professor)
	Aldo Castellano (professor)
	Angelo Cortesi (architect-designer)
	Luciano Galimberti (president ADI/designer)
	Carlo Forcolini (designer)

ASSIGN OF TARGA RODOLFO BONETTO

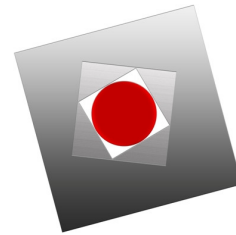
At the discretion of the jury, will be assigned three “Targa” award, according to the following classification:

- 1° Award Targa + certificate+ Vespa Piaggio personalized by Garage Italia Custom**
- 2° Award Targa + certificate+ Coffe machine Mitaca**
- 3° Award Targa + certificate+ home appliance Candy**

The jury also reserves the possibility to award special mentions particularly deserving projects or schools that are distinguished by the high participation and quality of work.
The selected projects will be published on the website of the prize.

Will be assigned, also, a special prize of critics, winner will flight from Milano by private jet to Basilea at Vitra Museum.

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AWARD CEREMONY

The official ceremony with its announcement of the winners, and the relative exposure of all participants, will take place in Milan on October 2017 during **Milano Design Week**, with place and date to be communicated.

Rights of use

The author of the project is in fact the owner of the relevant rights of use. If the contestant you wish to protect your prepared by applying copyright or patent registration, you may do so before the presentation of the project. The organizer reserves the right to publish the works on magazines, publications and any other means of information aimed at promoting ' Targa Rodolfo Bonetto '.

Registration and information on website <http://targabonetto.it>

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