

IT'S TIME FOR THE "PORADA INTERNATIONAL DESIGN AWARD 2014"

The **MIRROR** is the theme of this year's competition

International Design Competition to identify innovative creative solutions for different types of mirror in which the use of wood is prevalent, sponsored by PORADA FURNITURE Ltd and POLI.design Consorzio del Politecnico di Milano, under the patronage of ADI, the Association for Industrial Design.

Project delivery deadline: 30 November 2014

Total prize money: € 10,000

Announcement and application details on: www.porada.it

Porada Furniture Ltd, a leading company in the production of furnishing accessories and **POLI.design Consorzio del Politecnico di Milano**, under the patronage of **ADI, the Association for Industrial Design**, launch **PORADA INTERNATIONAL DESIGN AWARD 2014** the new edition of the international competition which this year has the "mirror" as its theme.

The new challenge for Italian and foreign designers and creative people (individuals or groups), professionals or non-professionals, corporate employees and students is to identify **innovative and original concepts** for different **types of mirror** (table mirrors, all types of wall mirrors, objects, structures or accessories to furniture, freestanding or built into a cabinet, whose dominant element is made of a reflective surface), in which the use of wood is prevalent, but not exclusive and which convey the values and identity of the Porada brand.

The new announcement was made as part of Design Week which just ended, during the award ceremony for the winning projects of the **second edition of the competition** held at the Sala Gamma del **Salone Internazionale del Mobile** di Rhio. An edition that garnered 379 applications from all over the world (Italy, Iran, Israel, Greece, Brazil, Mexico, Peru, India and Japan are among the countries that took part) and which saw six projects that stood out for their quality winning awards. The competition for the Professional category was won by "*Lope*" presented by Regina Antonopoulou and Stylianos Axiotakis. An Italian, however, won the Students category: Mattia Fossati was awarded first prize in this category with "*Ics. Convertible side table*".

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Projects for the 2014 competition are to be submitted by 30 November 2014. They must be original, unpublished and aimed at enhancing the use of technology and production and finishing processes typically used for working with solid wood. The wood may be combined with metal, glass and other materials. The projects should also take into account compliance with specific functionality, existing legislation on safety and ergonomic, environmental and sustainable design.

A jury composed of renowned experts in the field will judge and select the winning projects. When evaluating the entries, the judges will take into account: their **originality**, the degree of **innovation** and pursuit of new design solutions related to the processes typically used for solid wood, **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 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** Euros will be allocated as follows:

PROFESSIONAL Category:

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

The winning projects of the competition will also be made and possibly produced by Porada at a later stage.

For more details on how to participate or to submit an application, designers and creative professionals, both Italian and foreign should consult the announcement on the site www.porada.it

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Porada International Design Award 2014

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Announcement and application details on: **www.porada.it**

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www.polidesign.net/it/Porada2014