



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

DELEGAZIONE
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maRca
by  **BolognaFiere**
PRIVATE LABEL CONFERENCE AND EXHIBITION

ADI Packaging Design Award @ Marca 2018

Taking place at the MARCA Private Label Conference and Exhibition 2018 (Bologna, 17th- 18th January 2018) will be the third edition of the **ADI Packaging Design Award**, conceived to showcase the most innovative products in the Italian packaging industry; originating from a project by **ADI (Association for Industrial Design)** with substantial backing from MARCA, which through a solid network of exhibiting companies (at the 2018 edition there will be over 500) has contributed to the creation of the third edition of the award.

The commission of experts, consisting of Anna Tortoroglio (Art Director, teacher of packaging at the Academy of Fine Arts, Bologna), Fabio Bignardi (Creative Director and Founder of DOC Design) and Valentina Downey (President of the Emilia-Romagna delegation of ADI), during the first day of the fair will analyse, the products on display and will select five considered to best combine packaging with innovation and design excellence: two in the food sector, two in non-food and an honourable mention to be selected at the discretion of the jury. The food products identified will represent a pre-selection for the **ADI Design Index 2018**, the annual publication of the Association for Industrial Design that collects the best Italian designs put into production, selected by ADI's Permanent Design Observatory, which includes products or systems of products of every type, theoretical and critical research, research into processes or applied business of design. Each year products published compete from the ADI Design Index Award for Innovation and the awarding of the ADI Golden Compass is the oldest and the most distinguished design award worldwide.

During the second edition of the Award, the selected companies were: Pedon with the product *More than pasta*, Topan with the product *TuttoTuo*, Compagnia Alimentare Italiana with the product *Mostarda Spray*, Cremona Italia with the product *Gluten*. Finally the honourable mention went to the company Cefa Onlus with the product *Apetitoso*.

In recent years making it onto the ADI Design Index 2016 were the product *Biomade*, by the company Polycart, a testimony both to the value of the product and to the functioning of the Award mechanism.

Packaging by definition is the wrapping and preparation of a product in order to make it more inviting or to facilitate its transport or use.

The ADI Packaging Design Award aims to recognise not only the material aspects of the packaging but also the less tangible aspects concerning the production, industrial and aesthetic processes, making innovation and research the guiding themes for the selection.

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