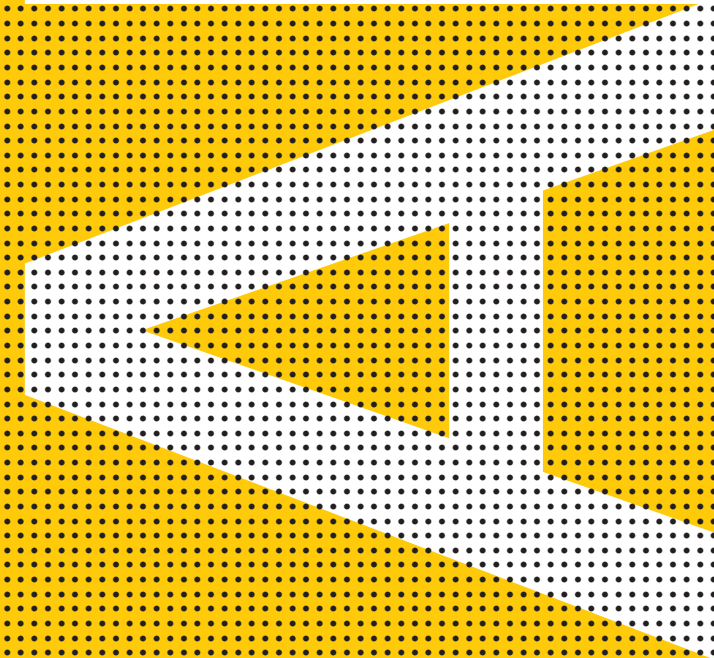




**ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE**



ADI was established in Milan in 1956 by a group of intellectuals, architects, designers and entrepreneurs committed to defining a new industrial aesthetics. Since then, the association has always been in the vanguard of developments in the culture of designing, producing, distributing and communicating. ADI has contributed to putting Italian design on the international map and to enhancing the value of Made in Italy all over the world.

Since 1956, ADI is the association that brings designers, entrepreneurs, distributors, schools, universities, historian and journalists together to focus on the topics of design: designing, producing, communicating, distributing, educating and training. Its aim is to contribute to developing industrial design as a cultural and economic phenomenon.

WHAT WE DO



ADI works to disseminate the cultural of industrial products in relation to technological innovation, to the evolution of society and of the economy and to the issues raised by environmental protection.

The association is committed to the process of achieving recognition for the role of the designer, both nationally and internationally.

We favour the enactment of laws in favour of the design sector and work with public and private institutions to support the protection of intellectual property.

We organise events, exhibitions and conferences, competitions and publications about design. We work both in Italy and abroad to promote the quality of the Italian design system.



SERVICES

The Design Jury

Established in 1992 as a joint initiative by ADI and the Confederation of Italian Industry – Confindustria, the Design Jury comprises designers, jurists and experts in the market and consumer issues. Basing its work on a **Code of Self-Discipline**, its aim is to guarantee that design creations are the results of original work, with no imitations and no unfair behaviour.

PROTECTING

_the user's right not to be misled by imitations;

_the producer's right to safeguard the value of his investments in design and development;

_the designers' right to safeguard his professional work.

The Design Register

An efficient, low-cost tool that provides legal protection to the work of designers and businesses.

By the depositing the documentation relative to a design with ADI, it is possible to provide documentary evidence of the date of its creation and of its paternity, in case any conflict arises. The contents of the documentation are sealed by the interested party, they remain secret and they in no way prejudice the possibility of subsequent patent applications.

Standard Contract and Code of Ethics

The association constantly updates the standard contract in force between designers and enterprises, so as to facilitate partnership and provide a benchmark in professional practice. A Code of Ethics regulate the correct practice of relationships between members.

Professional Consultancy Committee

The Committee works on behalf of the association and in partnership with the experts on the Design Jury to study proposals and criteria in the area of intellectual property, providing members with opinions and consultancy about issues of contractual relations between designers and their clients: royalties, fees and forms of contract.

Special deals for members

ADI makes special deals for its members to benefit from professional, insurance and social security services, as well as for access to museums and cultural events for buying its own publications online. Members also benefit from a substantial reduction in the participation fee for the selections of the **ADI Design Index** and for the **Compasso d'Oro Award**, as well as for the use of the logo on the part of award winners.

ORGANISATION

ADI is managed by
a National Executive Board
elected once every three years
by the General Assembly of members.

All members belong to one of the association's four
Departments, depending on their work:

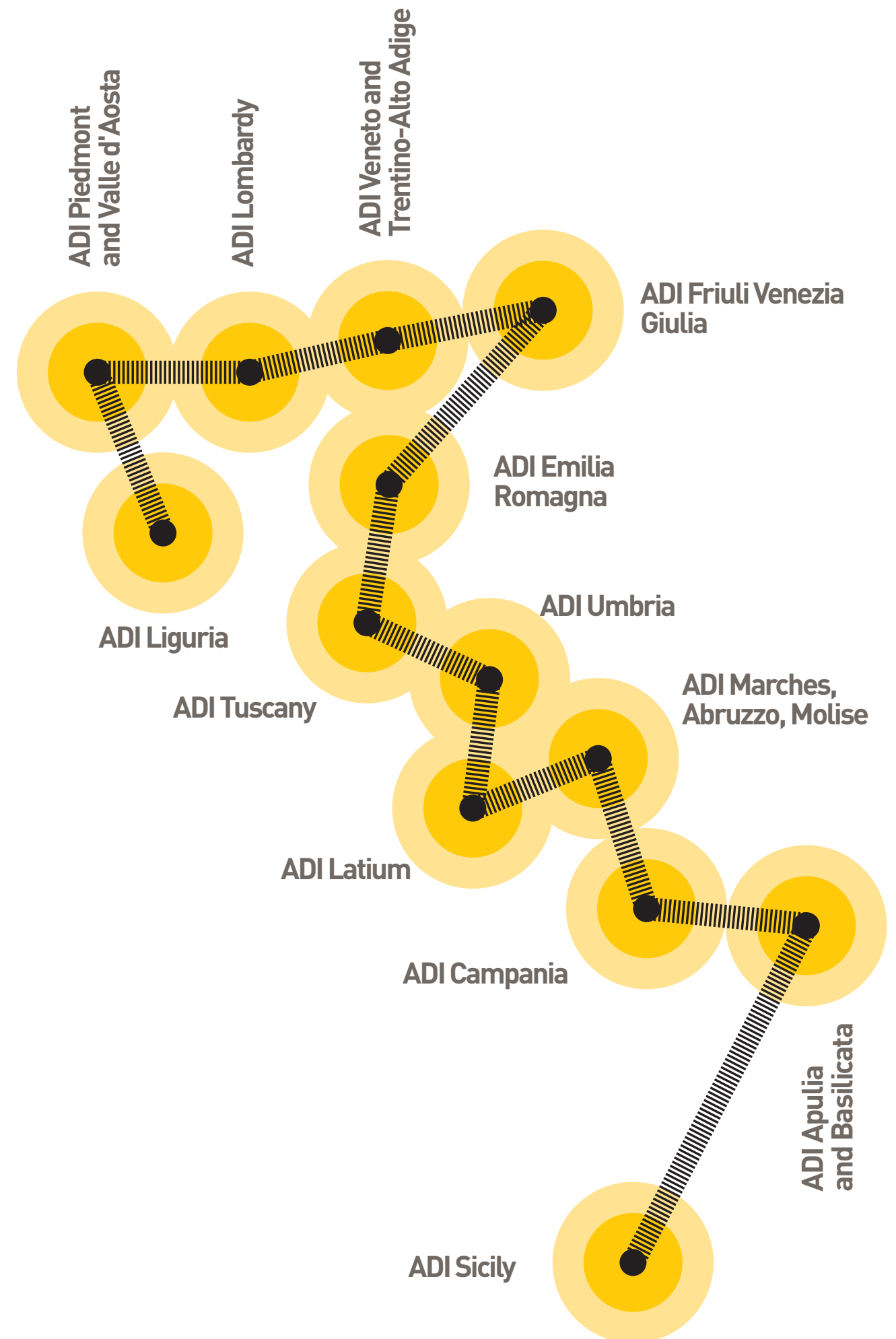
- **Department of Designers**
- **Department of Enterprises**
- **Department of Distribution**
- **General Department**

as well as to one of its thirteen **Regional Delegations**,
depending on where they are based:

Each Department elects its own Co-ordination Committee
and each Regional Delegation elects its own Executive Board.

The Department co-ordinators and the Regional Delegation
Presidents, together with the members of the National
Executive Board, constitute the **National Council**, the
association's decision-making body.

The Departments and the Delegations conduct independent
activities co-ordinated with the National Executive Board to
promote design locally and in such a way as to be functional to
their respective members' aims and objectives.



the ADI COMPASSO D'ORO award

The ADI Compasso d'Oro Award is the most authoritative acknowledgement of excellence in Italian design.

Established by the leading department store "La Rinascente" in 1954 and based on an idea by Gio Ponti, the award aims to call attention to the quality of Italian design.

La Rinascente subsequently donated the award to ADI, which has organised it and guaranteed its impartiality since 1964.

In the more than fifty years since its establishment, the ADI Compasso d'Oro Award has become Italy's most sought-after design award: it has been presented to some 300 products, while nearly 2,000 have been selected for a Special Mention.

The Award takes place once every three years and is reserved for **products and services available on the market.**

The **Youth Plaque** section meanwhile features the best projects devised in Italy's schools of design.

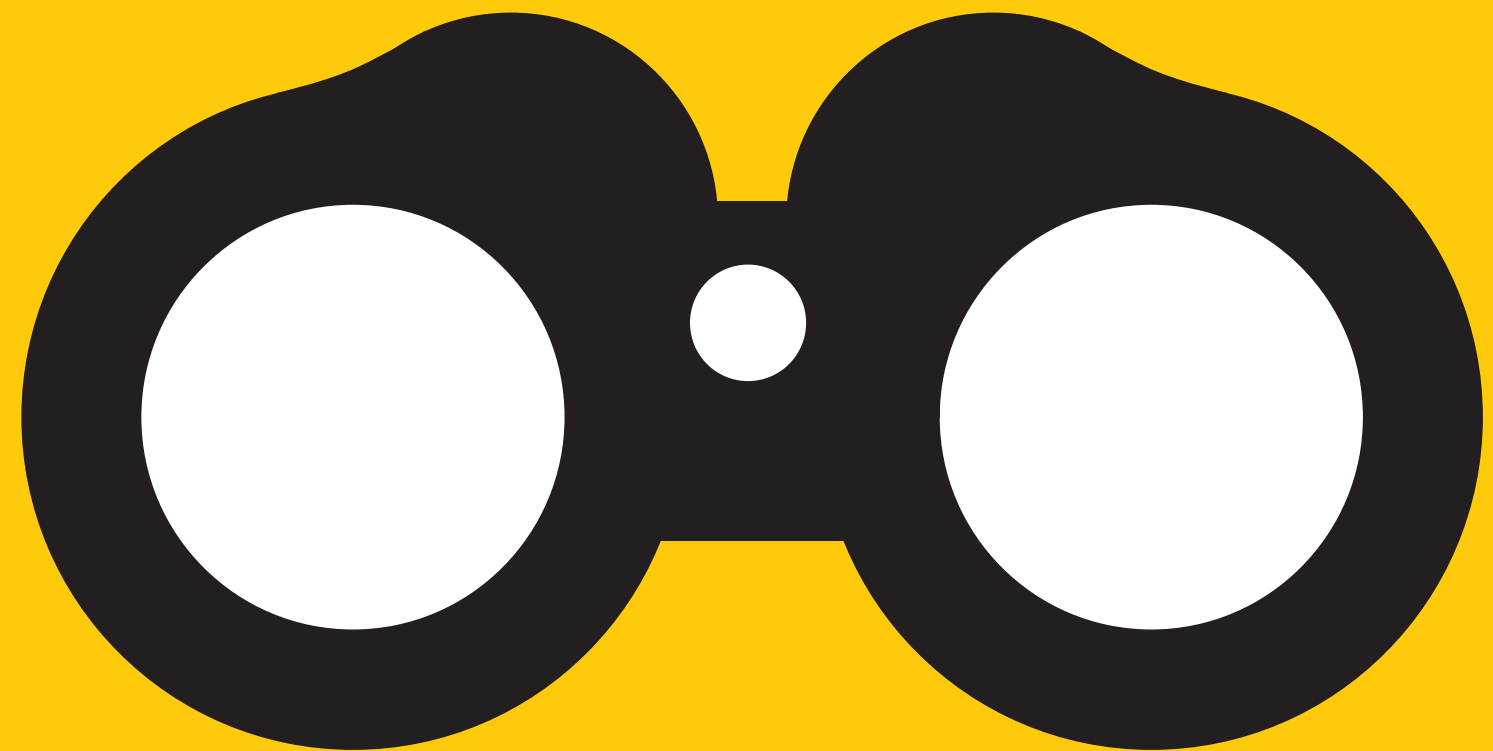
The ADI Permanent Design Observatory

The products and services that compete for the ADI Compasso d'Oro Award are selected in the course of an annual procedure conducted by the ADI Permanent Design Observatory, a group of more than 150 experts who guarantee a competent selection that covers the entire country.

Nominations are made by designers and business concerns, by filling in the form provided directly on the ADI website.

The Observatory's regional committees select candidate products in their areas of geographical competence and encourage entry on the part of local products and services that they consider meritorious. The selected products are then further analysed and more are added by the national thematic committees, comprising experts in each sector. Lastly, the selections are co-ordinated by a Final Selection Committee.

Every year, the products and services selected in this process are published in the volume and on the website of the
ADI Design Index



Once every three years, an international jury appointed especially for this purpose examines the products and services published in the three preceding annual issues of the ADI Design Index to consider their suitability for the ADI Compasso d'Oro Award.

The logo graphic consists of three overlapping, tilted rectangular planes. The top plane is yellow and contains the word 'DESIGN' in black, sans-serif capital letters. The middle plane is blue and contains the word 'INDEX' in white, sans-serif capital letters. The bottom plane is red and contains the letters 'ADI' in white, sans-serif capital letters. The planes are arranged in a 3D perspective, creating a sense of depth.

DESIGN INDEX ADI

Special attention is paid to products that express respect for the environment, public and social value, care for usability, ergonomics, sustainability, interaction and compliance with the precepts of Design for All.

ADI DESIGN INDEX

This is the annual volume edited by the ADI Permanent Design Observatory that constitutes the pre-selection for the **ADI Compasso d'Oro Award**.

It features products and product systems, services, theoretical and historical research and process or corporate research in which design plays a pre-eminent role, as well as projects conducted in the framework of Italy's schools of design.

Products are selected for being outstanding in terms of originality and innovation of function, form and typology and for research in materials and processes of production, of communication and of distribution.

All the products and projects selected are also published on the website **adidesignindex.com**. In addition, this site hosts further information documents that it is impossible to include in the hardcopy version.

The products that have won or been shortlisted for the ADI Compasso d'Oro Award in its various editions since 1954 automatically become part of the heritage of the ADI Compasso d'Oro Collection Foundation.

Established by ADI in 2001 as the ADI Foundation for Italian Design, its name was changed to the ADI Compasso d'Oro Collection Foundation to emphasise the importance of its patrimonial heritage. The Foundation's aims include:

_safeguarding and enhancing the value of the cultural and material heritage of the ADI Compasso d'Oro Award and of other events that promote Italian design;

_disseminating awareness of design and safeguarding its historical testimonies;

_supporting innovation, research, education and training, including by means of scholarships, exhibitions and conferences.



FONDAZIONE ADI
COLLEZIONE COMPASSO D'ORO

*Safeguarding
and publicising
the Award's
historical
heritage
since 2001.*

Working in partnership with ADI and with public and private institutions, the ADI Foundation contributes to developing and disseminating design culture both in Italy and internationally.

Its patrimony comprises the ADI Compasso d'Oro and ADI Design Index brands and the Historical Collection of the ADI Compasso d'Oro Award, which grows as each edition's award-winning products are added. The Collection constitutes one of design's most significant testimonies anywhere in the world.

In April 2002, the ADI Foundation achieved legal recognition, while in 2004 the Superintendency for Lombardy of the Cultural Heritage Ministry declared the Historical Collection of the ADI Compasso d'Oro Award to be "heritage of exceptional historical and artistic interest".

In 2010, a Memorandum of Understanding was signed by ADI, the ADI Foundation and the Fondazione Valore Italia, an emanation of the Italian Ministry for Economic Development, to share the activity of promoting the Historical Collection both in Italy and abroad.

Member of

ICSID

International Council of Societies of Industrial Design

BEDA

Bureau of European Design Associations

ICOGRADA

International Council of Graphic Design Associations

ADI is the point of reference in Italy for the international associations to which it belongs, as a promoter and consultant in design recognised by the institutions.

ADI is a member of CIDIC, the bilateral Sino-Italian design collaboration centre.

In 2010, ADI established ADIper, a service company whose function is to conduct activities to support ADI and the ADI Foundation.

In 2011, an agreement was signed with the City of Milan for the creation of ADI's future head office, which will host the permanent public exhibition of the Historical Collection of the ADI Compasso d'Oro Award.

ADI and the ADI Foundation conduct non-profit activities of primary importance for the sector and are funded entirely by the contributions made by their members.

ADI

ADI Associazione per il Disegno Industriale

Via Bramante, 29 20154 Milano

info@adi-design.org

T +39 02 3310 0164 / 241

F +39 02 3310 0878

www.adi-design.org

Fondazione ADI Collezione Compasso d'Oro

Via Bramante 29, I-20154 Milano

fondazione@adi-design.org

T +39 0233100241 / 0233100164

F +39 0233100878

www.fondazioneadi.org



ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

Per l'ADI il **design** è la progettazione culturalmente consapevole, l'interfaccia tra la domanda individuale e collettiva della società e l'offerta dei produttori. Interviene nella progettazione di prodotti, servizi, comunicazione visiva, imballaggio, architettura d'interni, e nella progettazione ambientale. Il design è un sistema che mette in rapporto la produzione con gli utenti occupandosi di ricerca, di innovazione e di ingegnerizzazione, per dare funzionalità, valore sociale, significato culturale ai beni e ai servizi distribuiti sul mercato

ADI

ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

CASO MINIFORMS



NO

Tribunale di Trieste

CTU : Utilizzatore informato
= consulente brevettuale ?
– Giuri ADI ?

Tribunale di Venezia

SI

ADI

ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

CASO CASSINA



NO

Tribunale di Firenze

**Diritto d'autore e
concorrenza sleale**

Tribunale di Milano

SI

I servizi

I sette valori aggiunti del Giurì del design:

1. Il Giurì può accettare o rifiutare di esaminare un caso: la stessa accettazione certifica la serietà di una contestazione.
2. L'esame della sleale appropriazione di un'opera altrui viene compiuto da un gruppo di esperti, portatori di diversi punti di vista, e garantisce una valutazione organica e multidisciplinare.
3. I tempi e i costi sono assai minori di quelli di un normale ricorso in tribunale.
4. Un tribunale può trovarsi relativamente a suo agio nel caso di una pedissequa e servile imitazione che violi un modello ornamentale in vigore; incontra invece assai maggiori difficoltà di intervento nel caso di prodotti palesemente derivati o ispirati.
5. La decisione del Giurì, proprio perché autorevolmente espressa da addetti ai lavori, e anche nel caso in cui il convenuto decida di non accettarla, ha forte efficacia persuasiva e assume un valore sanzionatorio nei diversi soggetti del segmento di mercato cui il prodotto è indirizzato.
6. La decisione del Giurì assume un valore *pro veritate* da offrire eventualmente al giudice ordinario (Tribunale o Pretura).
7. Infine il Giurì non ha limitazioni geografiche di competenza e può esprimersi anche nei confronti di aziende non italiane.