



design photo remix 7th edition
grandesignEtico
International Award 2012

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COMPARING ONESELF WITH THE OBJECTS

Nicéphore Niepce created what is usually considered as one of the most aged photography until now: this photography symbolizes a set table with a cup, a bottle, a glass and a piece of bread.

Although undefined, a sort of the missing original plate has reached us and it represents the first prototype of the “dead nature” or, it is better to say, of the so-called “still life” by using a typical expression of the photographic vocabulary. Thenceforth many techniques have come in succession but a considerable thing has to

be taken in consideration: the necessity of finding smart solutions to catch the objects.

It is a real art seen that in front of the photographer there are not a face with the perspectives, a body with his mystery, a moment of a reality which is often unpredictable, but an element apparently “cold” because it is dead.

When the object is the result of a really careful planning research, there are two figures which do not consider it neither cold nor hot: the designer who has planned it by providing it with a sort of inner spirit and the photographer who looks for this kind of spirit.

Many people have worked in this direction - for instance, Alfred Stieglitz, Irving Penn, Mario Carrieri e Mariarosa Ballo to mention some - have written unforgettable pages in the photography story.

They were in front of strange object like lamps with a bizarre

shape or apparently ordinary objects like a tap, a table, a piece of furniture, a pair of shoes, then, they tried to examine the “aseptic” electrical appliances, they kept themselves caught by a vase’s shape, a pair of glasses or a dress, but only the creativity has played a significant role in this process.

It is only thanks to the creativity that the light objects have obtained a new shape, the bulky objects have obtained an unsuspected elegance, the metal became brighten with many tones and the fabric has reached the intimate dynamism. Sometimes the photographers were able to evoke an atmosphere in which there was the synergy between the human and the inanimate element and particularly they played with the surfaces, lights, chromatism up to create a level plan which is funny to chase: it is the only way through which we can look at the objects considered as elements of a research that not only wants to reproduce it, but also goes in search of new shakes which are able to come to light in a natural landscape, to be silhouetted against the sky like an astronaut, to gain a new lightness and to palpitate with passion. What more could we wish for?

Roberto Mutti



GRANDESIGNETICO

GrandesignEtico and Plana Cultural Association go on their way which focus great attention on the changes and needs of the current society. As the time went by, Grandesign, set up in 1983, has become aware of the moral values and research for new solutions which are compatible with the desire of a better life quality. Thanks to this awareness, the grandesignEtico brand was created in 2004 with the support of our dear friend Mimmo Rotella.

The Grandesign's mission has always been the valorisation of the designers' creativity and the high quality of the Italian and International companies' production to highlight both the aesthetic and innovative values and the current social contexts which the markets have to cooperate with.

Grandesign and grandesignEtico have proposed to the public thematic design exhibitions, photo exhibitions, great artists' performance, meetings and debates with philosophers and intellectuals who, being inspired by design, have linked creative topics to the reality and the most significant contexts of the contemporary life. Grandesign has "exported" its originality by

taking an active part in great event in Taiwan, in Belgrade, in the emerging China, and in New York.

Grandesign has always represented an opportunity of meeting between the design leaders and also who influences our society positively: companies, designers, artists, photographers, philosophers, sociologists and who loves the functional and moral beauty. With the patronage of the Institutions, Regione Lombardia, The Province of Milan, Italian institute for foreign trade and Promos (the Special Agency of the Milan Chamber of Commerce for the promotion of international activities), grandesignEtico has made its know-how, its 20-year experience (thanks to several years of cooperation with the grandesignEtico's Board) and other Professionals available to Companies and Institutions, to set up Events aimed at promoting Italian Companies abroad. With this goal grandesignEtico will be there with "Design Photo Remix", a traveling exhibit associated with the products of the companies which are chosen

for the Award, at Montreal's Sidim (Montreal International Interior Design Show), in May 2013. This will be a great opportunity for Companies to introduce themselves in one of the most interesting markets in the world.

The exhibition has had its first and important show in the "Spazio Oberdan", the location of the Province of Milan, in 2012. The second opening to the public sees additional products, which are object of the photo interpretation at the "Spazio Oberdan" in Cappellari street, a central and historic street, near Duomo di Milano (Milan Cathedral), from 1st to 29th March 2013.

Sergio Costa

Plana Cultural Association's
Chairman



Anemos, for its biocompatible material and elegance, is a unique collection of jewelry, irreproducible in series and hand-made, thanks to the skill and technique of the craftsmen-designers. The jewels are made of hypoallergenic titanium with gold and precious stones; the choice of raw material has strong ties with the flower, spontaneously blooming among the meadows.

Anemos is a collection of unique and not reproducible in series.

My photography interpretation of the jewelry came from this fixed point. But Anemos is the greek name of wind, for this reason the anemone is called the "flower of the wind".

With my photography I wanted to play this. I imagined the flower petals in a field by applying the real ring with, caught by a gust of wind and turns into plasma, in a single work and immutable.



grandesignEtico 2012
NOMINATION

Company
Anemos

Product
Galatea

Design
Gabriella Agugini and Ivan Zambon





Photographer	GRAZIANO PEROTTI
Title	"NEL VENTO"



Thinking of our children's future is everyone's responsibility: "Learn while cooking" is a food-based cultural project, backed by Ballarini in collaboration with ANDID, which is aimed at addressing topics such as balanced nutrition and environmental sustainability.

In the "Learn while Cooking" project parents as well as schools are involved; both of them are important figures in the life of the children in order to share with them the most important experiences aiming at developing their personality.

Cooking is learning: it's a simple recipe, if you think of nutritional education as a cornerstone of growth not only for the individual, but for the whole society.

We just need to encourage a quality that is innate in all children: take advantage from children the little, with lightness.

And that's why, in an age where play and learn are strictly intertwined, thinking about food ethic already from infancy becomes a simple indispensable formula to grant sustainable roots to the future.



grandesignEtico 2012
SPECIAL MENTION

Company
Ballarini Paolo & Figli
Product
Cucinando s'impapa
Design
Alessia Gorni Silvestrini





Photographer	LAURA FERRARI
Title	"LA FORMULA"



ADI - Association for the Industrial Design promotes more than 50 years, the Italian design through the Compasso d'Oro Award. Each year the publication ADI Design Index selects the best project of design, every three years an international jury awards the products nominated in these three years. The Association brings together designers, entrepreneurs, critics, distributors, schools and universities, through its activities works in support of the design and promotion of the Made in Italy in the world.

"I believe she feels progressive and forward-looking and gets energy from the sky!"

Omar Francesco Chiarini designer.

ADI ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

dcome design
L'AMANO • L'AMENTE • IL CUORE

grandesignEtico 2012
**HONORABLE
MENTION**

Associations

**ADI-Associazione per il
Disegno Industriale, DcomeDesign**

Design

Luisa Bocchietto





Photographer	FABRIZIO CONTU
Title	“IFLAG”, portrait LUISA BOCCHIETTO

DcomeDesign was founded as an association to promote the work of women in the field of design after the traveling Exhibition opened March 8, 2008, during the Torino World Design Capital. The exhibition, promoted initially as a tribute to the

figure of Anna Castelli, first female president of ADI, is now extended to consider all those women designer, entrepreneurs and journalists who have contributed as protagonists in the story of Italian design.



Sound absorbing panels with polyester internal padding and polyester covering in Trevira CS® fabric.

The panels are composed of material with variable densities, which functions to achieve selective absorption at different frequencies and thus to optimise the acoustical environment notwithstanding the pronounced thinness.

The absence of frames and seams and the unusual characteristics of the material in the fabrication of the panels, render them extremely light and adaptable to any environment.

Sound, like light, can be very difficult to reveal on extremely small scales. The key to controlling and concentrating sound waves is being able to look beyond normal waves, so as to point towards the “evanescent waves” that lie very close to the surface of an object. Evanescent waves reveal the tiniest details of a wavelength but, as they vanish quickly, can be rather awkward to catch. The same happens with emotions, so essential but sometimes so difficult to capture in their most evanescent aspects.

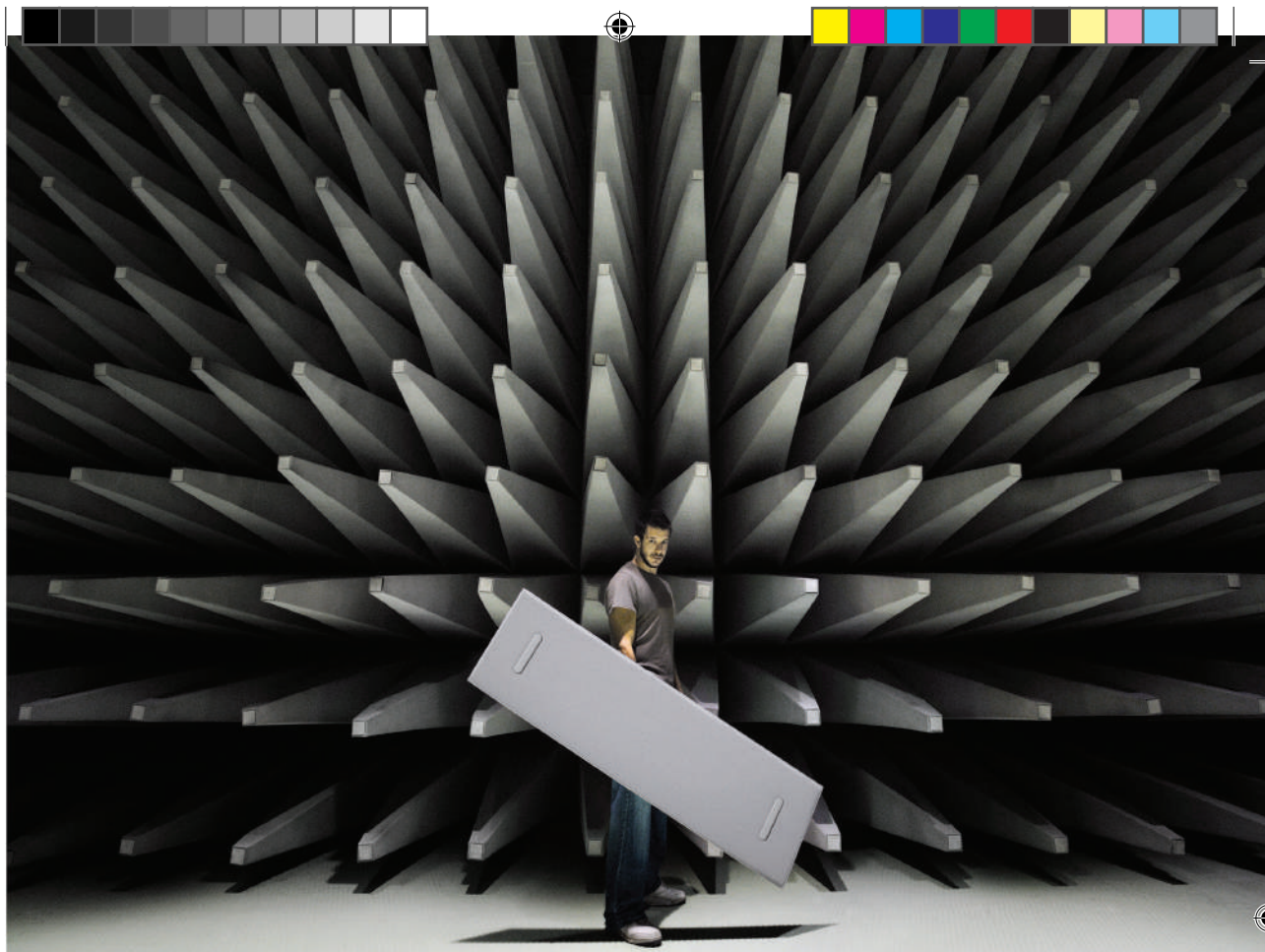
This photograph is dedicated to the “thrill seeker” in all of us.



grandesignEtico 2012
AWARD

Company
Caimi Brevetti
Product
Mitesco
Design
Michele De Lucchi





Photographer	PIERO MOLLIKA
Title	"WAVES HUNTER"



2012 Scarf-Necklace, clothing and accessories made of vintage materials, revisited, personalized and modernized. Re-discovering, re-thinking, re-loading. Then re-creating a cloth, giving it a new life. CAIRA DESIGN main concept is the re-cycle, with a smart use of old but stylish clothes and fabrics, haute couture details and smart lines, where “the old” brings back to life and inspires “the new”, with an exquisite taste for fabrics and haute couture details, a clear passion for clothes unique and uncommon.

The Parus major is a little and nice bird. It is colored in a wonderful way, with greenish feathers on the back, wings and tail bluish gray, yellow chest, glossy black head and throat, white cheeks: it seems painted by a make-up artist. It is playful but at the same time very combative and aggressive. Aim of my work was to create a woman-hybrid inspired by this creature so delicate but strong; able to get rid of any cage and free to wear anything modern, unconventional and beautiful.



grandesignEtico 2012
NOMINATION

Company
Caira Design
Product
Sesamo
Design
Francesca Caira





Photographer	MICHELA BERNASCONI
Title	"MÉSANGE"



This remarkable cooperation between Italy, China and Germany brings a collection of sunglasses that celebrates ZEISS centennial tradition for excellence in optics.

Hong Kong designer Simon Chim used his RECYCLE PAPER FRAME technique which consists in wrapping the frame by hand with original printed paper, then hand polish it after each layer of protective coating is applied. The images used illustrate a piece of the ZEISS world. The sunlenses are made in Varese by Carl Zeiss Vision Sunlens.

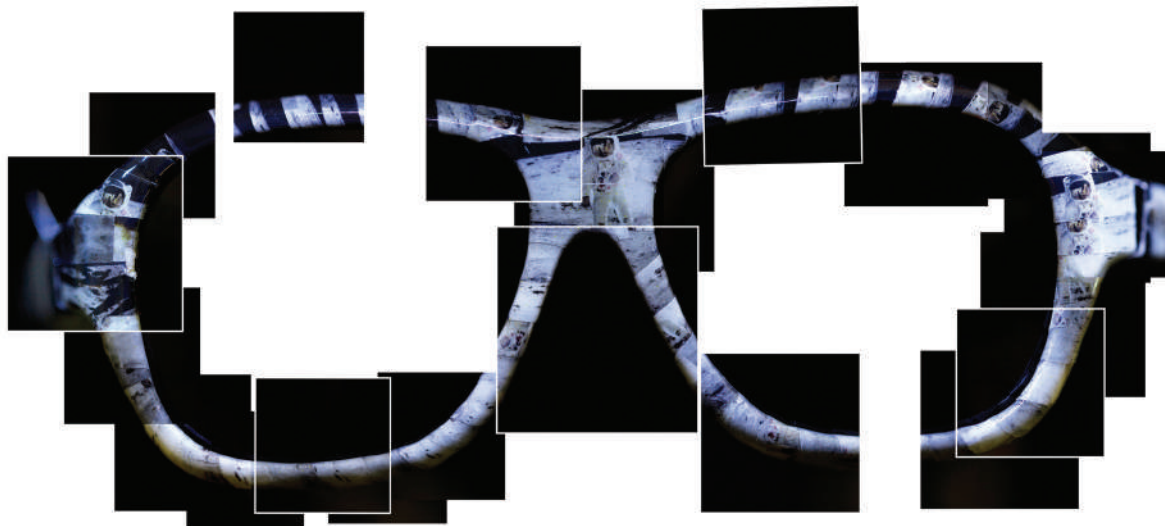
Frames, fragments, pieces, portions; that was the principle.

The photographic process intends to show through a reverse way the working process used by the designer Simon Chim in renewing an old pair of glasses - bringing them to a new life - sticking on them portions and slides of a worldwide famous picture. I reversed the process, shooting a great amount of picture focusing on single portions of the object itself – using macro photography - and re-composing the whole in the same manner. May you have a “Good Vision”.



grandesignEtico 2012
AWARD

Company
Carl Zeiss Vision Sunlens
Product
Zeiss 100 by Simon Chim
Design
Simon Chim



Photographer	ANDREA ANGELI
Title	"BUONA VISIONE"





AIMO, inspired by a classical plastic bag, a minimal accessory, multifunctional and for everyday needs.

A hobo with detachable shoulder strap that turns into a market bag with ultra-light and resistant fabric - recycled - from hot air balloons.

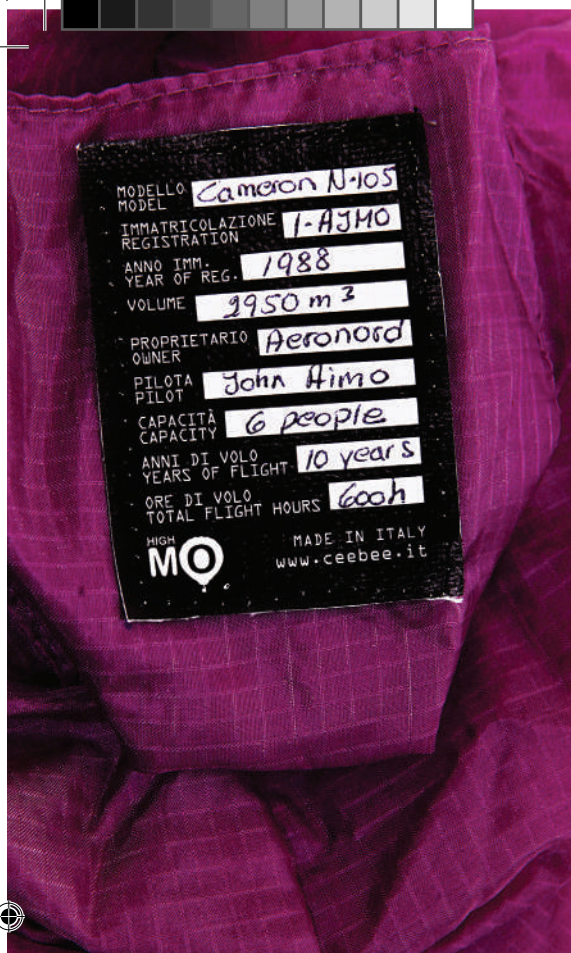
Adorned by label with identity and origin of the aircraft, flight hours carried out and information about the area in which it was used.

A woman's bag is an endless labyrinth which could be examined minutely. I hit the bull's eye: first of all, I explored all the objects within the bag as if I wanted to read woman's heart; then, I focused on the bag itself by founding out, both in the label and in the seam, some information about the materials used to create it: it was a really amazing surprise.



grandesignEtico 2012
NOMINATION

Company
CeeBee
Product
Aimo
Design
Carmen Bjornald



Photographer

MANUELA PILUDU

Title

"NON SONO CIÒ CHE SEMBRO"



NAPKIN 4.EVER is a revolutionary pencil able to write forever and with no refill. Its innovative point realized in Ethergraf®, a particular metals alloy, makes the pencil infinite.

The design of the pen is simple but with a precise character, the main raw material for the body is alloy.



grandesignEtico 2012
SPECIAL MENTION

Company
ChicTrading
Product
4.ever
Design
Sergio Mori

The link between photography and design is essential. Any design project has to be accompanied by a photographic project in order to be present and visible in the world of communication that is constituted mostly by images. But behind the design there are the designers so, this time, my idea was to create some photographic portraits of the designer from which could shine through what binds the two worlds, design and photography: creativity. Therefore I looked for the soul of the designer and I hope I succeeded with this portrait: it's my pleasure to present you Sergio Mori.





Photographer	GIORGIO BARUFFI
Title	"THERE'S ALWAYS SOMEONE BEHIND"



Inipi B, enjoys a sauna in the smallest amount of space. The Inipi B Super Compact sauna, designed by EOOS, has a footprint of about 120x120 cm, offers a comfortable amount of space for one person and fits into almost any corner.

A sauna with the highest designer credentials for a comparatively low budget thanks to the reduction of technology to the essentials, whilst boasting the comfort usually expected from Duravit. The ECO function and LED lights saves energy and reduces costs.

A sauna is, by its very nature, a firm object, something that cannot be moved easily.

If we had built a portable sauna, what could be happened? How our habits have changed since the sauna had been one of the most sought comfort?

It could became one of those high-tech objects indispensable for us.

The only difference is: this item is for our well-being. Even we could put it in our beloved office... on the 38th floor.



grandesignEtico 2012
AWARD

Company
Duravit Italia
Product
Inipi B
Design
Eoos





Photographer

F38F PAOLO MAZZO, FRANCESCO DI LORETO AND MIMO VISCONTI

Title

"RELAX AL 38ESIMO"





Table with base and structure in black metal.
Plane and support: black, green, pink, lacquered wood.



grandesignEtico 2012
NOMINATION

Company
Fir Design
Product
Gambadilegno
Design
Ugo La Pietra

A good Italian design product is the result of a great designer work, his ingenious interpretation of the forms, the use of fine materials, good and accurate manufacturing, and a bit of irony “for the bodies of a thousand whales”. But the key ingredient is quality control, that’s why for the table “Gambadilegno” we asked The Captain to certify, thanks to his personal and accepted experience, the uniqueness of this product. His technical report states: “a fine elegance and a solid balance make this object, something I cannot give up. Ahrrrr!”



Photographer	NICOLÓ QUIRICO
Title	"TESTED BY THE CAPTAIN"



Dynamism, light, an unusual representation of the object with the ability to re-produce likelihood; these are the elements that Claudio Argentiero fielded to describe a outlandish and totally free

metropolis. The noise of the city and the roar of traffic are invaded by ROCK. It's a metaphor for the urban dissonance, where the boundaries between what is natural and what is artificial are blanked

out and the look of the city is captured by only one click characterized by concentration joined to a healthy dose of provocation.



grandesignEtico 2012
NOMINATION

Fontable are alphanumeric elements reproducing letters from A to Z in lower and upper case and numbers from 0 to 9 which become modular tables. Tables are made in steel sheet with lacquered paint for interior and exterior. The painted steel legs are adjustable in two heights to allow an overlap of surfaces. Graphic signs become the protagonist of a new language: a visual and conceptual code composing and recomposing alphanumeric symbols through the interplay of surfaces and messages written in endless combinations. The creative and expressive potential is boundless. The product is versatile and eclectic, shaping environments in ever evolving and surprising ways.

Company

Fontable - Mamadesignlab

Product

Fontable Alphanumeric Furniture

Design

Alessandro Canepa and Andrea Paulicelli





Photographer	CLAUDIO ARGENTIERO
Title	"ROCK"



How to obtain the “perfect fusion” between the Milano Design and a very important woman as Ginette Gadoury? I had to photograph Ginette Gadoury. I knew who she was, but I have never had the opportunity to meet her. Where could bring her to photograph in the contest of Milano Design? Madame Gadoury was excited by my

idea to set the photostory in the “podio”, the new overpass square at the base of the Unicredit Skyscraper. And the photostory has become a very amusing play between the Lady of International Design, the new Garibaldi district and my camera.



grandesignEtico 2012
**HONORABLE
MENTION**

Company
Agence PID
Product
**SIDIM, Salon International
du Design de Montréal**





Photographer

ROMANA ROCCO

Title

"PERFECT FUSION" (MADAME GADOURY AND GARIBALDI DISTRICT)

SIDIM, the Montreal International Design Show, is among North America's most prestigious design tradeshows with over 300 carefully selected exhibitors, representing the residen-

tial, commercial and office markets. Produced by PID Agency, SIDIM, THE design happening in Canada's most exciting city: Montreal, UNESCO city of design, celebrates in 2013 its 25th edition!



“Bassorilievi” is a work stemming result of a cooperation with the GiPlanet company, which operates in the design of trade fair stands. The object to interpret is a booth for showcasing a company's products, made using a lightweight and flexible material that is available in various colors. The result of its photographic interpre-

tation is the silhouette of a human figure that appears both ephemeral and solid at one and the same time. This effect is achieved by exploiting light and shadow to give the figure shape and depth, revealing its transparency and its fullness. The work is in black and white because the various shades of gray contain all the colors.



Cover UP is a revolutionary technique in materials, accessories and installation systems for high-impact communication. The Cover UP module eliminates the traditional panels with endless combinations of layout, color and print. Fairs, conventions, outdoor events, promotion and meeting spaces: Cover UP, with a greatly reduced use of materials, installation time, painting and other work pollutants, is the ideal combination of sustainability and technological quality.

grandesignEtico 2012
SPECIAL MENTION

Company
GiPlanet
Product
Cover Up





Photographer	FRANCESCA DELLA TOFFOLA
Title	"BASSORILIEVI"



Guna produces pharmaceutical drugs devoid of side effects.

We apply CSR principles in our: the purpose of a company is to generate profits, but we also believe in a business with a human face.

All of our medications and the results of our scientific research are available in "Copyleft" (open source).

"Bright idea" is a portrait of Alessandro Pizzoccaro, President and founder of Guna S.p.a. the most important Italian firm in homeopathy. A beautiful portrait is possible if you know who you are going to photograph. Guna has been a pioneer: a statement that represented my starting point in order to emphasize this concept. The photo had to portray a man and his idea, a great idea that has opened a new path. So, above a portrait in black and white, I placed a colored sun of Guna's products: Man and Nature together to build a better world.



grandesignEtico 2012
ETHIC AWARD

Company
Guna
Product
Ethic Vision





Photographer

MARINA ALESSI

Title

"IDEA LUMINOSA", portrait ALESSANDRO PIZZOCCARO



Once upon a time there was a tap called TUBE. He was tall and slim, but well built nevertheless. He was also kind and generous because he distributed carbonated water and everyone, men and animals alike, was very fond of him. Water is precious, as we know; it's not to be wasted and TUBE did his job diligently and reliably, day in and

day out. Observing TUBE, the little OSTRICH was amazed to see his own reflection shining back at him, the PARROT thought he made a great trapeze, the DROMEDARY was enchanted by his mouth, the GREEN BEAVER delighted in polishing him, and the HEN? The HEN was madly in love with him ...



grandesignEtico 2012
NOMINATION

Company
Idrosanitaria Bonomi
Product
Tube
Design
Sergio Mori



Photographer	GIORGIO MAJNO AND EDVIGE RIPA
Title	"ZOO TUBE"

Bonomi – name of the founders and owners – is an Italian brand of top quality bathroom fittings uniting traditional craftsmanship and research on design, materials, technologies and respect for the environment.

Signed by Sergio Mori, Tube is inspired by mountain springs and fountains of long ago. Designed to save water consumption, it recalls nature with sensations of purity and the freshness of its forms and musicality.



Our talent, your future, your first bar.

Start up brings new meaning to the bar service.

An essential unit that integrates all components required for the proper operation of this type of premises.

Front and back together provide a basic bar service that makes the choice of starting up your own business affordable and possible for anyone.

A starting point for an entrepreneurial business, start up is a flexible project created to accompany the continuously changing trends characterizing our multi ethnic society.

When a dream come true flies towards the discovery of the future, materializing our own dreams, perhaps thanks to a prestigious bar counter. Hovering high above the life storms to get out of the mists of uncertainty and finally find your route.

An interpretation of the strong desire of many young people who are looking for their own way in life dreaming up his own business; this expresses the work Gianna Spirito, photographer born in Rome, who, through compositions of landscapes and objects overlapping, apparently unconnected, reveals to viewer a whole vision that is immediately clear and exciting.



grandesignEtico 2012
SPECIAL MENTION

Company

Ifi

Product

Start Up

Design

Giorgio Di Tullio and Raffaele Gerardi





Photographer	GIANNA SPIRITO
Title	"TRA LE NUVOLE"



I've studied history of performing arts and I spend my whole life photographing, writing about and living in the theatre. That's why for me is the most natural thing take everything and put it on a stage. The theatre, a big box in which you can create a world, a magic and a work of art. Just like this black box, simple and dark, when you open it you can find an italian work of art, something that shows the best of the italian tradition. And in Italy we have an artistic tradition

and a theatral tradition too, so I just tried to put together the best of ourselves, the wonderful part of Italy. Moreover, the photo has been shooted in a theatre settled in Milan, during the set of the scenography of a classical Goldoni's play, La Locandiera, directed by a young italian director that only few days later the shoot won the international Pirandello Prize concerning theatre. So, our best tradition is here to be showed and will be a smash.



grandesignEtico 2012
SPECIAL MENTION

Company
Iggesund
Product
Black Box Project
Design
Ada and Andrea Brunazzi





Photographer	STEFANIA CIOCCA
Title	"ARTI IN SCENA"

The Black Box Project is a challenge to designers to create something unique with Invercote. The strategy developed through design is based on the culture of image and communication, on sustainability (paper is used as the only one material in

the realization, recyclable at all and the plasticization is completely biodegradable too) and on product aesthetics. The result is an object full of surprises, that does not just look pretty but is also functional (in fact it's possible

to cook pasta without any problem, just using several times the paperboard colander). So the final product is really innovative because involves the observer in the utilization and suggests itself a cool way of enhancing pasta.



Fresco is a blast chiller and it matches the slow hot-blast with the fast cold-one into a unique solution and it is the only one appliance that can do it just to have fresh food anytimes through 7 exclusive steps.

In fact Fresco lets to dull quickly the products after cooking, or cooking slowly particoular foods, or more deep-freezing and defrosting food in record time and total safety too.

Finally leaving programs allows to change everybody's life who can cook instant foods and refresh drinks.

I wanted to interpret the temperature reducer "Fresco", a leading product of the Company "Irinox", creating an aesthetically pleasant composition. It would combine its refined formal elegance (on the right side) with functionalities and main characteristics from within the object itself (on the left side). The result is my "Irinox Galaxy": a fantastic hyper-uranian place where the pleasant reality of "Cold" is consumated.



grandesignEtico 2012
AWARD

Company
Irinox
Product
Fresco
Design
Carlo Gaino





Photographer	LISA BERNARDINI
Title	"GALASSIA IRINOX"



Portrait of Architect Lucio Micheletti, honorable mention for the project MuMArt, underwater art museum in Golfo Aranci, Sardinia. Ecology is the Principle, Art-Time-Spirituality the ways followed to respect it. The photography perpetuates the expressions of an intu-

ition and their operational rigour by its own means and language: the use of natural light and some dialoguing symbols: a genius of the past portrayed in a commissioned picture, a watch, swinging between vision and movement, and the seeming bracelets on the other wrist,

marks of a belief, become instead a philosophy of life. A picture that complies with his photographic task: it is the present, which immediately becomes the past and serves for the future, memory-account-witness of the Architect's life.



grandesignEtico
NOMINATION

Company
JeanRichard
Product
Terrascope





Photographer | GIULIA IACOLUTTI

Title | "ARCHITETTO MICHELETTI", portrait LUCIO MICHELETTI

JEANRICHARD, named after Daniel Jean Richard who pioneered the Swiss Watch making industry during the 17th century, offers luxury Swiss Made timepieces to independent minded, creative personalities, who share the brand's philosophy and love of travel. In 2012, JEANRI-

CHARD is launching its new identity based on its communication pillars that are the watchmaking tradition, the land, the water and the air. Respectively, our collection embodies these pillars with the 1681, the Terrascope, the Aquascope and the Aeroscope.



PVC... rain and more.

The latest innovation by Maresca is the boot “sneaker” combined with a vanity case style bag, both items matched in colours and material, the PVC, which is the last bound in haute couture footwear market.

Creativity, innovation, dynamism and flexibility constitute the mission of Maresca, a leading manufacturer of pvc footwear, that by investments in new technologies and the development of a timeless design, has varied its collections, covering new market niches.

A vast, airy, spacious location, urban archeology. A sawmill which held out against the town's assault, empty of wood, empty of noise, empty of machinery and electric saws. An absent guest is the only presence, someone who has just abandoned his boots in a corner, someone who has just glanced and passed through this open space barefoot, silently. The only guest doesn't fully unveil his presence, he declares his being through the discreet composure of his shoes, which are not abandoned, but almost listening to his passing through. In a timeless waiting.



grandesignEtico 2012
SPECIAL MENTION

Company
Maresca
Product
Sneaker Boot
Design
M. Pier C. Design



Photographer	FRANCESCA MOSCHENI
Title	"L'UNICO OSPITE"



Hangar was born from the idea of creating a space below the main shelf, where “stow” your objects without cluttering.

The lower flow create a space suitable to support anything that might serve during a meeting.

Facing the theme assigned I thought about organizing the shooting at the productive center.

Seeing a so rigorous product, black and orange, I imagined a spaceship.

I planned a series of shootings in order to find out the right representation of my own vision.

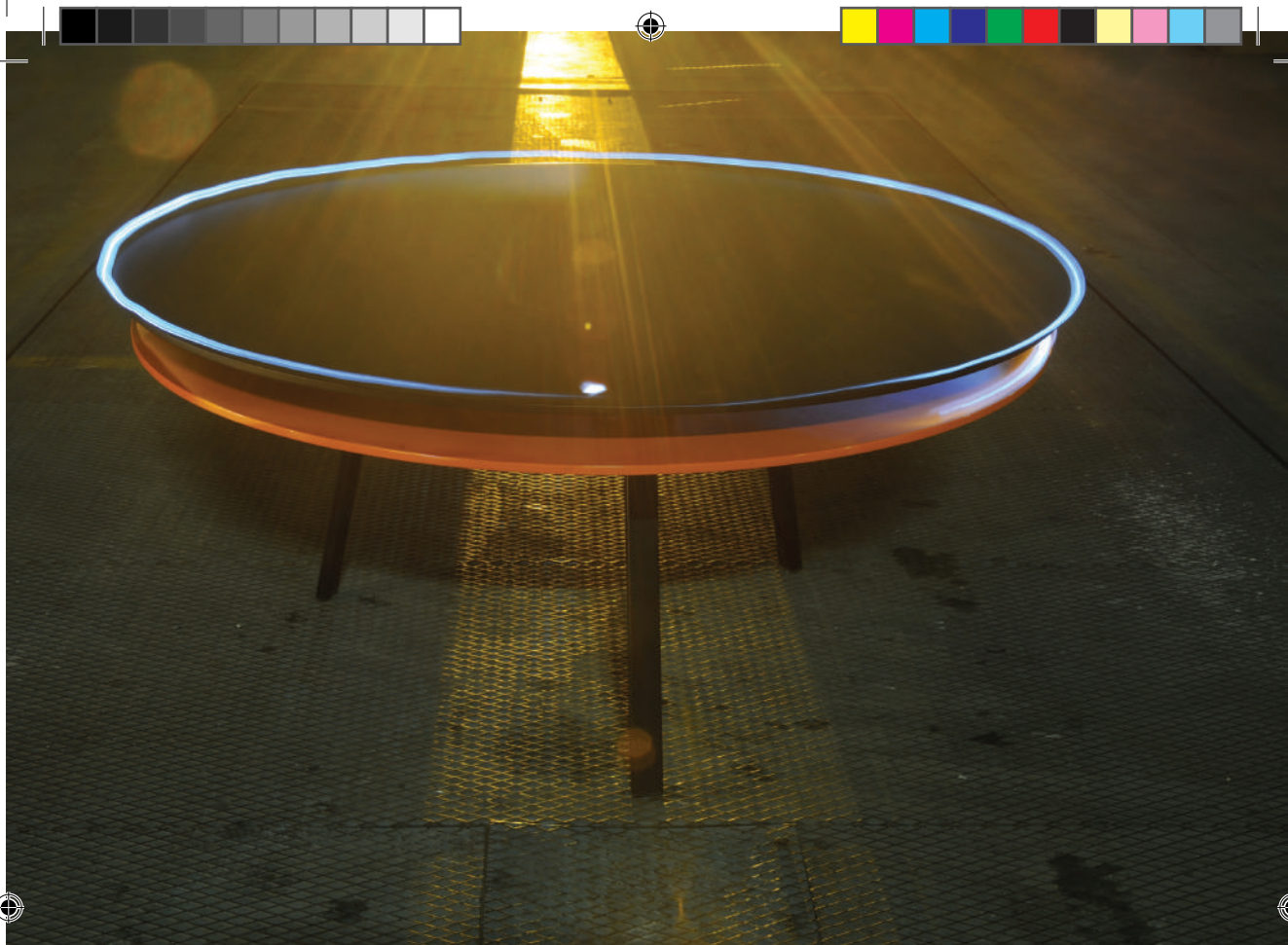
The selected photo “Tavolo Hangar _7205, 2012” is realized in one shot without post production intervention.

The light that emphasizes the edge is obtained through a dynamic and bright action with a long time shooting.



grandesignEtico 2012
NOMINATION

Company
Mg Lab by Emmegi
Product
Hangar
Design
Luca Nichetto



Photographer	EDOARDO ROMAGNOLI
Title	"HANGAR_7205"



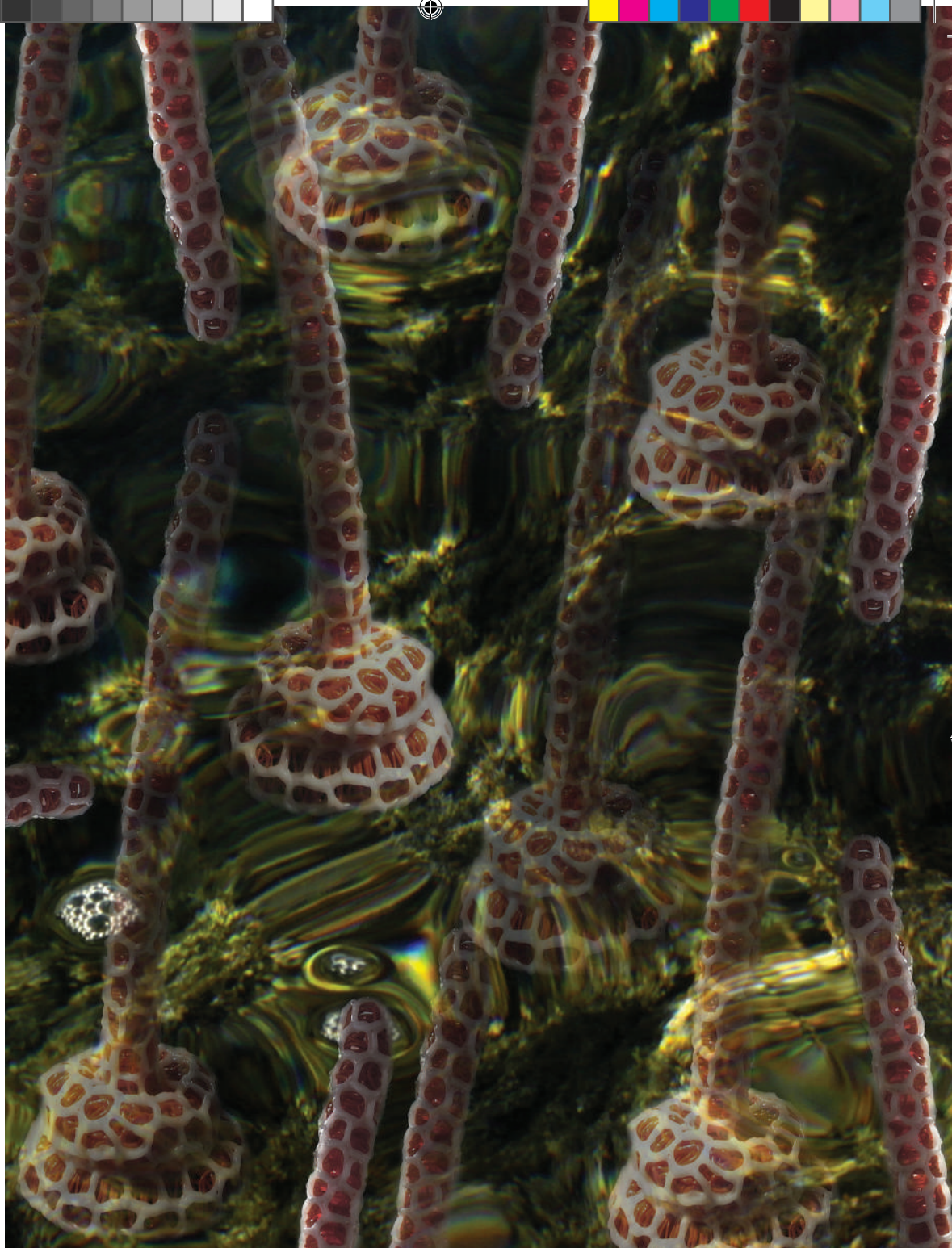
The museum allows visitors to learn about the art in harmony with nature and with the aim of creating a cultural center to promote the area. Interpreting the theme of the sea, sculptures will be placed on the seabed. The whole structure will be “green”, energy-efficient.

In the seabed, between sea anemones and intense colors, the work of Alex Gangi (artist present at MuMArt) takes place, photographically imagined among shading reflexes, wherein, also, an eye is recognized. It's Neptune's eye, but it is also the eye of who has visualized the project. This picture aims at visually exploring and pre-viewing the sense of alienation that the visitor will feel during his/her motion of descent-ascent into the water, when, while seeing the picture lying in the depth, to the lack of oxygen in the lungs the eyes' wonderment will correspond.



grandesignEtico 2012
**HONORABLE
MENTION**

Company
Micheletti + Partners
Product
MuMArt
Design
Lucio Micheletti



Photographer

GIULIA IACOLUTTI

Title

"MUMART"





Light sculpture of the collection "As water goes" 2011 realized at the manufacturing G.Mazzotti1903 Albisola. The theme of "water, air, earth and fire" as an interpretation of nature is part of an ongoing research for the designer. Hamel focuses on the realization of her ceramics in sites traditionally suited to this matter in Italy and beyond, thus contributing to the maintenance of a craft tradition always been active. The used materials are glazed ceramic and neon.

Milan, a dimly lit room, the time of the day when people wander aimless making small talk to the wind and carrying the burden of struggle and boredom of the day gone by. A small airplane made an emergency landing on my table near a bright object. Nothing astonishing, everything is normal. Things happen this way.



grandesignEtico 2012
SPECIAL MENTION

Company
Mikrodesign
Product
Fuoco
Design
Maria Christina Hamel





Photographer

OCCHIAMAGICO

Title

"STILL LIFE A FUOCO (CON ATTERRAGGIO DI FORTUNA)"





The design object described by expressive fragments goes beyond the traditional limits of the frame and gives birth to a new image.

This is not a photo that reproduces mechanically the object, but it's a visual exercise that seeks to enter into the forms, surfaces, materials to discover new points

of view and make visible new details.

This visual story of the Mobile "Touch" highlights the aesthetics of the product.

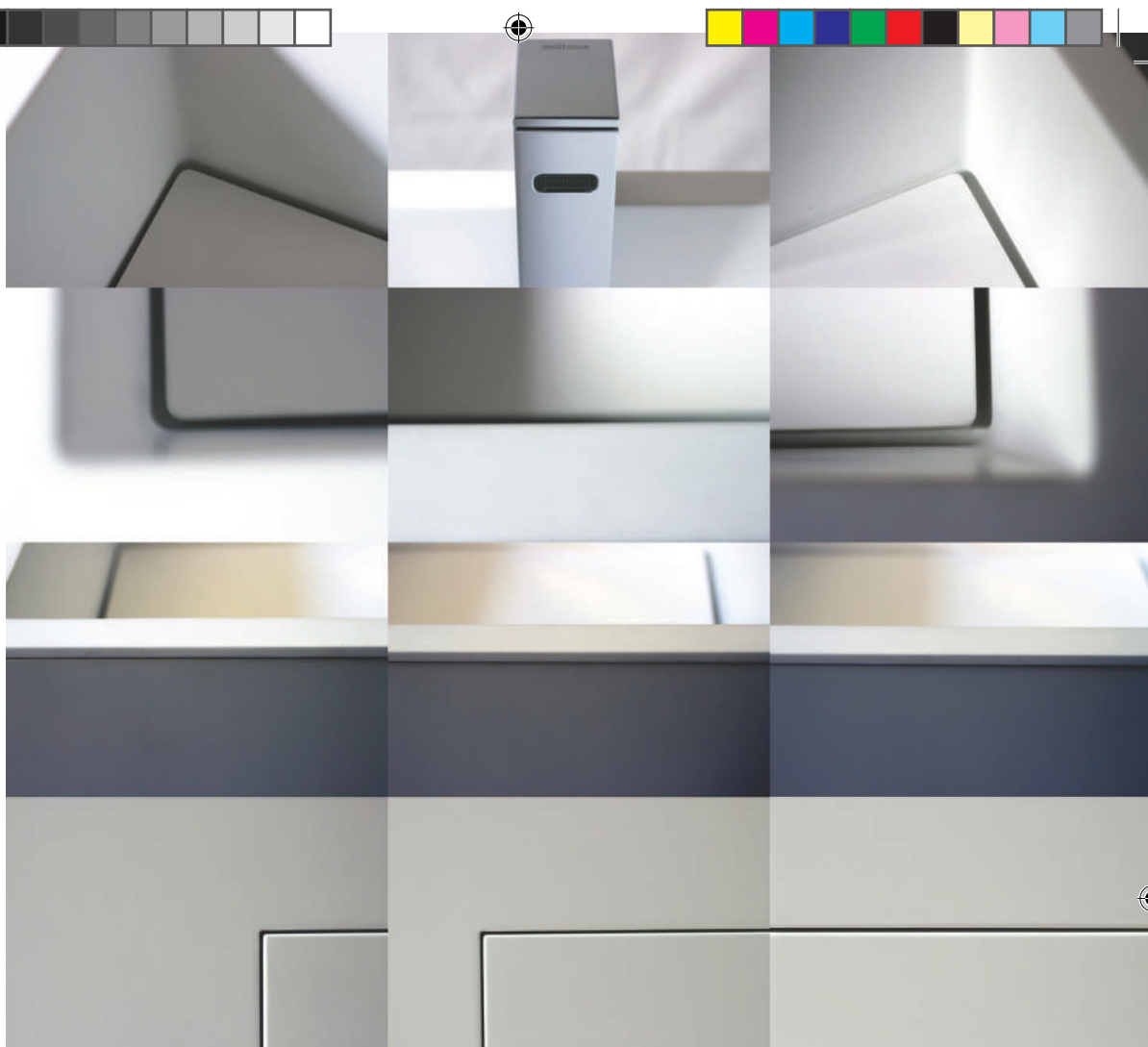
The title of the photographic work plays with the meaning of the operation: "Frames to Touch", or both "to touch fragments", or "frames of the furniture Touch".



grandesignEtico 2012
NOMINATION

Company
Milldue
Product
Touch
Design
Michele Marcon





Photographer	GIOVANNA VITALE
Title	"FRAMES TO TOUCH"

A collection for those who appreciate authentic matters worked with new technologies. Restored wood, natural wood, eco-mortars create an atmosphere that surrounds, seduces and emotionally involves; lacquered finishes highlight essential lines and emphasize mini-

malism, not neglecting functionality. Absolute linearity and simplicity, but above all, functionality and practicality for a range of monoblocks of compact design, which easily fit into every ambient, thanks also to versatile and refined finishes.



The eco series New Road, Nobi and ABC are equipped with the best technology to reduce consumption of water and energy.

The cartridge Nobile Widd 35, allows the opening of the cold water in a central position, thus preventing inadvertent ignition of the boiler. Water saving is guaranteed by the flow control of Nobile Water Saving.

Raising the level will meet a sort of "brake" which stops the flow at half capacity, ensuring a water saving of 50%. Series have been A + + + + Well in the evaluation of energy class.

One of the reasons why I took the picture of the mixer produced by Nobile has been the lightness, expression of a ethically and ergonomically friendly manufactured.

It had to be simple, almost with no construction image, clear as water.

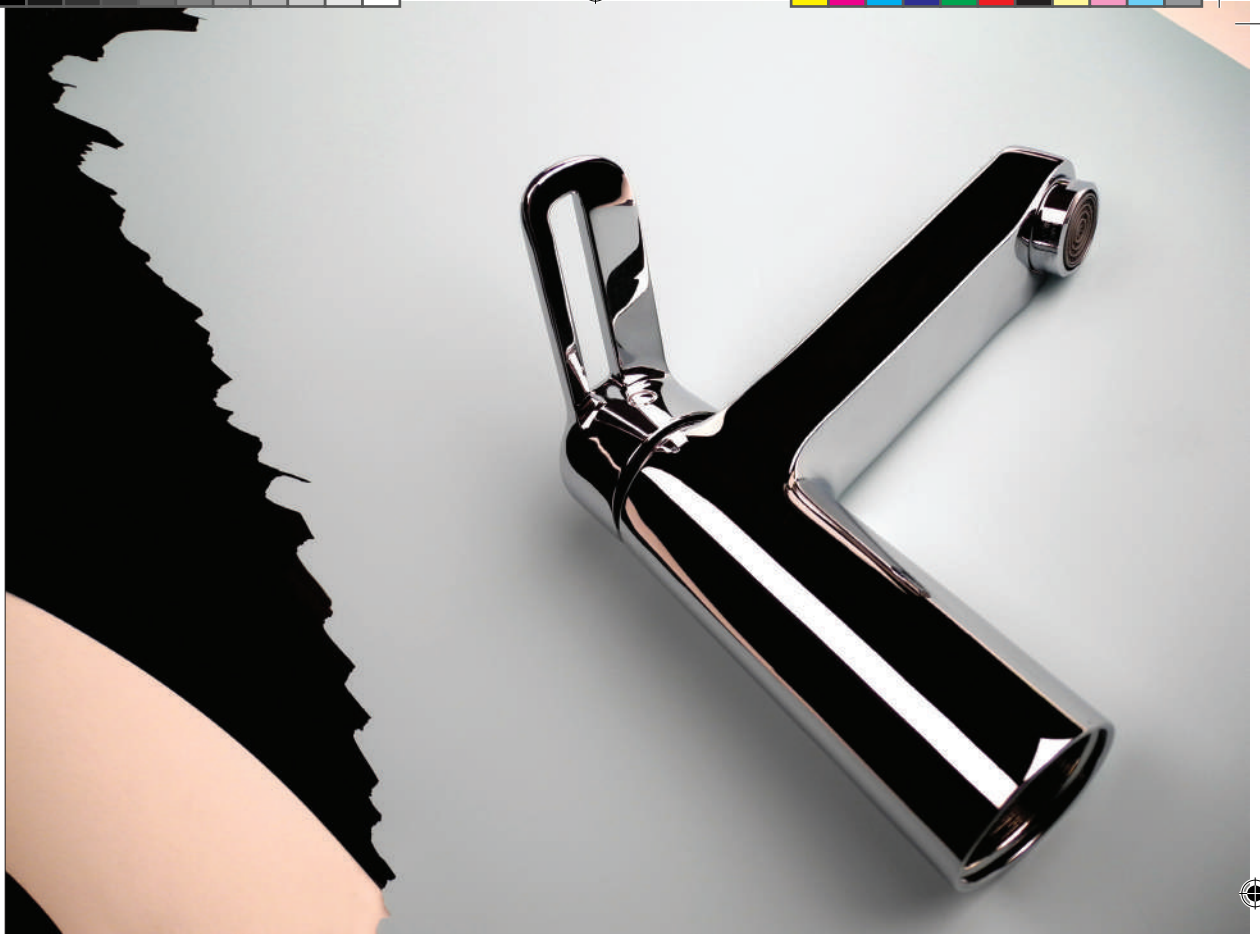
That's the meeting with the Antonio Scaccabarozzi's work, who focused on the color, spread on polyethylene like free substance, without the traditional spaces and limits. There was no choice than lay the object on the corner of those surfaces, like it was found there into a colored water painting, in almost epithelial memory of a gesture. "Panta rei".



grandesignEtico 2012
AWARD

Company
Carlo Nobile Rubinetteria
Product
New Road





Photographer | LUIGI ERBA

Title | "PAINTING WATER (OMAGGIO AD ANTONIO SCACCABAROZZI)"



The coat has been made of cashmere wool, brought to light from the remnants of rolls of high standard textiles produced by prestigious firms in the textile field. The lapel, cuffs, pockets and collar of the coat are embellished with very fine silk from tie maquettes. Our challenge is to find a synergy between ethics and esthetics.



Photography can be a vehicle of transcription, realism, celebration, invention, glamorization, characterization, reclamation, or reformation of the world understood by the eye and delineated by the light.

The aim of Giobbio's photographic enterprise, however, is to make visible what the eye does not see.

Her interest lies in "the border between reality and the dream". It is often a phantasmagorical world, as if nightmares were the connection in order to capture the light that illuminates its dangers and dimensions. This light crystallizes tantalizing truths or obscures secrets in shadow. Violence is the subtext of most Giobbio's images. It's the surgeon's violence of removal and renovation.

grandesignEtico 2012
SPECIAL MENTION

Company
Paglia
Product
Cachemire Coat
Design
Francesca and Margherita Paglia



Photographer

TEA GIOBBIO

Title

“IL FANTASMA DEL CAPPOTTO NERO”



The idea starts from the ancient salentine Capase used for containing different type of food, but now completely re-drawn according to a logic of a more contemporary style.

All the products by the company Pi.Mar., historical company with headquarter in province of Lecce, specialised in stone works – from the building fronts to the products of design – the pots are realised in stone from Lecce extracted and worked on the lathe.

The vases Capase are made from Lecce's stone, a stone of ancient origin and is characterized by numerous fragment of fossils.

The company Pi.Mar. work this stone carefully to valorize aspects of the past and express and retrieve the time with it.

They manage to evoke emotion in which you can hear the echo of distant worlds, rich in values and strong architectural integration.

My photographic interpretation was based on these values, making ethereal in a place of peace and quiete.



grandesignEtico 2012
NOMINATION

Company
Pi.Mar.
Product
Linea Capase
Design
Silvio De Ponte





Photographer | COSTANZA GIANQUINTO

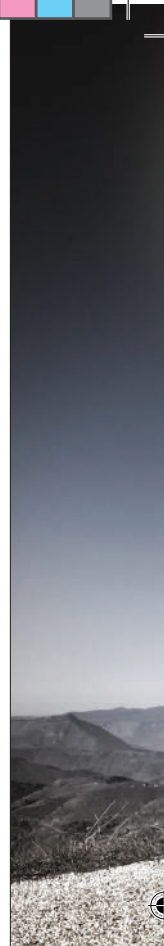
Title | "VENGA, VENGA IL TEMPO CHE IL CUORE SE N'INNAMORI"



Sustainable mobility for all: with this goal Renault has developed a program to diffuse on a large scale electric cars, the most effective mobility solution for the environment thanks to its zero emissions.

A full range of electric vehicles made up of 4 models that combine innovative design, advanced technology and eco-compatibility: the urban crosser Twizi, the compact hatchback Zoe, the family sedan Fluence Z.E. and the van Kangoo Z.E.

Renault Twizi is freedom. It's freshness, youth and lightness. It's a product created for young, enthusiastic people, who wants to live and make experience in total security, but with the absolute carelessness which would give a motorbike, not a car. I imagine Twizi on the peak of a mountain, in the clouds. A girl, a dancer, light skin, light eyes, dressed in white veils, driving. Gets out and dance, its kindness invokes the feeling of lightness from Twizi. A veil is caught in front of the door and stands hanging while the girl, oblivious, continues the dance".



grandesignEtico 2012
AWARD

Company
Renault Italia
Product
Z.E. Series
Design
Laurens Van Den Acker



Photographer	MARIO VIDOR
Title	"L'OGGETTO DEL DESIDERIO"



One afternoon in October, two Italian designers, Dante Donegani and Giovanni Lauda, and their creation, a led lamp called “chimney”.

For the product I used as a set a Milan street, the outer fatigued wall of an abandoned factory, while for the two creators of the object has been used a real photo

studio. The final image was designed from the outset as a triptych, central image in color and the others in black and white, I put them on one level, leaving in the center the photograph of the object, a kind of concept of gestation, of creation. The image in the middle, a colored and rough vision of

a close up of the lamp, the two designers appear as a shadow at the back of their subject. The object, in name and in the fact, able to blend in a total way with the urban environment, creating a contrast between the new - the lamp - and the context of a vintage situation.

grandesignEtico 2012
NOMINATION

Company

Rotaliana

Product

Ciminiere d'Italia

Design

Dante Donegani and Giovanni Lauda





Photographer

RAOUL IACOMETTI

Title

"CIMINIERA - MILANO 29 OTTOBRE 2012"



It's a family of floor lamps, thin and slender, that reminds the industrial chimneys, typical elements of the Italian landscape.

Using a LED technology, they grant brightness and energy efficiency. They are fitted with a light/control on the body of the lamp, and a solid base in die-cast aluminium. Ciminiere d'Italia are proposed in three variants (square, octagonal and circular section) and with different chromatic finishes to perfectly adapt in various environments.



Sorgenia focuses its actions on the market talking to consciousness consumers about the important role that energy plays everyday. New generation plants able to reduce CO₂ specific emission of 30% than the national average, the renewable sources and the initiative to help final customers to reduce energy consumption represents Sorgenia's distinctiveness in the market.

We photograph the individual set in his own workplace, both inside and outside in order to give a precise interpretation of the pictures. The shoot is always head on and the gaze of the person is pointed towards the lens in a way that the communication is easy, immediate, direct and genuine to the reader.



grandesignEtico 2012
ETHIC AWARD

Company
Sorgenia
Product
Ethic Vision



Photographer

VIRGILIO CARNISIO AND ROBERTO LANA

Title

“IL FUTURO HA UN ASPETTO GENTILE”, portrait RICCARDO BANI





Pavilion is now evolved into Pavilion Libro. The sliding doors are also available with a folding opening system, which minimizes exterior dimensions and provides the opportunity to create a host of variations in design and installation.

Pavilion Libro is perfect for any setting, thanks to its countless combinations of profiles and glass panels. Since its systems are sized down to the millimeter, they can be installed in any architectural structure.

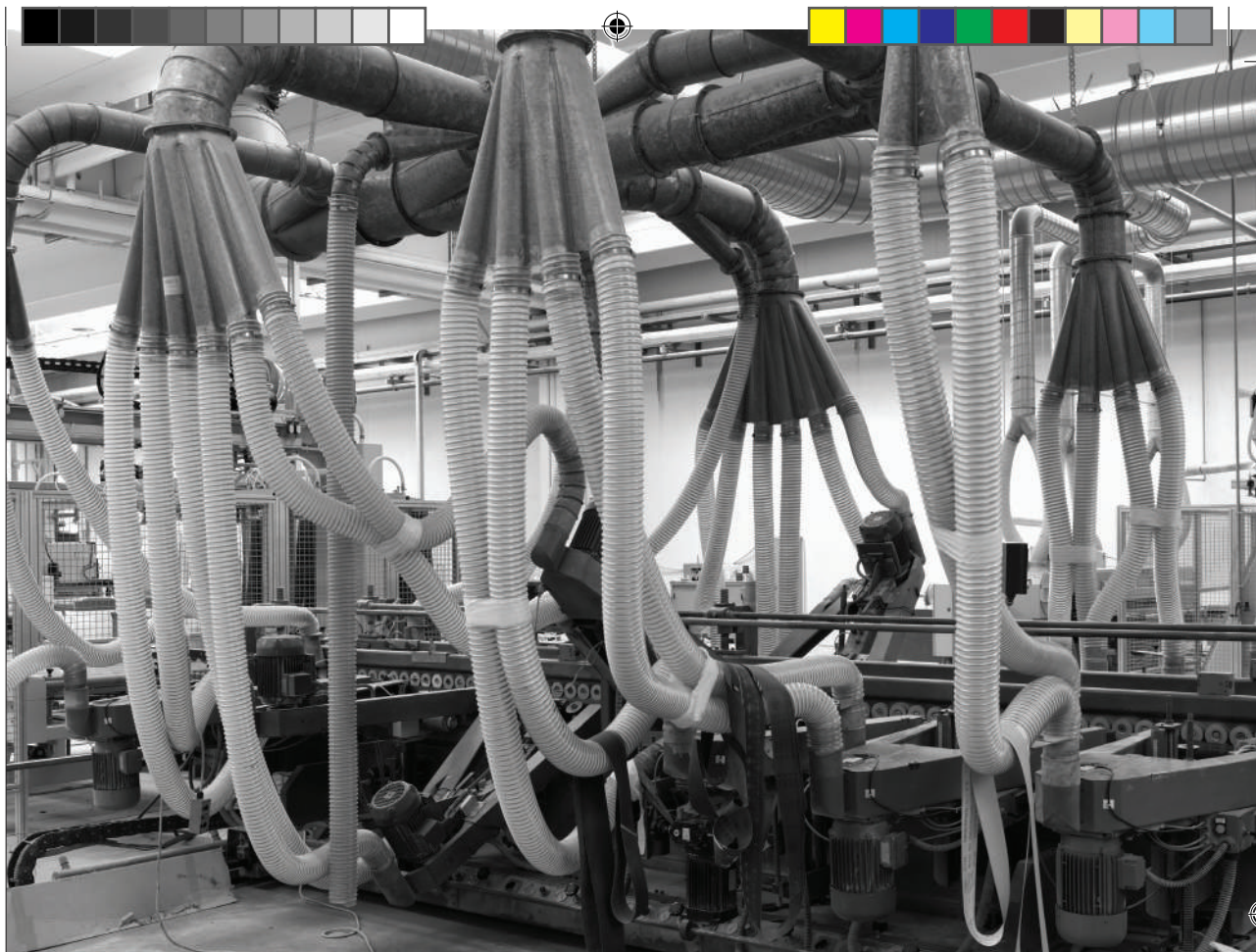
What entice me more than the fascination of the design object itself is the place where it is conceived, experimented and produced. This explains the desire of describing the spaces and machines for the production, which, notwithstanding the documentary approach preserved in the photographic language, assumes through the frame surprising aspects, just like this image, where the machine takes a zoomorphic look, even more thanks to the evocative use of black-and-white.



grandesignEtico 2012
AWARD

Company
Tre-P & Tre-Più
Product
Pavilion Libro
Design
Antonio Citterio



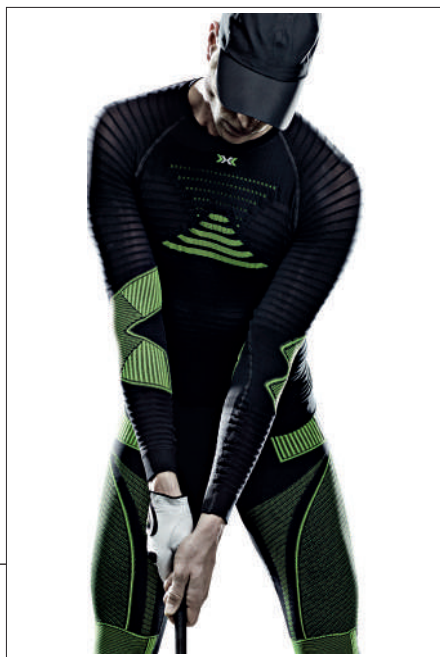


Photographer	MARCO INTROINI
Title	"LA ZOOMORFA"



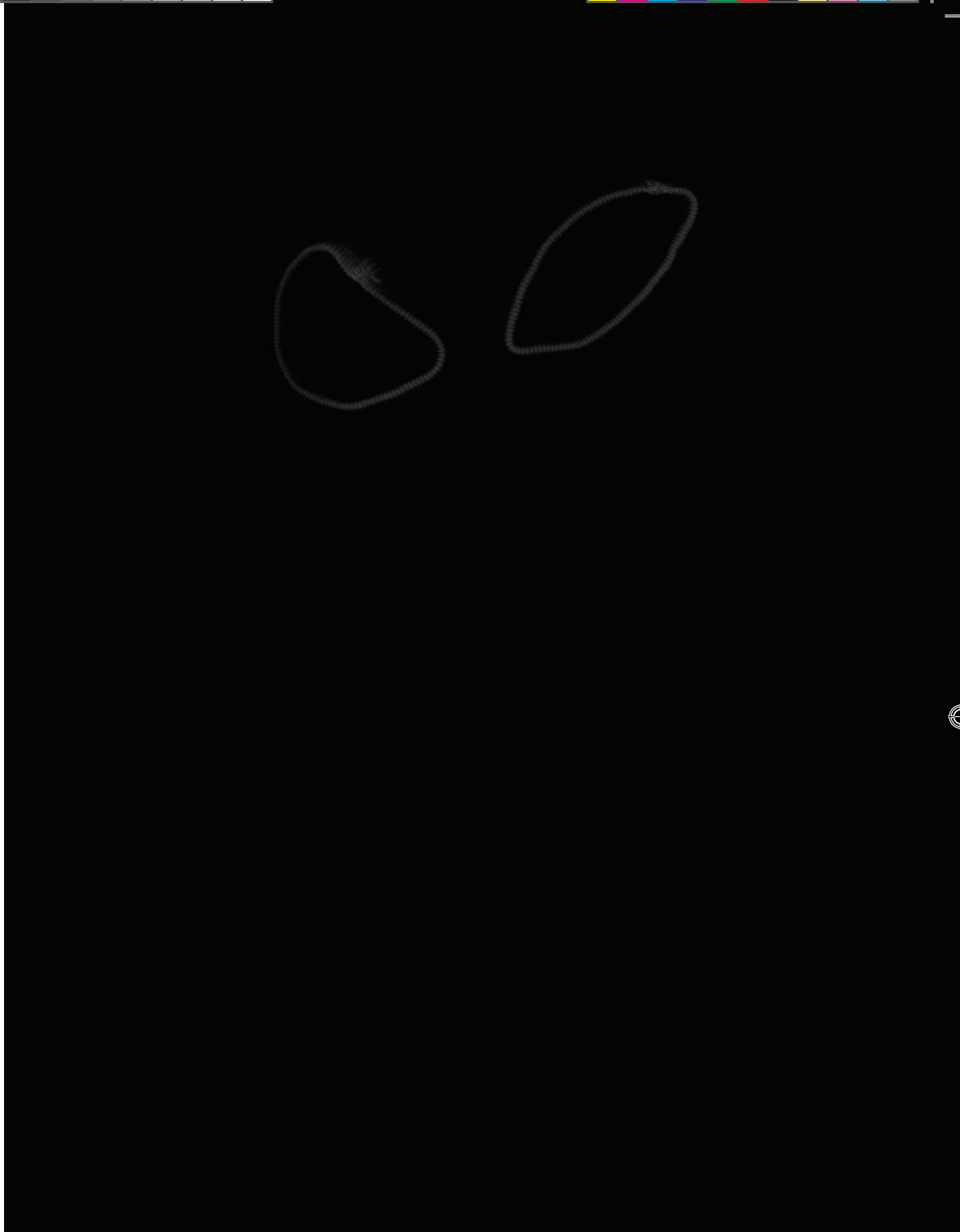
The rules of nature aren't the rules of the game in nature. They just embody the limits of your thinking, not the limits of real possibilities. Whoever can think one step beyond can create new rules. With the Effektor™ Technologie, X-Bionic® now redefines the physical limits of athletic performance. Effektor™ unleashes the potential that until now seemed to be unrealistic: muscle coordination, body temperature regulation, heart rate, endurance, recovery time, lactate buildup and transmission of stimuli along the nerve pathways. The company, following its principles of ethic and sustainability which have been leading the constant research and development within the sport textile business, is proud to introduce the last fascinating result: Effektor™ a unique technology which integrates with human physiology and functionally blends with it, in order to make the sport activity more and more performing and satisfying for those who enjoy it.

The artistic interpretation is based on the idea that dressing X-Bionic Effektor Golf Power Shirt is the key why the body changes its perception and its movement. An expression stands out from two details in full scale, the face of the body becomes different from itself. Thanks to the mystery offered by the photograph's vision, the representation appears with an interesting personality; two eyes speakers inspire determination, insight and quickness: the X-Bionic look.



grandesignEtico 2012
AWARD

Company
Trerè Innovation
Product
X-Bionic® Effektor Golf Underwear
Design
Bodo W. Lambertz



Photographer

BENEDETTA ALFIERI

Title

“SGUARDO X-BIONIC”





Elements is the historical Tucano product line for Second Skin sleeves which adhere to the body of the MacBook like a glove.

The collection has been renewed with an original look; the embossed graphics are perfect on this sparkling fabric combining lycra with an even thicker layer of neoprene.

The “Deep Black” velvety interior makes it totally scratch-proof.

They also have FlatLock seams, the same as those used in diving wetsuits, and have a double zip for instant opening.

Creating a photograph is always like solving a puzzle. If you have doubts, in a few seconds images of a lifetime flash before you.

But second skin by Tucano convinced me currently I held it in my hands.

The picture had to be a perfect match with the leading computer of the 20th century, next to a beautiful woman like the real protagonist of our times.



grandesignEtico 2012
NOMINATION

Company
Tucano
Product
Second Skin Elements
Design
Fabio Cencioni



Photographer	ANGELO GOLIZIA
Title	"PELLE DI TUCANO"



Anna Gili designed a metal cupboard, where the front, with a sublimation process depicts one of her own painted works.

The image perceived by the abstraction of the pixels is enlarged to an open face "Viso Aperto" to look into reality's eyes without fear. The face of a loyal, fearless and feminine Italy.

Limited Edition of 6 pieces, numbered and signed by the artist.



grandesignEtico 2012
NOMINATION

Company
Zerodisegno
Product
A Viso Aperto
Design
Anna Gili

The studio of the designer and artist Anna Gili, where she moves with grace and elegance, is lively and colored.

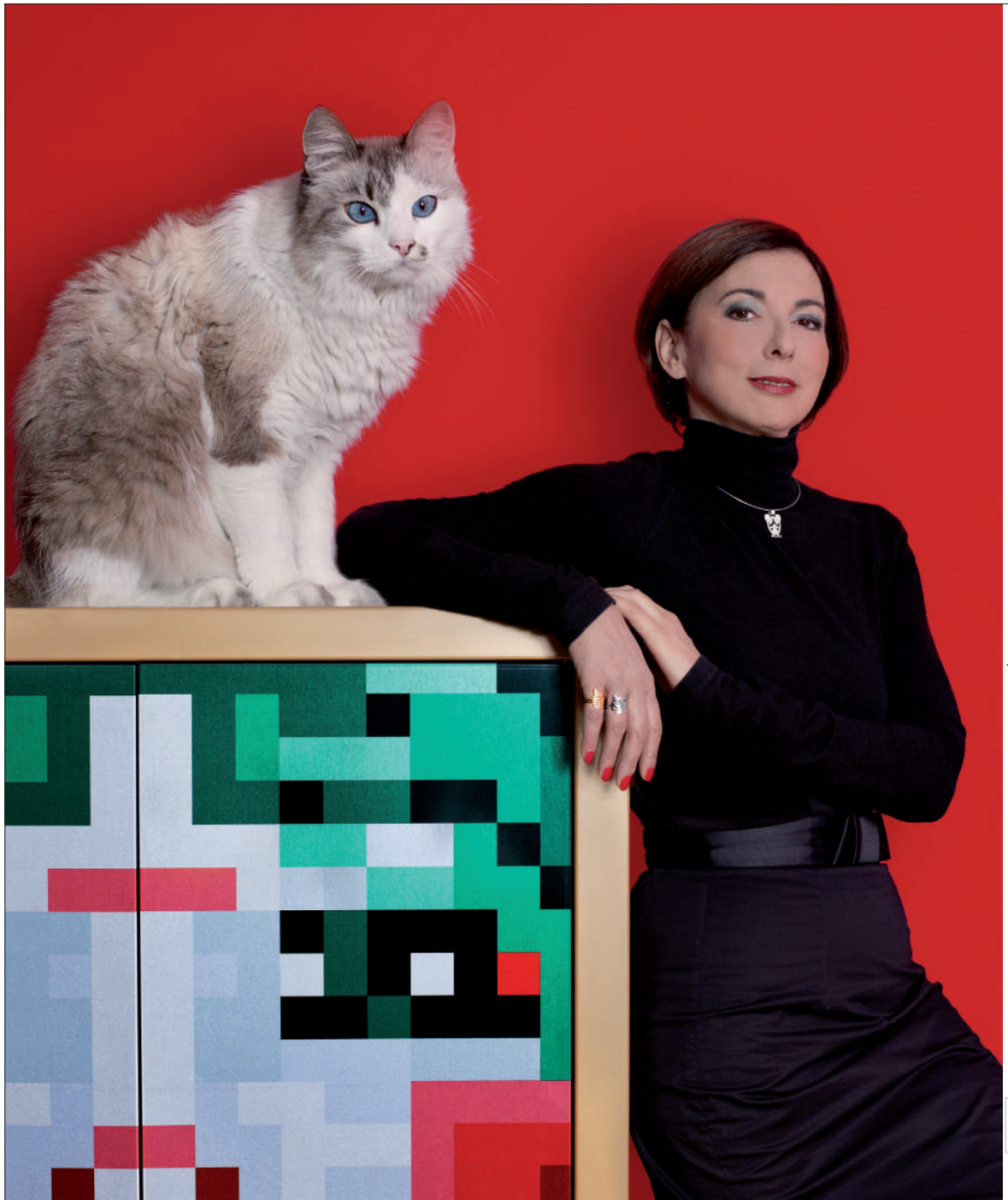
Looking around I noticed objects, lamps and jewellery in the shape of animals she personally designed.

This made me feel comfortable.

I portrayed Anna near one of her work together with her cat Prince, which in post production I have considerably made bigger to recall the characters of Alice in the Wonderland.

This was exactly the picture of Anna Gili I had in my mind.

And perhaps is not by chance that her studio is called Wonderloft.



Photographer

SILVIA AMODIO

Title

“ANNA AND THE PRINCE IN THE WONDERLOFT”







Design Photo Remix
7^a edition

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AFI's holding is comprised of donated, bequeathed and procured works, as well as pieces from photographic campaigns. As a collection, these works stand testimony to the culture, history, social sphere and landscape of our country while at the same time affording significant space to the creative and personal research of each individual artist.

Among the main purposes of the Archive is that of offering visibility to young emerging photographers and to lesser-known Italian talents who show appreciable creativity. Through practical collaboration with these artists as well as more well known artists, the result is a valuable collection dedicated not only to historical but also contemporary Italian photography.

AFI has realised numerous projects and is constantly developing new more complex undertakings. The launch of a book series has given AFI visibility at an international level, particularly in Arles (France) through collaboration with the prestigious Rencontres de la Photographie, where the Archive has presented books and exhibitions for 8 years.

www.archiviofotografico.org
www.festivalfotograficoitaliano.it

A.F.I.

A fine art photography collection which showcases and safeguards a prodigious visual heritage.

The guiding mission of AFI is revealed in the above title, which evokes concepts that accurately represent the philosophy of the Archive. Indeed, AFI was founded primarily to plan research and protect works that may otherwise have been dispersed or lost, yet it was also intended to be a space which collects, conserves, promotes and hosts photographic collections considered cultural property by Italian legislation.