

Press release
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DesignEuropa Awards finalists and Lifetime Achievement Award winner announced

- **Eight finalist designs shortlisted, showcasing the best in industrial and product design, from across the EU and beyond**
- **Legendary car designer Giorgetto Giugiaro named Lifetime Achievement Award winner**
- **The first edition of the DesignEuropa Award ceremony takes place in Milan on November 30**

The DesignEuropa Awards finalists in the Industry and Small and Emerging Companies categories are revealed today, along with the winner of the Lifetime Achievement Award.

The DesignEuropa Awards are organised by the European Union Intellectual Property Office (EUIPO), and celebrate excellence in design and design management among Registered Community Design (RCD) holders.

The finalists and the winner of the Lifetime Achievement award were selected by the DesignEuropa Awards jury. The members of the prestigious panel are drawn from the fields of business, design and intellectual property.

The winners of the Industry and Small and Emerging Companies Awards will be announced on November 30, at the DesignEuropa Awards ceremony in Milan.

On that date, the Lifetime Achievement Award will also be presented to legendary designer Giorgetto Giugiaro.

Commenting on the finalist selection, the jury Chairman, Robin Edman, said:

“We are delighted to have received such a high standard of entries for this first edition of the Awards. In choosing the finalists and winners we looked at a multitude of aspects including the market impact of the products, how design had contributed to the company’s performance, aesthetics, intellectual property management, and the designs’ impact on society. It has been a truly rewarding experience for all.”

The Executive Director of the European Union Intellectual Property Agency, António Campinos, said:

“All of our finalists, be they large companies or very small enterprises, show the power of design brought to the marketplace with the protection of the Registered Community Design, and the effects design can have at an economic, social and aesthetic level. Our Lifetime Achievement winner is a true European design legend who, through his talent and during the course of his long career, has contributed greatly to the success and development of his industry.”

The finalist designs in the Industry category are:

Pulcina espresso maker (RCD owner and manufacturer: Alessi S.p.A., designer: Michele De Lucchi):

The jury found that the Pulcina showed “the beauty in small things,” and drew attention to Alessi’s very positive intellectual property management and use of the Registered Community Design system when shortlisting the Pulcina. Alessi’s collaboration with talented external designers is an important part of its longstanding policy which centres on design innovation and excellence.

Raval bicycle rack (RCD owner and manufacturer: Escofet 1886 S.A., designers: Gerard Arqué and Martin Caneda):

The Raval bicycle rack is a modern urban mobility solution from a company that has been in business for 130 years. The judges praised the Raval for its qualities of inclusiveness, sustainability and empathy, and commended the company as a good user of the Registered Community Design system.

Thule Urban Glide jogging stroller (RCD owner and manufacturer: Thule IP AB, designers: in-house, with support from Veryday Design Studio)

Thule’s designers worked with the Swedish design studio Veryday to incorporate Thule’s design language into the Thule Urban Glide sports stroller ahead of its market launch in 2013. Jurors underlined the design’s originality, good technical construction, practicality, social sensitivity and adaptability to different lifestyles.

XDiavel motorbike (RCD owner and manufacturer: Ducati Motor Holdings S.p.A., designer: Ducati Design Centre)

When the XDiavel was launched in 2015, it represented Ducati’s successful next step into the sports cruiser market segment. Jurors highlighted the complexity of the design and its overall aesthetic qualities when assessing this entry, noting that the company’s approach to complex design and development supports its capacity to adapt to, and at the same time redefine, market trends.

The finalist designs in the Small and Emerging Companies categories are:

Aria lamp (RCD owner and manufacturer: Slamp, designer: Zaha Hadid Design)

Designed by the renowned, internationally recognised architect Zaha Hadid, Aria was praised by the jury as an emotional, flexible marriage of artisan process and technologies. Slamp is a good user of the RCD system, and is a clear example of a design-centred business with a consistent intellectual property protection strategy.

Flap sound absorbing panel (RCD owner and manufacturer: Caimi Brevetti, designers: Alberto and Francesco Meda)

The Flap was designed by father and son duo Alberto and Francesco Meda for Caimi Brevetti. Jurors appreciated the product’s blend of visual and tactile elements, and how it

bridged industrial and interior design. The jury also pointed to the company's "sophisticated and intelligent use of the RCD system" through its IP management strategy.

IDO Bench (RCD owner and designer: Anna Szonyi)

The IDO was designed as a public seating installation and is composed of just two elements – wood and steel. Jurors stressed the product's ability to be adapted to a variety of behaviours and interactions in their assessment. The IDO represents a product brought from the drawing board to the market by a young designer with the protection of the Registered Community Design.

Mooove lamp (RCD owners and designers: David Saupe and Aaron Rauh)

The Mooove is both patent and Registered Community Design protected, showing a well-founded and well-managed intellectual property strategy used to great effect by a young company. Jurors praised the elegant lines and flexibility of the product, and its balance between functionality and aesthetics.

The Lifetime Achievement Award winner: Giorgetto Giugiaro

The first DesignEuropa Lifetime Achievement Award will be presented to Giorgetto Giugiaro, one of the most famous names in industrial design, having created more than 200 car designs in his six-decade long career. His designs include the Volkswagen Golf, the Lotus Esprit, the Fiat Panda, and the Maserati 3200 GT. Over the course of his working life, he has collaborated with nearly every major car company in the world. Through his leadership and dedication to his craft, he has inspired generations of young designers.

Mr Giugiaro is known all over the world as one of the most successful designers in automotive history. He has been directly responsible for creating over 300 standard production models and more than 200 research prototypes for numerous different manufacturers. Approximately 60 million vehicles on the world's roads, produced by leading car makers, are the result of his creativity.

ABOUT THE DESIGNEUROPA AWARDS

[The DesignEuropa Awards](#), organised by the [European Union Intellectual Property Office \(EUIPO\)](#), in partnership with the [Italian Patent and Trade Mark Office \(UIBM\)](#), celebrate excellence in design and design management among [Registered Community Design \(RCD\)](#) holders, whether they are individual right holders, small businesses or large enterprises. [The Registered Community Design \(RCD\)](#) is a unitary intellectual property right, valid in all 28 Member States of the EU, and administered by EUIPO.

ABOUT EUIPO

[EUIPO](#), the European Union Intellectual Property Office, is a decentralised agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all 28 EU Member States, as well as carrying out cooperation activities with the national and regional IP offices of the EU. Up until 23 March 2016, EUIPO was known as the Office for Harmonization in the Internal Market (OHIM).

Press contact:

Avenida de Europa 4, E-03008 Alicante (SPAIN)

www.euipo.europa.eu



@EU_IPO



Laura Casado (Tel: +34 96 513 8934; Laura.CASADO@euipo.europa.eu)