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## Call for Entry! ADF Milano Salone Design Award 2020

The design theme is “Versatility”

Three renowned influencers in the architectural design are invited as juries

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Non-profit organization ADF has decided to showcase at “Fuori Salone” during the Milano Salone, the International Furnishing Accessories Exhibition, held next April in Milan, Italy. The showcase will go on during the exhibition, from April 21 to 26, 2020. ADF will invite the design worldwide for the “ADF Milano Salone Design Award 2020”. The registration is now open until December 13, 2019.

The theme of this year’s “ADF Milano Salone Design Award 2020” is “Versatility”. Furniture or space which well presents the word “Versatility” is required. This year, for the first time, three world-renowned influencers will judge the entries with their sharp point of view. During the exhibition, there will be a cocktail party held, where many designers, like brand-related faces active in Milan, will be invited. At the party, there will also be a presentation of the Best Performance Award.

Don’t miss this great opportunity to send your wonderful ideas and works out into the world, at the world’s famous exhibition, “Milano Salone”.

“ADF Milano Design Award 2020” Entry : <https://pro.evalato.com/1374>



2019 Best Performance Award Winner, FORO Studio



2019 award-winning work, “TOMI”

ADF (Aoyama Design Forum) is a non-profit organization established in Japan in 2009, and we aim for training and improving the status of designers worldwide. Since our establishment, we have been working closely with many design and architect associations throughout the world. As part of that, we have been showcasing at the “Milano Salone” since 2013, which is held once a year in Milan, Italy.

We are pleased to hold our 8<sup>th</sup> award since its first in 2013, “ADF Milano Salone Design Award 2020”. By receiving many entries from all over the world through our partner organizations every year, this award has been growing as an international competition for product design.

ADF : <https://www.adf.or.jp/english/>

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## **The design theme is “Versatility”. Winner’s work will be exhibited at the “Milano Salone”!**

Change the size, change the scale, change the viewpoint, and deform it.

Giving a different “something” will change your daily tool into a totally different thing.

Introduce us to your furniture or space that surprises us with its new and multifaceted features.

From all of the entries based on the award theme, three works (1 Best Performance Award, and 2 Outstanding Performance Awards) will be chosen under strictly impartial examination. The Best Performance Award winner will receive a prize of 1,000,000 JPY and will be bestowed to exhibit the award-winning work at the ADF booth of the “Milano Salone” held in April 2020 as an extra prize (ADF supports up to 1,000,000 JPY separately as production and construction expenses). The exhibition site is located in the Zona Tortona that is known as the most popular place in the “Milano Salone” off-sites. We are looking forward to receiving unique entries.

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## **First-ever in the history of the ADF design award, three world-renowned influencers from the architectural design will judge!**

Recently, design weeks held all over the world are changing its phase to exhibitions which attract a large general audience. Since the evaluation received at the event will influence the numbers of future audiences, pre-events held by companies, where influencers and interested parties come together, are becoming all the more crucial. Considering these social conditions, we have decided to call three influencers for the first time ever as our juries who continue to disseminate via SNS from their perspective as an audience. The entries will be judged from a sharp perspective unique to influencers who have a strong influence on consumers. “Innovation”, “Originality”, “Evolution”, “Functionality”, and “Space creativity of communication” will be the screening criteria.

**The cocktail party held, inviting concerned parties from successful local brands! Presentation opportunity for award winners!**

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During the “Milano Salone” exhibition, we will hold a cocktail party where many designers, for instance, local brand-related figures, are invited. The Best Performance Award winner will have a chance to make a presentation of their work.



Cocktail party



Cocktail party

## ”ADF Milano Salone 2020” Summary

Title	ADF Milano Salone Design Award 2020
Design Theme	Versatility
Period	October 14 – December 13, 2019
Awards	Best Performance Award – 1 work, Prize : 1,000,000 JPY Extra prize: Exhibition of the award winning work (ADF will sponsor for the production and site installation cost up to 1,000,000 JPY for the Best Performance Award work) Outstanding Performance Award - 2 works, Prize : 100,000 JPY ※There is a case of no corresponding work awarded.
Qualification Requirements	Individual or group (1 project per group) Regardless of nationality
Application Fee	Free
Details	<a href="https://pro.evalato.com/1374">https://pro.evalato.com/1374</a>

## About the “Milano Salone”

The Milano Salone, a common name for the International Furnishing Accessories Exhibition, is a furniture fair held annually in Milan. It is the largest trade fair of its kind in the world. The exhibition showcases the latest in furniture and design from countries around the world. It is considered a leading venue for the display of new products by designers of furniture, lighting, and other home furnishings.



It was launched in 1961 with the aim of promoting the export of Italian furniture and interior products. The exhibition becomes “international” from 1967, and has been called “SaloneSatellite” from 1998 on. There is a voluntary exhibition by young designers who passed the advance screening, which became to be known as a gateway to becoming a successful designer. After the 90’s, there are more and more voluntary exhibitions held in Milano during the Milano Salone. These exhibitions started to attract the concerned parties who gather to Milano Salone, which became to be called the Fuori Salone, meaning “outside of Salone”. Today, Fuori Salone is held all over Milan, from where many famous designers are born.

Besides that, all kinds of exhibitions, not only referring to furniture, are held in the city, where companies make promotion by collaborating with famous architects. Recently, it is called “Milan Design Week”, putting Milano Salone and Fuori Salone together. “Milan Design Week” attracts over a million people, which makes it the best design festival in the world. The up-coming Milan Design Week is from April 20 to 26, 2020.