

ORIGAMI WINS THE PRESTIGIOUS ADI COMPASSO D'ORO AWARD

This prestigious award was given to Origami, the designer radiator created by Alberto Meda for Tubes

Milan, 21st June 2018. **Origami, designed by Alberto Meda for Tubes**, is a high-efficiency **electric Plug&Play radiator** that, in addition to its primary function of heating up space, allows to separate different spaces and maintain privacy. It is a poetic, sinuous, flexible and articulated design element that allows you to bring different configurations to life thanks to its curve-like structure which alternates hollow parts to the heating core.

Unique and unmistakable, **Origami was awarded with the famous Compasso d'Oro** award, the most long-established industrial design award in the world, and one of the highest accolades for projects, products, research and merit; this means that Origami is now part of the history of Italian design and is enriching Italy's important heritage.



The international jury of the Compasso d'Oro Award, made up of qualified researchers and experts, chose Origami describing it as a "*functional object that takes centre stage in the space which it occupies and which adapts to the user to whom it relates by simply creating its own meaning and value*".

"The renowned ADI Compasso d'Oro is a recognition we have always longed for. This new recognition makes us particularly proud" says **Cristiano Crosetta, CEO of Tubes**. "Our commitment to creating innovation on the market, our continuous quest for the highest quality and our choice to invest in design, which began in 2004 and is pivotal every time we conceive a new product, are being celebrated once again, and are a confirmation of what we have built in only 25 years of history".

"I am very happy that ADI chose to award this project with an accolade as important as Compasso d'Oro", adds **Alberto Meda**. "Origami is an essential object with a simple shape that conceals a perfected technological complexity. At Tubes, I discovered an entrepreneurial spirit that is rare to find, one which makes me feel free from a designer perspective, and allows me to experiment and explore new languages. This is how Origami came to be".

The **XXV Compasso d'Oro** award ceremony took place in Milan in the Cortile della Rocchetta of the Sforza Castle. **Only 16 projects were awarded** in the presence of Claudio Salsi (Supervisor of the Sforza Castle), Giovanna Mori (Manager of the Castle Unit and the Pietà Rondanini Museum), Marco Leone (Embassy Councillor, General Manager for the Promotion of the Country System, Minister of Foreign Affairs and International Cooperation), Attilio Fontana (President of Lombardy Region), Cristina Tajani (Assessor of Work Policies, Production Activities, Trade and Human Resources, Fashion and Design, Milan

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Municipality), Marco Bonometti (President of Confindustria Lombardia), Claudia Feltrin (President of Assarredo), Ermete Realacci (President of Symbola), moderated by journalist Laura Squillaci.

Until the 26th of June, Origami, together with other participating products and the projects of Targa Giovani, will be displayed in an **exhibition** organized in the **Cortile della Rocchetta of the Sforza Castle of Milan**.

The Compasso d'Oro award is added to the collection of significant accolades received by Origami: the 2016 Salone del Mobile Milano Award for Best Product/bathroom sector 2016, the Archiproducts Design Award for 2016 Best Category in the Bathroom Category, the 2016 Good Design Award, the 2017 Design Plus powered by ISH, the 2017 Red Dot Design Award and the 2018 German Design Award.

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Tubes Radiatori stands for design, know-how, cutting-edge technology and excellence Made in Italy in the "heat" production segment. Pioneers of its industry, the company was set up thanks to the passion and experience of the Crosetta family, who have always stood out for their courage and their ability to innovate, expressing the art of "savoir-faire" and painstaking care for detail in every single product. Starting with the simple and genial intuition of "releasing" the heating body from the constraints of valves, in over twenty years, Tubes has travelled a journey to grow its business through listening, research, experimentation, both technological and styling-related, which have enabled the brand to revolutionise the concept of the radiator, turning it into an item of interior design, sculptural even, capable of defining the architectural space. The encounter with Ludovica+Roberto Palomba gave rise to Elements, a collection that boasts partnerships with leading names in international design, and that includes heating objects with a high sculptural value. In 2018 Tubes launches the Plug&Play collection, unique on the market, which presents electric design heating objects that don't require installation, thus being easily transportable.

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