

24th Compasso d'Oro ADI Award

Honourable mention for SCALETTA designed by Elisa Giovannoni for TUBES

Milan, 15th June 2016 – Tubes Radiatori is delighted to announce that the jury of the 24th Compasso d'Oro ADI award has granted the **Honourable mention** to **Scaletta**, the heating item designed by **Elisa Giovannoni**.

The award ceremony took place yesterday in the historical Isimbardi Palace in Milan, where **all the awarded products will be displayed until 22nd June, increasing the heritage of the ADI Foundation Compasso d'oro Collection, which groups together all the prize winning objects since 1954, the year of its foundation.**

Nomadic, iconic, pop. Scaletta is a multifunctional *plug & play* heating item, which does not require installation and can therefore be moved around the house as needed and also be transferred easily when moving or taken to a holiday home. It can be used anywhere: as a heated towel rail in the bathroom or in the kitchen, to warm up clothes in the bedroom before getting dressed or in the living room to warm the room in spring or autumn. Its versatile nature is supported by the design, which is a far cry from the traditional shapes of classic radiators.

Before the Honourable Mention of the Compasso d'Oro, Scaletta won the German Design Award 2015 (Bath and Wellness category), the Good Design Award 2015 and was "Honoree" of the Best of Year 2015 prize organised by the American magazine Interior Design. What's more, until 19th February 2017, Scaletta will be displayed in the *W. Women in Italian Design* exhibition at the Triennale of Milan.



Since 1954, the Compasso d'Oro ADI award has been assigned on the basis of on a pre-selection made by ADI Permanent Observatory of Design, consisting of a commission of experts, designers, critics, historians and specialized journalists, all constantly committed to collecting information, year after year, and to evaluating and selecting the best products, which are then published on the ADI Design Index. The selected designs/products are collected and kept in the ADI Compasso d'Oro award collection managed by the ADI Foundation which protects, enhances and promotes its heritage in Italy and abroad.

Download all the images of Scaletta by clicking on the following link:
http://www.ergo-online.it/press/Tubes_CompassoOro2016.zip

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Tubes is the evolution of an entrepreneurial reality that boasts twenty years' experience in the radiator and heated towel rail sector. The company has been situated in the heart of the North-East since its foundation in 1994 and has been sensitive to understanding the market's expectations. Tubes has focused on innovation to create its own distinctive identity, working intensely on research and experimentation in the technical and aesthetic field, as well as on materials, working methods, forms and dimensions. Here are Tubes' three most popular collections: Basics, Extras and Elements. The latter, under the artistic direction of Ludovica+Roberto Palomba, is responsible for giving radiators a new identity, also thanks to the stylistic contribution of leading names in international design, transforming a mere component of the central heating system into a high-tech element with an architectural structure.

www.tubesradiatori.com

#tubesradiatori

#scalettatubes

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