

Award ceremony of the XXVII edition of the Compasso d'Oro ADI HONOURABLE MENTION TO THE DAN CHAIR BY ZANOTTA, DESIGN PATRICK NORGUET

The Dan chair by Zanotta designed by Patrick Norguet wins the Honourable Mention of the XXVII edition of the Compasso d'Oro ADI, a prestigious recognition of the high design quality attributed to the excellence of world design by an international jury.

The Compasso d'Oro is the most authoritative and historic design award promoted by ADI, the Association for Industrial Design since 1954. The selection has always included Honourable Mentions attributed to the products that the jury evaluates as of superior quality to which it wants to give particular importance. The XXVII edition introduced for the first time a main theme declined in three key words - Development, Sustainable, Responsible - which inspired the choice of the winners by the jury that awarded 20 Compasso d'Oro Awards and 25 Honourable Mentions.

Dan is an innovative in & out seat, with and without armrests, that strikes for its design essentiality and graphic personality, designed to be communicative and establish a dialogue with those who use it. It is formed by a slender and sturdy bent tubular steel frame on which colourful elastic straps are stretched and fixed to form the seat and backrest. The polyester straps (available in yellow, rope, anthracite and blue) are very performing in terms of tightness, resistance and comfort make the chair suitable for contract use as well as residential. **The project takes into account the production and recovery cycles of the materials** - the seat is free of screws; it is easily disassembled, and the individual components are recyclable at the end of their life - **resulting in line with the criteria that guided the jury in the selection of the products of the XXVII edition. Dan stands out in the seating scene not only for its design innovation but for its customizable communicative function:** the straps, in addition to being functional, are a potential element of personalized communication by offering the possibility of overwriting messages or affixing graphic elements.

Dan with the Honourable Mention becomes part of the COMPASSO d'Oro ADI Collection, declared on April 22, 2004 by the Ministry for Cultural Heritage and Activities of "exceptional artistic and historical interest" and will be on display from June 21 to September 11, 2022 at the ADI Design Museum together with all the products participating in the XXVII edition of the Award.

21/06/22

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