

DESIGN DIFFUSION NEWS

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GIANLUIGI LANDONI/VIBIEFFE

Since 2010 she has assisted Marva Griffin, the inventor and official curator of the Salone Satellite, in organizing the competition which within iSaloni in Milan, gives ample and precious visibility to young future designers. Porzia Bergamasco coordinates the exhibition, the jury, the catalogue, participating in the selection of the projects before and after the exhibition. She has a 'trained' eye, which anticipates and foresees what is still budding and not yet recognizable. The 2012 edition is her first full experience in Moscow, after a partial participation in the pre-selection process in 2009. We take advantage of her flexibility in addressing the issue to understand where creativity is going in this area.

What were your criteria during the selection process for the Moscow edition?
More or less the same: the construction of a working prototype.

With a theme connected to product categories like in Milan?

Not this time. The kids were free to bring whatever they wanted. Our attention went to the projects that were complete

and finished, from the point of view of the design and the actual construction of the prototype itself.

Tell me about the 3 winners.

The third-place winner, Rodion Zenevich, presented a unique inflatable module made out of waste material: pvc recycled from advertising billboards. It can be assembled with others to compose toys for children (playhouses, etc.) to be used indoors or outdoors. An educational/play toy that interacts with a teaching study.

Second prize went to Yaroslav Misonzhnikov, who created a desk that one can even take a nap on, because the shelf below is made out of latex and you can rest on it. It is full of details, some of them very amusing, such as the sheet metal under the top to stick chewing gum on; a small drawer on the table leg where he stores a condom; a groove along the edge to channel the wiring.

First place went to Ligita Brege, who created an urban furniture module, made entirely out of wood from which a variety of compositions can be assembled, to make different things: playground equipment, a

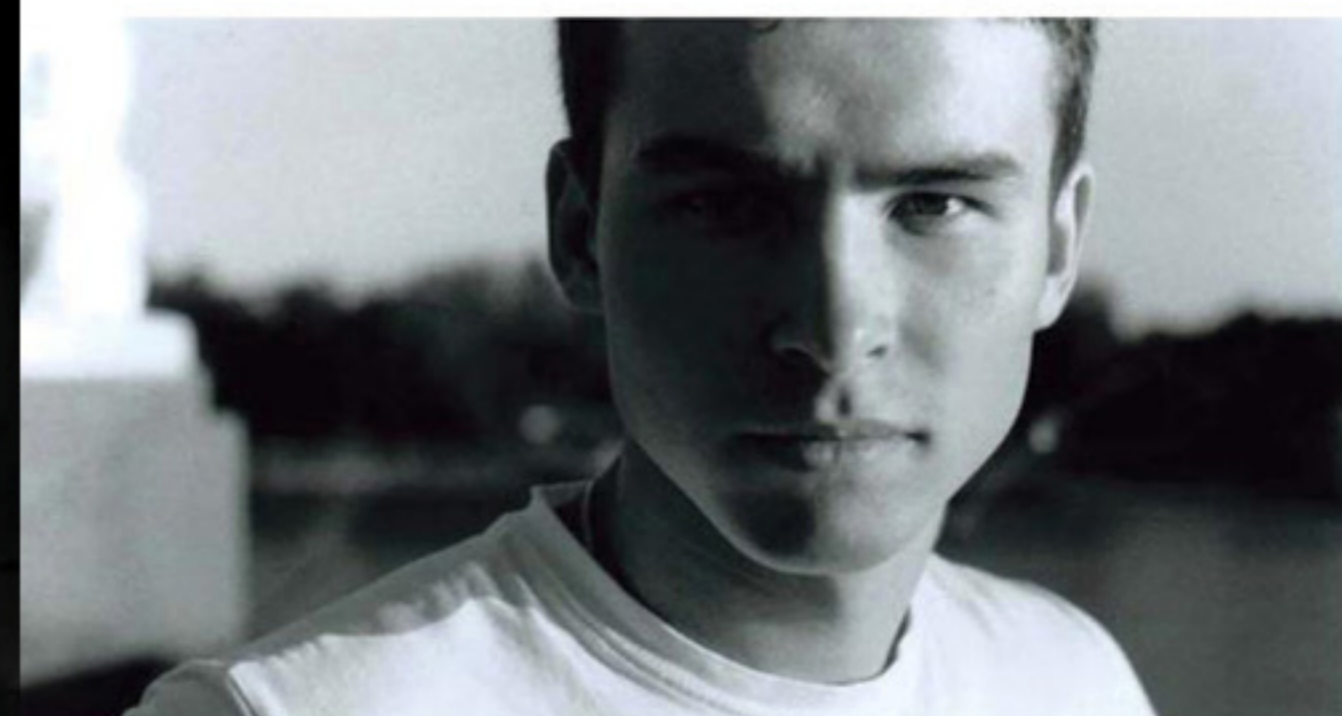
system of multiple benches, a table, low or high seating. All highly articulated. And well made, a good idea, well developed, valid and above all a project intended for the collectivity. It was so transversal and complete that it convinced everyone.

The construction of the model was also very poetic. This is the result of the sum of votes, but there were many other deserving projects, and several of them were only a few points behind. We decided to award an honourable mention to Yvesdesign, who presented a metal table leg folded like origami: an intelligent system developed as a sawhorse, into which one can fit a table top in any length and width. These are all projects that stood out from the very beginning, and on which we all agreed.

Will the three winners participate in the next Salone Satellite in Milan?

Yes, and for free. In addition, the first-prize winner also wins participation in the one-week workshop HORECA Design 4, offered by the Politecnico di Milano, specifically in Russian.

Where do the participants come from?
Russia, Latvia, Lithuania, Ukraine.



Secondo classificato, Yaroslav Misonzhnikov, con Zevaka, tavolo per studenti pigri che ne individua i comportamenti tipici e li asseconda creando appositi dettagli per ogni esigenza.

Second place went to Yaroslav Misonzhnikov, with Zevaka, a table for lazy students that pinpoints their typical behaviour and sustains them with specific details designed for every need.



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ISSN 1120-9720 - "Mercato" - TAXE PERCUE (TRASSA RICOGSA) - UFRIO QJ/P2 ROGERIO - MILANO
Spedizione in abbonamento postale - 45% - D.L. 353/2003 (conv. in L. 27/02/2004 n. 46) art. 1, comma 1, DOB Milano
DISTRIBUZIONE I.M.E.P.E.

