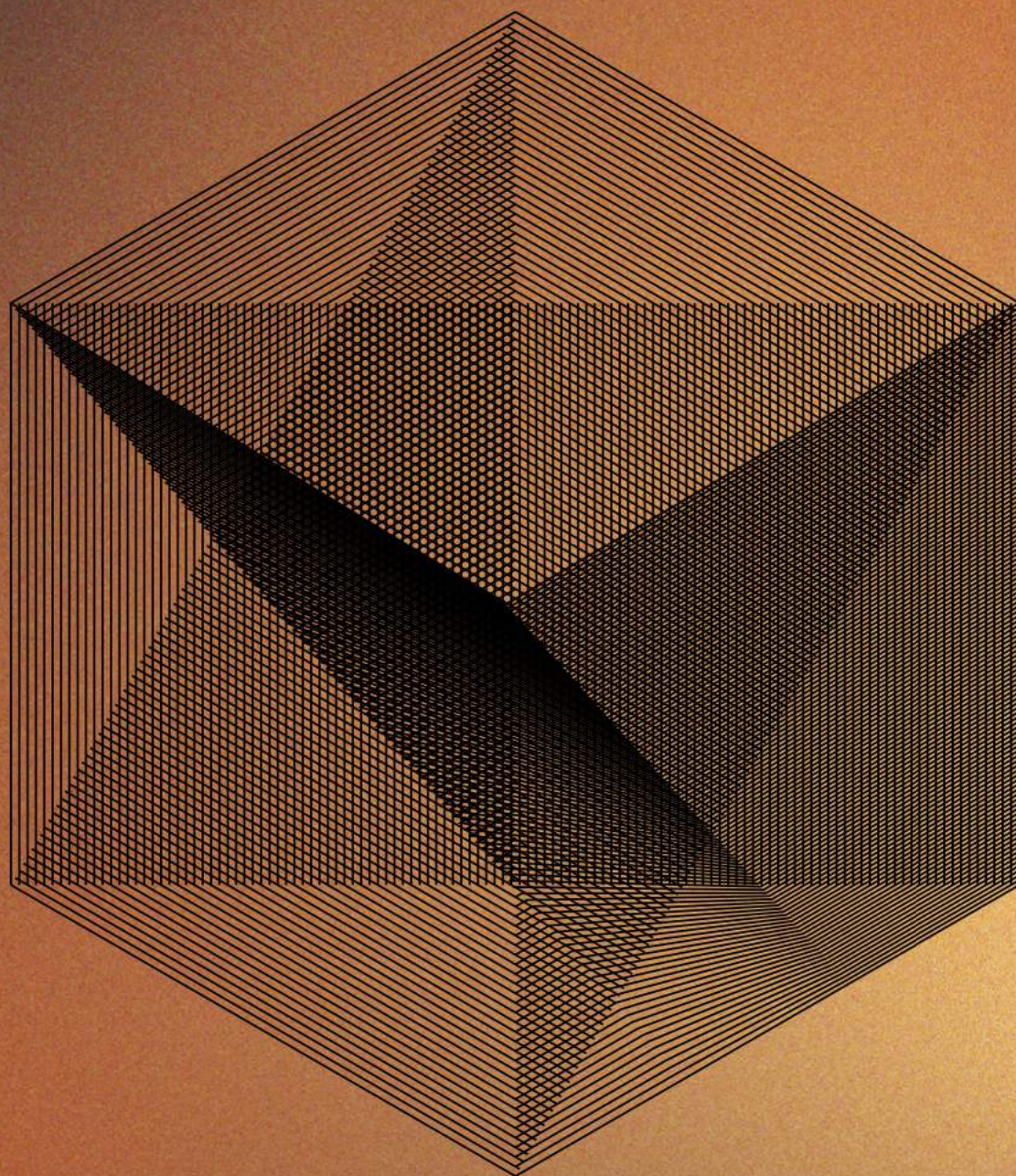


**archiproducts<sup>®</sup>**  
DESIGN AWARDS



PRESS KIT



# ADA 2022 Award Ceremony: Design Excellence Showcased in Milan

*In the imposing spaces of the historic Visconti Pavilion, the energy of 1000 guests. The winners of the Archiproducts Design Awards revealed!*

An evening honouring design excellence. On Wednesday, 23 November - in the imposing spaces of **Padiglione Visconti**, via Tortona 58, **Milan** - the **winners of the Archiproducts Design Awards** were announced. This truly impressive venue saw the numerous visitors celebrate the protagonists of this year's Archiproducts Design Awards. More than 1000 invited guests, including architects, designers and brand representatives, but also influencers and art directors from various countries, came together to discover the winners of 2022.

[Discover the Winners of the seventh edition of the ADAs!](#)

The **Visconti Pavilion** is the venue chosen to proclaim the winners of the **Archiproducts Design Awards 2022**. This multifunctional space of over 1,200 square metres is located in the heart of the former Ansaldo warehouses, a true "backstage" for Milan's Teatro alla Scala, a place that can change its essence from show business to cultural outpost bringing together art, fashion and design.

While the event of the 2021 edition was an opportunity to explore the role of 3D art in design, the theme of ADA 2022 has been the near future of **Artificial Intelligence** and its possible impact on the creative process. Being a talking point for several years, the event allowed to glimpse the first concrete results that seem to herald a real revolution. It's the new generations that will have the task of fully understanding the potential and incredible applications of Machine Learning in the world of design.

Supervised by the students of the New Academy of Fine Arts in Milan (NABA), a "TEXT TO IMAGE" experience took visitors on an immersive journey into the world of AI, allowing them to create and visualize their ideas beyond the limits of time and imagination.

While guests were immersed Artificial Intelligence and humanoids, the evening continued with the presentation of the coveted award to the winners of the 2022 edition.

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The **brand Winners** received the icon/trophy designed by Spanish studio **MUT Design** and fabricated by **De Castelli** for this edition with a DeMarea Brass finish, whose "watercolour" effect is obtained by superimposing manual oxidation on brass.

Designers received a marble trophy made by **Salvatori** and designed by **Michael Anastassiades**. The Archiproducts Design Awards logo inspires the design of this monolith in Gris du Marais® marble in which light streaks mingle with the deepest and most iridescent tones.

The **Special Sustainability Mention** was conferred by an exceptional jury of experts in eco- and sustainable design to brands that distinguish themselves for their commitment to minimising pollution and the environmental impacts of their products across their entire life cycle, using sustainable and recyclable materials.

[Discover the brands with the Sustainability Special Mention!](#)

As an absolute novelty of this year's edition, **jurors of the Archiproducts Design Awards 2022** received a steel house designed and produced in collaboration with **ceadesign**.

It is a recognition that Archiproducts introduced to thank them for their important contribution to the award. A small but very precious architecture conceived as a "Seal" of sensitivity and competence, which leads back to the fundamental role of the jury as interpreter of the contemporaneity in each candidate product.

Here are the winners of the seventh edition of the Archiproducts Design Awards. Watch the official video presenting the Winners. Discover the winning names in each category of this eagerly-anticipated edition of the award.

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