



## ZEPTEK INTERNATIONAL ANNOUNCES THE WINNERS of the ARTZEPK INTERNATIONAL DESIGN AWARD 2017 “KITCHEN GADGETS”

The theme of the 14<sup>th</sup> International Design Award Artzept 2017 – KITCHEN GADGETS, has been a real creative challenge for more than 100 participants from 23 countries on three continents.

The entries submitted have once again confirmed the value of the noble efforts of Mrs. Madlena Zepter, the founder of the Artzept International Design Award, to inspire the most talented young designers throughout the world to express their creativity, as well as to gain publicity and well-deserved recognition.

The kitchen has become the heart of home both as the place to enjoy everyday meals and as an area to whip up an extravagant feast should an occasion demand it. To that end, it should be styled with all utensils and accessories – kitchen gadgets- required to make cooking and serving as enjoyable as possible for every type of cook. Some authors have built their solutions by exploring and developing functional and technical innovations, linking them with the improvement of available models, or by discovering new, sometimes unexpected and clever applications. Some other interpreted the theme almost lyrically and poetically, exploring above all else the aesthetic visual sensations – associative, perceptive and emotional. The best of them have succeeded in combining both approaches.

A Jury comprising renowned luminaries from the arts – Carla Tolomeo, President of the Jury and worldwide recognised comprehensive artist, art historian and critic Gordana Biba Marković, industrial designer Kosta Krsmanović, Art director Carlo Magnoli and Pino Spagnolo, an architect and graphic designer – gathered in Milan to judge the works of the talented young participants, unanimously picking the winners of the Artzept Design Award 2017.

Cornelius Commans from Germany and Zahari Ganchev from Bulgaria were awarded with equal merit with the first prize of 10,000€, Maria Piskała from Poland was awarded with the second prize, while Teodora Jevtić from Serbia received the third prize.

### WINNERS:

**1<sup>st</sup> Prize - 10,000 €** divided between Cornelius Comanns, Germany and Zahari Ganchev, Bulgaria

**2<sup>nd</sup> Prize - 4,000 €** worth of Zepter products to Maria Piskała, Poland

**3<sup>rd</sup> Prize - 3,000 €** worth of Zepter products to Teodora Jevtić, Serbia



**1<sup>st</sup> Prize**  
Cornelius Comanns  
“Sprinkling Spoon” and “Spice Containers”



**1<sup>st</sup> Prize**  
Zahari Ganchev  
“eggO”



**2<sup>nd</sup> Prize**  
Maria Piskała  
“Horse Chopper”



**3<sup>rd</sup> Prize**  
Teodora Jevtić  
“Naja”

### SPECIAL MENTIONS were awarded by the Jury to:

- Charlie Colquhoun, United Kingdom
- Kim Hyunjeong, Germany
- Lubos Patak, Slovakia
- Krit Jiratkaruen, Italy
- Tatyana Klabukova, Russia
- Savanah Xanthides, South Africa.



## THE THEME: KITCHEN GADGETS

Our competition has never had a broader range, or, indeed, has been more imaginative. All participants were required to design **kitchen gadgets**, required to make cooking and serving as enjoyable as possible for every type of cook. We trusted in creative instincts and vision of artists and we did not set limits. The only boundary is infinite synergy of beauty and functionality. All entries were entirely **new** and **original creations**, both highly functional and aesthetically pleasing. Through their design concepts and visions, the artists presented some truly new ideas inspired by different experiences, habits and everyday life. **The solutions of some designers focused on function**, with a view to improving current usage or finding new, unexpected and sometimes quite funny uses, while others **revealed a lyrical and poetic approach, primarily exploring aesthetic visual sensations**.

The Artzept Design award, which has been encouraging emerging talents for more than 14 years:

- is committed to setting design standards worldwide;
- boasts more than ten years of creative activity on the international scene;
- has discovered more than a thousand talented new designers;
- has served as the launch pad for the success of over a thousand artists;
- receives thousands of inspired entries from all over the world;
- features travelling international exhibitions in Moscow, Milan, Paris, Almaty, Budapest, Vilnius, Kiev, Bratislava, Bucharest, Monte Carlo, Baku, Amman, Vienna, Tallinn, Sofia, Athens and Nice;
- avails of an international jury composed of world-renowned designers, architects, art critics and artists;
- offers financial rewards and recognition with no participation fee;
- has helped to build the history of design, with 11 years of interesting themes in terms of creativity connected to industrial design: *Cup* (2004), *Cruet set* (2005), *Snack-bowl set* (2006), *Dish with a lid* (2007), *Cookie jar* (2008), *Tea for two* (2009), *Fruttiera* (2010), *Box for everything and nothing* (2011), *Cooking pot for all times* (2012), *Fish and seafood cutlery and serving plate* (2013), *Cosmetic bottles and containers* (2014), *Let's illuminate the world* (2015) and *The Art of Frames* (2016).



*“One of the principles underlying my lifestyle - and which, I believe, underlies the lifestyles of those closest to me - is that the shape of everyday objects is as important as their purpose.”*

Madlena Zepter  
Founder of the Artzept International Design Award

### ARTZEPT INTERNATIONAL DESIGN AWARD: A SUCCESSFUL INTUITION

The **Artzept International Design Award** was established in **2004** by philanthropist **Madlena Zepter** and, since then, it has grown from strength to strength, becoming one of the most acclaimed design awards in the world.

**Artzept** was not only created to bring new young talented designers to light and help them achieve their professional objectives, but it also offers a deeper insight into new trends in creative design.

Moreover, just like its world-renowned **sponsor Zepter International**, **Artzept** sets out to bridge the gap between business and art, rationality and emotion, function and meaning. Understanding the concept and motivation behind each artwork, as well as watching the Jury's selection process, is an enriching experience for a company like **Zepter International**, devoted, as it is, to developing and producing exclusive products designed to enhance the wellbeing of millions of people.

By promoting both the **aesthetic and functional quality of its products** and by making this principle an integral part of the company's corporate philosophy, **Zepter International** has established itself as a **trend setter in today's world of international design**.

From this position, the company has launched a prestigious international event, called the **Artzept International Design Award**, devoted to young, promising artists from all over the world. Not many companies in Europe boast such an unwavering commitment to fostering and financially supporting cultural events. Conceived primarily as a means of encouraging and supporting talent, creativity, initiative and energy, the **Artzept International Design Award** is bound to leave a permanent mark on the **contemporary art and design scene**.