

ZEPTER INTERNATIONAL DESIGN AWARD, ARTZEPT 2018



Zepter International is pleased to announce the winners of the 15th design competition **ARTZEPT ANYTHING CAN GLOW**

The theme of the 15th International Design Award Artzept 2018 – ANYTHING CAN GLOW, has been a real creative challenge for more than 60 participants from 15 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.

Previous Artzept competitions were thematically defined and contestants were free to choose the materials and methods. This year, however, it was the other way around – the theme ANYTHING CAN GLOW was open, unstructured and the designers themselves were to decide about its content, while the material – LED (Light Emitting Diodes), which can be fitted into various artistic contexts, household objects and materials (wood, glass, rubber, polyester and various composite materials) – was a set requirement.

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, Réz András writer and expert on marketing communication 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 2018.

Sergii Borodenko together with Aljona Kolesznikova from Italy and Aleksandra Pak from Kazakhstan were awarded with equal merit with the first prize of 10,000€. Omid Akbari Kharazi from Iran together with Simone Bettoli and Nemanja Lukac from Italy were awarded with equal merit with the second prize of 4,000€ worth in Zepter products. Nikola Kovačević from Serbia and Juray Najar from Slovakia were awarded with equal merit with the third prize of 3,000€ worth in Zepter products.



1st Prize
Sergii Borodenko
Aljona Kolesznikova
“Laundry”



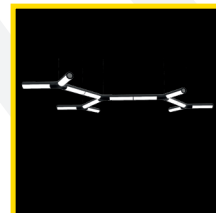
1st Prize
Aleksandra Pak
“Gudflein,
enjoy your tea”



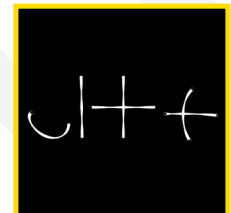
2nd Prize
Omid Akbari Kharazi
“Halo Type 1
Halo Type 2”



2nd Prize
Simone Bettoli
Nemanja Lukac
“Eureka!”



3rd Prize
Nikola Kovačević
“Ceiling lamp”



3rd Prize
Juray Najar
“The sticks”

SPECIAL MENTIONS were awarded by the Jury to:

- Ilya Bronnikov, Russia
- Dunja Kovačević, Serbia
- Nikita Bukoros, Ukraine
- Heinrich Olwage, South Africa
- Elena Cheibas, Ukraine
- Barbora Pavlů, Czech Republic
- Astrid Francesconi, Italy
- Lucija Tomicic, Serbia
- Huda Gharandouqa, Jordan
- Ekaterina Vagurina, Russia

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THE THEME: ANYTHING CAN GLOW

LED have been chosen as the focal point of the artistic expression as it represents the contemporary hi-tech sensibility incorporated in both the present and the future but also because radiance and glow effect permeates the modern world, while the significance of its role in arts as well as in contemporary multi-media techniques is indisputable. The choice of LED does not necessarily imply designing a lighting object, but rather its incorporation into various useful household items where they would not be normally found.

The Artzept Design award, which has been encouraging emerging talents for 15 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 15 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), *The Art of Frames* (2016), *Kitchen Gadget* (2017) and *Anything can glow* (2018).



“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**.