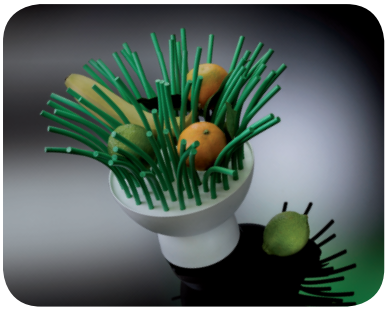
Artzept International Design Award announces the winners of 2010 edition



1st prize
10,000 €
István Bársony and Miklos Leits - Hungary



2nd prize
4,000 € of Zepter products
Anastasia Chernyaeva - Russia



3rd prize
3,000 € of Zepter products
Marta Mulawa-Kilarska - Poland

"FRUTTIERA"

The entries for this year's **Artzept Design competition** were, as always, of the highest possible standard, making the selection of one overall winner difficult indeed.

On 29th October the jury, composed of some of the top names from the world of design, gathered in Milan, Italy, to discern the **winner of the 2010 inspired theme Artzept Competition – Fruttiera.** The **Elite Artzept jury** included well-respected **members of the Art and Design worlds,** with established reputations and design experience with some of the biggest brands in the world. Professor **Borek Sipek,** the president of the jury as well as an architect and designer, **Gordana Biba Markovic**, art historian, art critic and Artzept art director and the designer **Carlo Magnoli**.

Pieces of design came from far and wide. From Hungary to Poland, from the Czech Republic to Russia to compete for the coveted first prize of 10,000 €. The works are judged on their ability to fulfil the following conditions "the best works had to be first and foremost functional, as well as artistic and aesthetically pleasing, and preferably progressive and environmentally aware."

The jury's decision awarded:
1st Prize - 10,000 € to **István Bársony** and **Miklos Leits,** Hungary
2nd Prize - 4,000 € worth of Zepter products to **Anastasia Chernyaeva,** Russia
3rd Prize - 3,000 € worth of Zepter products to **Marta Mulawa-Kilarska,** Poland

Each jury member also decided to give honourable mentions to:
Marta Jędrzejewska, Poland (chosen by **Borek Sipek**)
Adam Dallos, Hungary (chosen by **Biba Markovic**)
Andrea Liberni, Italy (chosen by **Carlo Magnoli**)

A successful competition
"I should like to extend my thanks to all the participants in this year's exhibition, and express a strong hope that in the years to come many more artists and designers, some of whom are perhaps only starting to leave their imprint on our future reality, will find this event to be inspiring in terms of creativity and imagination, and will want to be a part of it."
- **Artzept Art Director Gordana Biba Markovic**

The award ceremony took place in Milan, on the 4th November 2010. The best works will be exposed in a travelling exhibition organised by Zepter International to be hosted in selected retail outlets in major cities around the world, and will be featured in an exhibition catalogue.
To find out more about the previous Artzept awards, please visit www.artzept.com

THE JURY



Professor Borek Sipek
President of the Artzept Jury,
Architect and Designer.



Gordana Biba Markovic
Artzept Art Director,
Art Historian and Critic.



Carlo Magnoli
Art Director and Designer

"FRUTTIERA"

The theme for the Artzept International Design Award 2010 is FRUTTIERA, a stemmed fruit dish for holding and displaying fruit. Throughout the history of applied arts, this subject has inspired real miniature sculptures such as the fruit bowl of the Minghetti line for Antoine d'Orlèans Duke of Montpensier (1888) and, in the Flemish Baroque style it was the impetus to produce extraordinary pieces of still life; the most sumptuous of which is by Frans Snyders, and hangs in the Stokholm National Museum *Still Life with Fruit in a Niche,* about1620-1630. The same is true for the Surrealists, Salvador Dalí transformed fruit, first into the face of a woman with Apparition of a Face and Fruit Dish on a Beach and later inspired by his friend Garcia Lorca with *Invisible Afghan with the Apparition on a Beach of the Face of Garcia Lorca in the Form of a Fruit Dish with Three Figs* both from 1938.
Before being eaten, fruit – which in art symbolises temptation, atonement, voluptuousness and transience – is observed and admired. The stem adds to this table accessory a monumental and aristocratic dignity and, to the fruit composition on the suspended dish, its own modest but precious elegance. The support allows the saving of space without ever taking from the little domestic compositions. The stemmed fruit bowl has become the blank canvass on which households represent their artistic expression balanced between poetry and imagination. "Design is aesthetics applied to life because life does not have to suffer a lack of beauty for the sake of mere functionality of objects" – many times stated by Madlena Zepter, Artzept's inspiration and muse, whose enquiry into applied creativity spurs new concepts of form. Year by year, Madlena inspires different perspectives on the approach to daily life and by a second consideration of simple everyday things, she discovers each time, unexpected meanings and forgotten destinations.
The Artzept winners 2010 are the Hungarians István Bársony and Miklos Leits with a piece of art that inverts the concept of the fruit stand itself, developing it through extreme verticality: suspending instead of supporting. The second place winner is the Russian Anastasia Chernyaeva and third place is Marta Mulawa-Kilarska; two pieces of art with two completely different approaches. The first, a coloured, post-pop style is tinged with a subtle sense of humour, imagines fruit remaining in its original and natural tangle of foliage; the second, with a geometric structure and defined sculptural style, represents fruit as suspended on a tree but with a particular, abstract scenery and a very deep visual impact.

Beba Marsano
Art Critic, Journalist

ARTZEPT INTERNATIONAL DESIGN AWARD A SUCCESSFUL INTUITION

By promoting the principle of 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 positioned itself as **a standard setter in the world of international design** today. From this present position, the company has become involved in the opposite process – establishing a prestigious international event called **the Artzept International Design Award** for artists all over the world.

Not many companies in Europe have such an unwavering commitment to fostering and financially supporting cultural events. **Established on the initiative of Mrs. Madlena Zepter,** the Zepter International Design Award was conceived primarily as a means of giving **encouragement and support to talent, creativity, initiative and energy,** and, as such, it is bound to leave a permanent mark on the **contemporary art and design scene.**

ARTZEPT 2010 INTERNATIONAL DESIGN AWARD AT A GLANCE:

Theme: **"Fruttiera"**
Materials: ceramics, glass, metal, plastic, composite materials, wood, stone.
1st Prize - 10,000€ to **István Bársony** and **Miklos Leits,** Hungary
2nd Prize - 4,000€ worth of Zepter products to **Anastasia Chernyaeva,** Russia
3rd Prize - 3,000€ worth of Zepter products to **Marta Mulawa-Kilarska,** Poland

Honourable mentions from each jury member:



Adam Dallos
Hungary
chosen by **Biba Markovic**



Marta Jędrzejewska
Poland
chosen by **Borek Sipek**



Andrea Liberni
Italy
chosen by **Carlo Magnoli**