

ZEPTER INTERNATIONAL ANNOUNCES THE WINNERS OF ARTZEPT INTERNATIONAL DESIGN AWARD 2012 “COOKING POT FOR ALL TIMES”

The entries for this year's **Artzept International Design Award** were, as always, of the highest possible standard, making the choice of one overall winner very hard.

Entries for the competition to win the coveted **first prize of 10,000 €** came from all over the world.

On October 30th a **Jury** made of renowned luminaries from the arts, like Professor **Borek Sipek**, chairman of the Jury as well as a reputable architect and designer, art historian and critic **Gordana Biba Marković**, industrial designer **Kosta Krsmanović** and art director **Carlo Magnoli**, gathered in **Milan** and judged the work of young talented participants, unanimously picking up the **winners** of the **Artzept Design Award 2012**.

The sparkling **awards ceremony** took place in Zepter's luxury shop in the heart of **Monte Carlo** on **November 24th 2012**. On that occasion, at the presence of the Jury, **Petr Siedlaczek** from the Czech Republic received the **first prize** of **10,000 €** for his unusual, egg-shaped multifunctional cooking system that stood out for its original and aesthetically refined combination of functional values and modular transformation.

Daniela Ciampoli along with **Marco Marseglia** and **Stefano Visconti** from Italy were awarded the **second prize** for Chef Entremetier, a combination of a pot and a sauté pan.

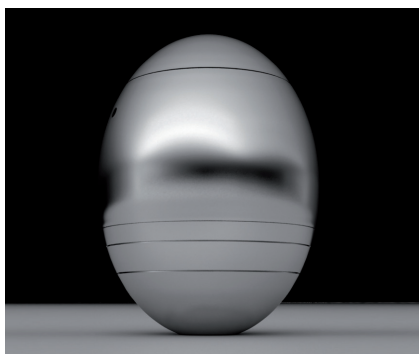
Jelena Milutinović from Serbia received the **third prize** for her dynamic and extremely functional artwork.

WINNERS:

1st Prize - 10,000 € to **Petr Siedlaczek**, Czech Republic

2nd Prize - 4,000 € worth of Zepter products to **Daniela Ciampoli, Marco Marseglia, Stefano Visconti**, Italy

3rd Prize - 3,000 € worth of Zepter products to **Jelena Milutinović**, Serbia



**1st Prize
10,000 €**

Petr Siedlaczek – Czech Republic



**2nd Prize
4,000 € worth of Zepter products**

Daniela Ciampoli, Marco Marseglia, Stefano Visconti – Italy



**3rd Prize
3,000 € worth of Zepter products**

Jelena Milutinović - Serbia

SPECIAL MENTIONS were awarded by the Jury to:

Adachi Sakura, Italy • **Ryosuke Fukusada**, Japan • **Olah Balázs**, Bulgaria

Sada Shirafuji, The Netherlands • **Marzio Clementi**, Spain



Adachi Sakura
Italy



Ryosuke Fukusada
Japan



Olah Balázs
Bulgaria



Marzio Clementi
Spain



Sada Shirafuji
The Netherlands

THE THEME: “COOKING POT FOR ALL TIMES”

All participants were required to design **a pot with a multifunctional lid** in sheet metal deep drawing technology, suitable for large-scale production. All entries were entirely **new** and **original** artworks, both functional and aesthetically pleasing.

The designs inspired by one common theme, gave birth to novel ideas, drawn from a wide range of experiences, habits and views of everyday life. Some designers created original solutions by developing new ways of usage or surprising and amusing ones. Other designers based their concepts on the processes, habits and customs relating to the preparation and serving of specific foods. A third group of designers interpreted the theme in an almost poetic and lyrical way by primarily exploring aesthetic, associative and emotional connotations. All works were informed by the eternal dilemma of design: how to strike a **balance between form and function**, in an attempt to create **original, idiosyncratic and aesthetically pleasing** tools that intrigue, lure and captivate the viewers by bringing new values into their everyday lives.

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 and, just like its world-renowned sponsor **Zepter International**, **Artzept** aims at bringing together 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 develop and produce 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 **Artzept International Design Award**, devoted to young, promising artists from all over the world.

Not many companies in Europe have 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, **Arzept International Design Award** is bound to leave a permanent mark on the **contemporary art and design scene**.



Madlena Zepter
Founder of the Artzept International Design Award

THE JURY



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



Gordana Biba Marković
Artzept Art Director,
Art Historian and Critic



Carlo Magnoli
Art Director
and Designer



Kosta Krsmanović
Industrial Designer