

ZEPTER INTERNATIONAL ANNOUNCES THE WINNERS OF THE ARTZEPT INTERNATIONAL DESIGN AWARD 2013 “EATING IN STYLE”

FISH AND SEAFOOD CUTLERY AND SERVING PLATE

The topic of the **10th Artzept International Design Award 2013, “Fish and seafood cutlery and serving plate”**, proved to be a real creative challenge. The entries for this year were, as always, of the highest possible standard, making the choice of one overall winner very hard.

Over 200 submissions were received from all over the world. The Jury shortlisted more than 70 artists and rewarded, the three most innovative entries, reflecting new ideas inspired by different experiences, habits and everyday life.

A **Jury** comprising renowned luminaries from the arts - Professor **Borek Sipek**, President of the Jury and a reputable architect and designer, art historian and critic **Gordana Biba Marković**, industrial designer **Kosta Krsmanović**, art director **Carlo Magnoli**, designer **Tom Strala**, and **Réz András**, a writer and expert on marketing communication - gathered in **Milan** to judge the works of the talented young participants, unanimously picking the **winners** of the **Artzept Design Award 2013**.

The sparkling **awards ceremony** took place in Zepter's luxury shop in the heart of **Monte Carlo** on **November 23rd, 2013**. On that occasion, in the presence of Jury, **Gianmarco Brunacci** and **Luca Zenobi** from Italy received, from Mrs. Madlena Zepter, the **first prize** of 10,000 for their piece called Zen, characterised by a minimalistic and modern concept of reduced, simple forms and refined aesthetics, with clear and innovated functions and benefits for mass production. **Tamas Cosovan** from Hungary was awarded the **second prize** for his piece of art loosely based on the Swiss army knife, characterised by compositions founded on the contrast of simple yet enriched forms and skilfully stylised details featuring marine life. These elements are not mere decorations, but functional parts of these unusual and original accessories. **Anya Chetverikova** from Russia received the **third prize** for her work inspired by shells, with frequent allusions to seafood. Its stylish and highly functional approach offers an original solution to the dual necessity of serving dishes and storing accessories.

WINNERS:

1st Prize - 10,000 € to **Gianmarco Brunacci and Luca Zenobi**, Italy

2nd Prize - 4,000 € worth of Zepter products to **Tamas Cosovan**, Hungary

3rd Prize - 3,000 € worth of Zepter products to **Anya Chetverikova**, Russia



1st Prize
10,000 €

Gianmarco Brunacci and Luca Zenobi – Italy



2nd Prize
4,000 € worth of Zepter products

Tamas Cosovan - Hungary



3rd Prize
3,000 € worth of Zepter products

Anya Chetverikova - Russia

SPECIAL MENTIONS were awarded by the Jury to:

Gergely Hosszú, Hungary • **Salvo Bonura and Davide Salvatico**, Italy • **Andreas Muller Eissing**, Germany
Eva Kania, Jakub Milulecki and David Smid, Czech Rep. • **Anqi Wang**, USA • **Lucia Rossi**, Italy



Gergely Hosszú
Hungary



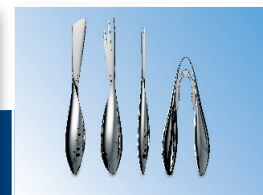
Salvo Bonura
Davide Salvatico
Italy



Andreas Müller Eissing
Germany



Eva Kania
Jakub Milulecki
David Smid
Czech Republic



Anqi Wang
Usa

THE THEME:

“FISH AND SEAFOOD CUTLERY AND SERVING PLATE”

All participants were required to design **fish and seafood cutlery and serving plate**, using metal as the main material. The items could include a fish knife and fork, a lobster fork, a crab cracker, an oyster fork, shrimp scissors, a seafood pick and a caviar spoon. The serving plate design had to be suitable for production in porcelain, glass, metal and other precious materials. All entries were entirely **new** and **original** artworks, 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 focussed on function**, with a view to improving current usage or finding new, unexpected and sometimes quite funny uses. **Others drew inspiration from seafood serving and consumption habits**, while yet others **revealed a lyrical and poetic approach, primarily exploring aesthetic visual sensations**.

The Artzept Design award, which has been encouraging emerging talents for 10 years:

- is committed to setting design standards worldwide;
- boasts 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 10 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) and Fish and seafood cutlery and serving plate (2013).

“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**.



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



Tom Strala
Designer
and Artist



Réz András
Writer and Expert
on Marketing Communication