

Brussels, 27th September 2007

**Results of the “Copper in the home” design competition  
Prize-winning and finalists’ entries to be displayed at the Milan Triennale**



“Zzz” by Francesca Cuicchio - 1st-prize winner

**Brussels, 27 September 2007** - The winners of the 1st European design competition on the theme “Copper in the home” were announced this morning at a press conference at the Milan Triennale. The *Istituto Italiano del Rame* (Italian Copper Institute) and the European Copper Institute awarded prizes for the best interior design projects using copper and copper alloys. The first prize was won by the young Italian architect Francesca Cuicchio for “Zzz”, an ingenious decorative item for pot plants which makes use of the potential antibacterial properties of copper. An exhibition of the finalists’ entries will be open to the public from tomorrow until 30 September. These works will also be displayed during the “*Abitare con il Rame*” (Living with Copper) exhibition at the Milan Biennale, from 29 November to 29 December.

**Copper – a potential contributor in disease prevention**

The “Copper in the home” competition, launched by the European Copper Institute and the *Istituto Italiano del Rame*, was a tremendous success, attracting almost 70 entries from 7 different countries, including Italy, Holland and France. Participants, who included both students and professionals, had to design domestic objects based on the use of copper or copper alloys (bronze, brass etc.).

The jury, which consisted of art and design professionals, including Cristina Morozzi, art critic and artistic director of the *Pitti Uomo* fashion show in Florence, nominated two winners in the “architects and designers” category, and awarded a special commendation in the “students” category. The prize-winning entries demonstrated that considerable thought had been given to making use of copper’s unique properties. As a result, its potential antibacterial properties, decorative quality, varied colour palette and malleability were used in a number of particularly innovative applications.

The winner of the first prize, the young Italian architect Francesca Cuicchio, suggested that proliferation of the tiger mosquito (*Aedes albopictus*), could in part be prevented by using copper, and she designed a set of 5 elegant accessories for this purpose. The tiger mosquito (*Aedes albopictus*), is the main route for the transmission of the chikungunya virus and can also transmit dengue.

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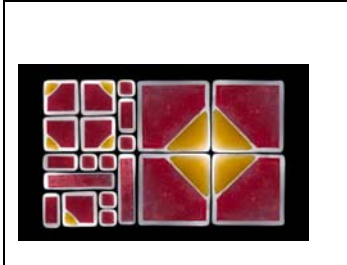
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**Projects firmly oriented towards innovation**

**ARCHITECTS & DESIGNERS CATEGORY**

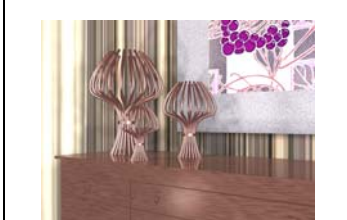


**1st Prize: Francesca Cuicchio - Internoseidesign studios, architect.**  
 "Zzz. Decorative object with the potential of preventing the spread and development of tiger mosquitoes"  
 Zzz adorns flowerpots with an unobtrusive, stylised motif (caterpillar, cloverleaf, butterfly, etc.), giving the most ordinary piece of terracotta a shining glint of copper. Zzz makes also use of the potential antibacterial properties of copper, which could help prevent germs, bacteria and other pathogens from multiplying on its surface. Plant-pot saucers are actually well-known breeding-grounds and have for several years been the subject of recommendations by health authorities in Italy, who are trying to halt the spread of viruses by preventing mosquito larvae from developing. The item therefore could offer an original response to a public health problem by paving the way for "socially responsible" interior design.



**2nd Prize: Francesco Antonino, designer.**  
 "RameCottoRosso. An application"  
 An item of superb decorative quality, "RameCottoRosso" offers an original application for copper in which thin sheets of metal are inserted into and then melted in a glass tile. The manufacturing process ensures that even the smallest item is absolutely unique.

**STUDENTS CATEGORY**



**Special commendation: Alberto Pancotti, student at the Politecnico institute in Milan.**  
 "Anemone"  
 This unusual-looking lamp consists of several copper tubes held in a bundle. Its shape and name are inspired by the tentacles of the sea anemone.

**Exhibition of prize-winning entries: two opportunities to see copper at the Milan Triennale.**

The prize-winning entries will be exhibited as part of the 4th "Abitare con il Rame" (Living with Copper) exhibition at the Milan Triennale, from 29 November to 29 December 2007, alongside works from the most prestigious design studios (Fontana Arte, Frabo, Guerro, Pesaro, Capellini, etc.).

**Public exhibition of the prize-winning entries:**

From 28 to 30 September 2007, 10.30 am to 8.30 pm / Material ConneXion Space, Via Alemagna 6 - 20123 Milan

**Exhibition "Living with Copper IV" (including display of the prize-winning competition entries):**

From 29 November to 29 December 2007 / Material ConneXion Space, Via Alemagna 6 - 20123 Milan

**About the European Copper Institute:**

The *European Copper Institute* (ECI) is a European joint venture between the world's mining companies (represented by the International Copper Association, Ltd) and the European copper industry. Its mission is to promote copper's benefits to modern society across Europe through its Brussels office and a network of 11 copper information centres.

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