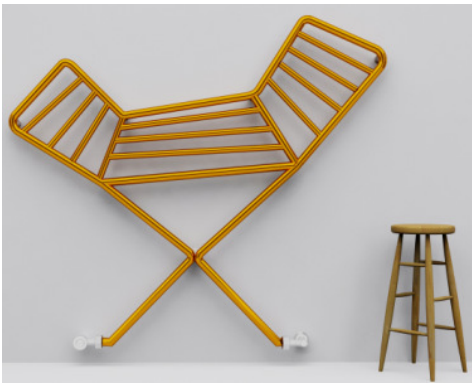


Copper and the Home 2012 AWARDS

4th edition of International Design Competition invites original, curious, unusual and revolutionary ideas

Brussels, 13 February 2012: Designers are once again being called upon to be inspired by copper's aesthetic and technical credentials with the launch of 2012's International Copper and the Home competition - the fourth of its kind - organised by the Istituto Italiano del Rame (IIR) in collaboration with the European Copper Institute (ECI).



'Willy' by Emanuele Magini
First Prize, Professional Category



'Segui la tua passione' by Ernesto Messineo
Second Prize, Professional Category



'4.5 mm' by Anaick Lejart
First Prize, Student Category

2011 Award Winners

Building on the success of previous years, the event is becoming well-known across the world, with the last competition's entries more than triple those seen in 2007.

In addition to the professional category, the student category is open to young design students, who will compete in creating the most beautiful and innovative furnishings, decorative items and other household objects to be realised in copper and its alloys, exploring new aesthetic and functional applications of this versatile family of materials.

The award - created by IIR in order to spark innovation and unconventional design in the field of copper - is open to designers and architects within the professional category, and students enrolled in schools of graphics, art, architecture and design in the student category. With a focus on new and budding talent, the competition is restricted to those aged below 40 on 30th September 2012: the deadline for submissions.

Previous iterations of the competition have showcased multitudinous examples of the creative enthusiasm of young people and a remarkable spirit of design innovation, transforming formerly

traditional and everyday objects with new design concepts. In addition, designers using copper as a material of choice can join the web community on www.copperindesign.org.

This year's competition invites original, curious, unusual or revolutionary ideas, from lighting to vases, objects for the table and tables themselves, seats and interior decorations, walls, floors, radiators, handles and more. The uniting theme is that all must feature copper as the ultimate protagonist, both in its pure form or alloyed, for example in the form of bronze, brass or copper-nickel.

Rigorous and well-qualified jury

Projects will be evaluated by a rigorous and well-qualified jury composed of three professionals in the fields of architecture and design: Luisa Bocchietto (architect and president of ADI, the Industrial Design Association), Odoardo Fioravanti (industrial designer) and Marco Romanelli (architect and design critic). Past and present intertwine in the fourth Copper and the Home competition, with Odoardo Fioravanti coming to the judging panel after winning the 2008 competition with 'Verderame' ('Green Copper') - an avant-garde concept for interior flooring - alongside collaborators Tommaso Caldera and Paolo Giacomazzi.

The competition celebrates emerging talent alongside copper's key role in contemporary design. With its excellent electrical and thermal conductivity, malleability, durability, ductility and antimicrobial properties - in addition to attractive looks and 100% recyclability at end-of-life - copper offers a wide range of possibilities and inspiration to young designers.

"[Copper and the Home](#)" is part of a broader selection of activities undertaken by the Istituto Italiano del Rame - a non-profit trade association - which have promoted and developed the use of copper and its alloys for more than forty years in Italy, not only in the more traditional fields of industry, but also in the creative arts and the world of design. In 2011, a new campaign "[Il rame nobilita la casa](#)" was launched in Italy amongst private and public building owners, on the benefits available through the use of copper containing products and systems in buildings.

Copper - man's oldest metal - is a staple of cutting-edge design, opening new avenues of design opportunity (for example with the exploration of its natural ability to eliminate germs, viruses and fungi) and improving our relationship with nature and its resources.



Click [here](#) to download the entry form.

Click [here](#) to download the authorization form.

About The European Copper Institute:

The European Copper Institute (ECI) is a joint venture between the world's leading mining companies, custom smelters and semi-fabricators (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 headquarters in Brussels and its network of eleven national Copper Development Associations. www.eurocopper.org

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