



Press Release

Olivetti Design Contest 2017: Luca Cordero di Montezemolo President of the Jury

Eleven European Design Institutes Involved

Rome, 18 January 2017

Olivetti announces the composition of the Jury for the Olivetti Design Contest 2017 (ODC), an initiative in the industrial design field aimed at students of some of the most prestigious European universities.

The Jury is chaired by Luca Cordero di Montezemolo and composed of members Silvana Annicchiarico, Director of Triennale Design Museum; Emanuele Cappelli, designer; Elisabetta Colacchia, TIM CEO Chief of Staff; Luciano Galimberti, President of ADI (Industrial Design Association); Andrea Granelli, President of Olivetti Historical Archives' Association; Luca Josi, TIM Brand Strategy & Media Senior Vice President; Alberto Meomartini, President of Museimpresa; Federica Moroni, Olivetti Institutional and External Relations Vice President ; Gerard Pogorel, Emeritus Professor of Economics and Management at ENST Télécom ParisTech.

After the success of the first edition reserved to Italian students, this year ODC involves several European universities, with the participation of: Birmingham City University - Faculty of Arts, Design and Media; Domus Academy; EASD València School of Art and Higher Design Studies; ESAD College of Art and Design; IAAD - Institute of Applied Arts and Design; IED Design Milan; IED Rome; IED Cagliari; NABA; Turin Polytechnic DAD (Department of Architecture and Design); RUFA (Rome University of Fine Arts); Vilnius Academy of Arts.

The intention of the Contest is to award prizes to projects, submitted by 28 March 2017, offering an original contribution towards the design and production of a 3D printer body and/or a business landline telephone. Projects are judged also in terms of their coherency with the value system that has always been a distinguishing feature of Olivetti: customer-orientation, innovation, experience, excellence and proactivity.

The Olivetti Design Contest 2017 Call for Participation, with the Jury composition, can be downloaded from the www.olivetti.com site and from the sites of the participating Institutes.

Olivetti, heritage brand of Italian industry, is today the digital pole of the TIM Group – its controlling shareholder. With a large offer of state-of-the-art HW and SW products, Olivetti acts as Solution Provider offering solutions for automating business activities and processes for SMEs, large companies and vertical markets. Levering on a know-how matured in the Machine to Machine, Internet of Things, Cloud Computing and advanced multi-channel sectors Olivetti today has outstanding competencies in the field of digital innovation. Olivetti is active commercially in over 50 countries worldwide, its major markets being Europe, the Far East and South America.

More information on www.olivetti.com

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