

French 'Prohibition Kit' Wins Copper and the Home 2012

Brussels, January 21, 2013: First prize in the international Copper and the Home 2012 design competition has been awarded to Francesco Morackini of France for his project: Prohibition Kit. The jury's unanimous decision was based on the graphical care of Francesco's design for an alcohol distillery disguised as a collection of everyday objects – a playful reference to the Prohibition Era, when alcohol was banned.



The presentation of prizes will be made at a ceremony on Thursday 24 at the Triennale Design Museum in Milan.

Designers were called upon to reinvent everyday objects with copper, celebrating and exploiting the aesthetic and technical strengths of the metal and its alloys in the fourth Copper and the Home competition, organised by the Italian Copper Institute. Architects, designers and students of the arts were inspired by copper and alloys such as bronze and brass, resulting in more than 270 submissions into the Professional and Student categories. This is more than triple the number of entries received for the first competition back in 2007.

Thanks to its instantly-recognisable beauty and extraordinary versatility, copper offers a wide range of manufacturing possibilities and applications including decorative lighting, vases and mirrors, door furniture, interior decoration and dividing walls, floors and radiators. In addition to the commonly-known and valued properties such as electrical and thermal conductivity, malleability, ductility and durability, copper is also antimicrobial, meaning it rapidly eliminates bacteria, viruses and fungi on contact. This new awareness of a property inherent to the metal offers designers an opportunity to enhance hygiene around the home as well as in public spaces and hospitals, where infections can spread rapidly.

Michal Jan Holcer – winner of the Student Category, studying at the Academy of Fine Arts in Krakow, Poland – exploited copper's antimicrobial efficacy for his winning project: B-side. His tap, designed for communal use, dispenses soap as well as water, with a design that minimises the hand contact required for operation.

A jury consisting of experts in the design field (Luisa Bocchietto, architect and President of the Association for Industrial Design, Odoardo Fioravanti, industrial designer, and Marco Romanelli, architect and design critic) selected a shortlist of winning and highly-commended projects, which are on display at the Triennale Design Museum in Milan until 27th January.

Winning Entries: Professional Category

First Prize was awarded to **Francesco Morackini** of France for his **Prohibition Kit**. An alcohol still is playfully disguised as a pot, a fondue stove and a fruit bowl. Copper offers a connection between the different elements, being a familiar material for both the 'camouflage' objects and alcohol stills. The result is an item that winningly combines beauty with functionality.



Second Prize was awarded to **Stefania Ruggiero** of Italy for her design **Pix**, a musical hinge. Opening the hinge makes it play a melody, which can be changed by replacing the central cylinder. Brass – common to door hinges and musical instruments alike – was the copper alloy of choice, combining the excellent machinability needed for intricate elements with elegance and durability.



Architect **Ernesto Ladevaia e Lorenzo De Rosa** of Italy was Highly Commended for **Chiamami Forse**: a set of antibacterial bowls for pets. His concept was to create an object that is fun and hygienic at the same time.



Designer **Samuel Bernier** of Canada was Highly Commended for **Joulius**: a document holder and laptop platform. Allowing for improved airflow under the laptop and taking advantage of copper's thermal conductivity, the practicality of the design and its aesthetic appeal impressed the judges.



Designer **Alberto Fabbian** of Italy received a Highly Commended for his **Più o Meno** stool. His design is intended to ground static electricity and has a minimalist elegance.



Designer **Giacomo Ravagli** of Italy was Highly Commended for **Star**, a chandelier made from three independent and expandable parts. The chandelier projects a constellation onto the ceiling thanks to a diffuser made from copper sheet, stretched and perforated to create a stunning effect when in use.



Designer **Geoffrey Destruel** of France was Highly Commended for his **Tea Set**, which he designed as copper's 'return to the kitchen.' Elegantly nostalgic, the white porcelain holds a tea strainer made from copper.



Designer **Jan Hrebicek** of the Czech Republic was Highly Commended for his **Ultimo** door handle. Starting with the basis that copper alloys are frequently and optimally used for door furniture, Jan created a graceful, minimalistic handle.



Winning Entries: Student Category

First Prize in the Student Category was awarded to **Michal Jan Holcer** of the Jan Matejko Academy of Fine Arts in Krakow, Poland for his project, **B-side**. This communal tap – dispensing water and soap – is designed to minimise hand contact, and take advantage of copper's antimicrobial properties so that, when it is touched, it will continuously reduce contamination on its surface. The design also includes a copper plughole for added hygiene benefits.



Zsófia Krisztina Sárváry e Bence Kovácsik, of Moholy-Nagy University of Art and Design in Budapest, Hungary was Highly Commended for the design of **Három**, a multifunctional pot. The project seeks to rediscover traditional food containers, combining the hygienic properties of copper with a lid made from cork, balancing ancient and contemporary designs.



Arthur Hoffner, a student of the École Nationale Supérieure de Création Industrielle in France, was Highly Commended for his **Delta Mirror**. Referencing the concept of copper plates capturing sunlight in Ancient Egyptian buildings, this floor mirror is intended to create magical, red light effects in its surroundings.



Karen Ruz Sanchez of the University of Gualajara in Mexico was Highly Commended for **Riparo per uccelli**: decorations and bird houses for home or urban gardens. The designs suggest stems and hands offering food and shelter for small birds.



About the European Copper Institute (ECI):

ECI was founded in 1996 and represents the copper industry in Europe. ECI is also part of an international network of trade associations – funded by the copper industry – whose common mission is to defend and grow markets for copper, based on its superior technical performance and contribution to a higher quality of life. Under the leadership of the International Copper Association Ltd., the Copper Alliance encompasses regional offices in Brussels, New York, Santiago and Shanghai. The European Copper Institute supports eleven national associations in Europe and their industry members.

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