

Copper and the Home Competition Winners Announced

Brussels, March the 1st, 2011: The winners of the third Copper and the Home Competition will be announced today by the Italian Copper Institute, celebrating the success of an initiative that is now among the main events in the world of design.

Over 300 projects were entered into the competition, submitted by professional architects and designers as well as students in schools of graphics, design, interior design and architecture from all over the world, who have used copper and its alloys to create household furnishings or decorations.

The competition originated from a desire to relate the modern story of a historic and beautiful material in an innovative and unconventional way, and has been judged by a meticulous and highly-qualified jury composed of recognised professionals Antonia Astori, Giulio Iacchetti and Marco Romanelli.

The winning projects represent new concepts for, or reinventions of, common household items created using copper, either in its pure state, or as an alloy such as bronze or brass, and perhaps in combination with other materials, exploring the infinite expressive and functional possibilities of a time-honoured but very contemporary metal.

Thanks to its distinctiveness and extraordinary versatility, copper offers a great range of manufacturing possibilities and applications, from lighting devices, vases and mirrors to tables, chairs and interior decorations as well as partitions, flooring and radiators.

Its excellent electrical and thermal conductivity, malleability, ductility and durability, as well as its antibacterial functions and total recyclability, make it a material that enjoys increasing use, especially in contemporary design oriented toward new, eco-sustainable lifestyles.

In the Professional Category, First Prize was awarded to the designer Emanuele Magini for his project "Willy". Second Prize went to the designer Ernesto Messineo, creator of "Segui la tua passione". An Honorable Mention was awarded to the designer duo Patrizio Cardella and Marcella Toninello for their "Copper Foam Vases" and the designer Andrea Loreta for "Turn".

Anaick Lejart of ENSAAMA (École Nationale Supérieure des Arts Appliqués et des Métiers d'Art, Paris) won First Prize in the Student Category with the project "4.5 mm". Honorable Mentions were awarded to Adrien Goubet (ENSCI, École Nationale Supérieure de Création Industrielle, Paris) for "Copper Bells", Manon Leblanc for "Fago" and Ji Yeon Yoo for "Light up your brain" – both from the École supérieure des arts décoratifs, Strasbourg Cedex in France – and Camille Philippon (ENSAAMA, École Nationale Supérieure des Arts Appliqués et des Métiers d'Art, Paris) for "Elica Radiator".

		
<p><i>'Willy'</i> by Emanuele Magini First Prize, Professional Category</p>	<p><i>'Segui la tua passione'</i> by Ernesto Messineo Second Prize, Professional Category</p>	<p><i>'4.5 mm'</i> by Anaick Lejart First Prize, Student Category</p>

Please see the following pages for further details on each of the winning designs.

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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Architects and Designers Category

First Prize

Designer: Emanuele Magini, Milan

Project: “Willy”

A radiator in copper tubing that takes on the guise of a clothes rack in a wry interpretation of a very useful household object. “Willy” makes it possible to transform the space inside the house that we are often forced to dedicate to a clothes rack (especially during the winter months) into an amusing decorative furnishing. Copper is the most appropriate material not only for its high thermal conductivity, but also for the ease with which it can be worked, and for its warm, homey appeal.

Features: The “Willy” radiator takes the image of the classic clothes rack and twists it optically. By means of irony, Emanuele Magini transforms an item that is as useful as it is cumbersome (the clothes rack) into a playful object with a well-defined functional identity: a radiator. The project demonstrates an excellent application of copper’s properties of thermal conductivity.

Second Prize

Designer: Ernesto Messineo, Turin

Project: “Segui la tua passione” [Follow your passion]

This series comprises a family of vases multiplying out from two basic models (56 and 80 cm in height) through the combination of copper alloys and colours. The vases are characterised by a sinuous base terminating upwards in a band describing the material from which they are crafted. Information on the band includes the alloy family, chemical composition and surface treatment: white indicates the absence of surface treatments while black indicates a protective coat to preserve the original colour of the material.

Features: Starting from an in-depth analysis of the aesthetic characteristics of the different copper alloys, Ernesto Messineo proposes a visual array of nuances, from red to warm gold, from icy yellow to metallic grey, in a multifarious family of containers. As in a sort of international table of colours, the specific characteristics of each piece are presented in an explicative selvage. On the one hand, this produces an evocative family of large vases, while on the other, it creates an immediately comprehensible means for exalting the variety and richness of copper alloys.

Honorable Mentions

Designers: Patrizio Cardella and Marcella Toninello, Villanova D’Asti (TO)

Project: “Copper Foam Vases”

The project seeks new applications for a relatively recent class of materials, copper foam, currently used in water purification filters. “Copper Foam Vases” explore the expressive potential of this material with its large or small, open or closed cells and the characteristic colour of copper. The result is a series of copper vases and bowls which can be used as flower vases or fruit bowls. The advantage of using copper in vases

for cut flowers lies in the antibacterial properties of the material, which prevent bacterial growth in the water. Interesting combinations are also obtained by using inner receptacles of glass.

Features: The project stands out for the original use of copper foam to create a family of vases and containers. The material qualities of the foam and the simplicity of the chosen forms give the objects an image that is both contemporary and timeless.

Designer: Andrea Loreta, Monteodorisio (CH)

Project: "Turn"

A radiator that takes advantage of the excellent thermal conductivity, heat and pressure resistance, antibacterial properties and reliability that have always made copper the material of choice for water heating systems. Furthermore, the excellent workability of the material allows it to be fashioned into tubes which can then be bent and soldered. Lastly, its striking aesthetic characteristics exalt the radiator and make it a protagonist of interior design.

Features: Thanks to the iconic power of the proposed object, a radiator has been created where the open/close valve is emphasised in full view and transformed into the heating element itself.

Student Category

First Prize

Student: Anaick Lejart, ENSAAMA, Paris (F)

Project: "4.5 mm"

The project was developed around a system of electrical and copper wires. Customarily hidden behind walls, here they are made visible. The wires themselves become the central element of the object, and thanks to the lightness and softness of copper, the form of the lamp can be modified to suit one's tastes. The electrical current passes through a small tube at the centre of the structure.

Features: The exhibition of the copper wires that are usually hidden in the walls of our homes is the key to this prize-winning project. With "4.5 mm", Anaick Lejart has constructed a lighting device out of a spider's web of copper wires that can be modified in shape and size by the user. It creates a highly poetic image, one that shuns a fixed form for light, preferring instead to entrust it solely to the power of the gesture.

Honorable Mentions

Student: Adrien Goubet, ENSCI, Paris (F)

Project: "Copper Bells"

Working against the stereotypical image of the copper lamp as a traditional, old-fashioned object, this project embodies the desire to create a model with a contemporary look. This new design, based on the use of tubular lighting elements, exploits the special capacity of red copper to reflect light.

The model is composed of three lamp styles: a bedside lamp, floor lamp and wall lamp, all sharing the characteristic of reflecting light off a polished plate at the base. The LED light source emits white light that contrasts beautifully with the colour of the copper.

Features: Noteworthy in this family of table, floor and wall lamps is the figurative renewal of the image and exaltation of the chromatic characteristics of copper.

Student: Manon Leblanc, École supérieure des arts décoratifs, Strasbourg Cedex (F)

Project: “Fago”

“Fago” is a lamp that exploits the electrical conductivity of copper and is operated simply by laying one or more rods, depending on the amount of light desired, on the copper plate that forms the base of the lamp. The rods light up by simple contact. In addition to controlling the intensity of the light via a simple gesture, it is also possible to fashion the composition of the illuminated surface by arranging the rods in various patterns or randomly on the plate.

By reflecting the white LED light of the rods, the plate transforms it into a pleasantly warm light. The entire system is based on the negative and positive polarisation of the base and the rods, which thus allows a circuit to be created.

Features: The project represents an interactive lamp that is operated by using copper rods. The attention dedicated to the ritual component of design is striking, emphasised here by the user’s gestures. The quantity and composition of the light can be modified on the basis of the number and placement of the rods.

Student: Camille Philippon, ENSAAMA, Paris (F)

Project: “Elica Radiator”

“Elica Radiator” is an electrical radiator and, at the same time, a modular dryer which, when hung on the wall, can heat an entire room thanks to the excellent heat transmission capacity of the brass elements composing it. “Elica” can be used in a horizontal position to dry or warm clothing.

The electricity flow may be continuous, or discontinuous, in the different fixed and moveable parts of the radiator. On the “winter” setting, all parts are heated, while on the “summer” setting, only the moveable parts are heated.

Lastly, as a copper alloy, brass is also endowed with important antibacterial properties.

Features: The electrical radiator made of copper stands out for the twisted form of each bar and especially for the possibility of rotating the modules to create a clothes rack or a towel heater. The project is also notable for its analysis of functional issues and real daily needs of the user.

Student: Ji Yeon Yoo, École supérieure des arts décoratifs, Strasbourg Cedex (F)

Project: “Light up your brain”

A lamp characterised by a lampshade composed of woven copper fibres that allow light to pass through creates poetically artisanal effects. The project takes clear advantage of copper’s flexibility and softness, even though it is a metal, and highlights its possibilities.

Features: The potential for using copper wire to create suggestive artisanal touches is underscored in an elegant lampshade composed of woven copper fibers that can be placed over an existing light source.