

zanotta:



ZANOTTA'S ZA:ZA SOFA WINS THE XXVIII COMPASSO D'ORO



Za:Za, designed by the Venetian design duo Zaven for Zanotta

Milan, 20 June 2024 - **Zanotta** is proud to announce that the **ADI - Association for Industrial Design** has recognised the **Za:Za** sofa, designed by **Zaven**, with the **XXVIII Compasso D'Oro**, the prestigious award dedicated to the best Italian design.

The ADI has awarded the innovative features and sustainability aspects of Za:Za, which introduces a new frontier in the sofa production, presenting a construction system, inspired by the hammock principle, which accommodates and suspends the upholstered elements. A tubular steel structure supports slackened straps in suspension and creates a housing for the arm, back and seat cushions that are juxtaposed on the metal skeleton as in a tailored suit.

In terms of sustainability, Za:Za is the result of a process of breaking down and rationalising the elements of the sofa and reducing its components to the essentials. It takes into account production and recycling cycles: the sofa is easily disassembled, adopts recycled and recyclable materials, the use

of glues is completely eliminated, and the different upholstery layers are inserted inside individual pockets in the recycled and recyclable polyester inner lining. In addition, regenerated polyester spheres allow the use of polyurethane to be minimised and guarantee an excellent enveloping comfort.

The Za:Za sofa perfectly reflects Zanotta's commitment to environmental sustainability. Using only recycled and recyclable materials, Za:Za is more than a sofa: it is a manifesto of ecological responsibility.

Over the years Zanotta's collection has been recognised with several important international awards, including four Compasso D'Oro: the first product to win this important award was **Guscio** in 1967, the unique living unit designed by Roberto Menghi; followed by the **Sciangai** coat stand by De Pas, D'urbino, Lomazzi in 1979 and the **Tonietta** chair by Enzo Mari in 1987. In 2020 the ADI delivered the Lifetime Achievement Award to the iconic **Sacco** by Gatti, Paolini, Teodoro, while in 2022 the Compasso D'Oro mention has been attributed to the **Dan** chair by Patrick Norguet.

Zanotta continues to amaze the design world not only with high-end aesthetics and functionality, but also with a strong commitment to environmental sustainability, proving that design and environmental responsibility can and should go hand in hand.

Based on the success of the Za:Za sofa, Zanotta presented the **Za:Za Max** sofa at Milan Design Week 2024, on the occasion of the brand's 70th Anniversary. This evolution maintains the previous model's commitment to environmental sustainability while providing maximum comfort thanks to a deeper seat. New modular elements have also been introduced - two new elements and a pouf - allowing different configurations, as well as stimulating creativity in space furnishing.

All the winning projects of this edition of the Compasso D'Oro Award will be displayed in a dedicated exhibition at the ADI Museum in Milan from June 20 to September 15 and will officially become part of the ADI Compasso d'Oro Collection, permanently exhibited in the Museum.



Za:Za Max, designed by Zaven for Zanotta

XXVIII Compasso D'Oro ADI

Award ceremony and exhibition opening

June 20, 2024

ADI Design Museum

Piazza Compasso D'Oro 1, Milan

ZANOTTA

Zanotta is designed by passion - bolstered by a pioneering approach and inspired by radical design ideas.

Internationally recognised as one of the most iconic Italian design brands in the world, Zanotta has always been a catalyst of ideas, people, creativity, and research. Zanotta is a company with a strong design vision, future-oriented, and a strong attention to culture and a pinch of irony. Originally specialised in tailored upholstery, over the years, Zanotta has opened up to the realisation of design objects for the home.

The numerous products in the collection, realised by the great masters and contemporary designers - including Achille Castiglioni, Gae Aulenti, Marco Zanuso, Ettore Sottsass, Alfredo Häberli, Ross Lovegrove, Ora İto, Philippe Nigro, Philippe Malouin, Muller Van Severen, Calvi Brambilla, Zaven among others - are timeless icons exhibited in the most important museums in the world and recognised by several international awards.

Founded by Aurelio Zanotta in 1954, the brand has stood out as a promoter of the democratic language and "extra-ordinary everyday life", a pioneer of innovative and sometimes disruptive projects. Zanotta's production is entirely made in Italy, mainly in the workshop of Nova Milanese, and is in constant development of material quality and sustainable processes. The headquarters also hosts *Zanotta: Lab*, an exhibition and experiential hub designed to share skills, values, behaviours, and strategies. In addition to the collection, *Zanotta Edizioni* is a limited selection of handmade collectible works, which combine design with applied art.

Since the 1960s, Zanotta has conquered the international scene with emblematic and timeless objects, innovative in terms of aesthetic and functional research, as well as in the attention to the values of quality and Italian know-how. 2023 marked a new chapter in the history of Zanotta with the acquisition of the brand by

Cassina, followed by the opening of a new flagship store in Milan in 2024, launched on the occasion of the company's 70th Anniversary.

zanotta.com

COMPASSO D'ORO ADI

Established in 1954, the ADI Compasso d'Oro Award is the oldest but above all the most authoritative world design award. The brainchild of Gio Ponti, it was organized for years by the La Rinascente department store in order to highlight the value and quality of Italian design products then in their infancy. It was later donated to ADI, which has been in charge of its organization since 1958, overseeing its impartiality and integrity.

The more than 350 projects awarded in more than sixty years of the prize's life, together with the nearly two thousand selected with an Honorable Mention, are collected and preserved in the Historical Collection of the ADI Compasso d'Oro Prize, the management of which has been entrusted to the ADI Foundation, set up for this purpose by the ADI in 2001. The Compasso d'Oro prize is awarded on the basis of a pre-selection carried out by ADI's Permanent Design Observatory, made up of a committee of experts, designers, critics, historians, specialized journalists, members of ADI or external to it, all of whom are continuously engaged in collecting, year after year, information and evaluating and selecting the best products, which are then published in the ADI Design Index annuals.

Through an initiative that is unprecedented in the field of international design, the Ministry of Cultural Heritage-Regional Superintendence for Lombardy, by Decree of April 22, 2004, declared the Historical Collection of the ADI Compasso d'Oro Award to be of "exceptional artistic and historical interest," consequently including it in the national heritage.

www.adi-design.org/compasso-d-oro.com

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