

James van Vossel wins the YDMI for Europe prize

After an intense week of events, the first YDMI for Europe has concluded with a double success for the Belgian designer, and real satisfaction for all involved.

YDMI for Europe is a window on the new design generation; an exhibition on the fair, a prize, a pecha-kucha, meetings with entrepreneurs and workshops with experienced professionals from within the business. This is in short what YDMI for Europe stands for. An idea conceived by Termitestudio, and inserted amongst the special events within the XXIV edition of Abitare il Tempo in Verona (Italy). 30 young talents pre-selected from Italy, Germany and Belgium have participated to this first international edition.

YDMI for Europe_ Young Designers Meet the Industry is the title of the event, and it summarises the objective: to promote young designers both towards the public in general visiting the fair, through the stand and sideshows, but especially also to exhibiting (and other) companies. The exhibiting companies were actively involved, for instance through the jury of the named prize: 30 owners, managers and art-directors of the exhibiting companies together formed the jury for this prize, judging the 30 designers in two different stages.

The exhibition > the 30 proposals/products by the 30 designers involved were displayed, as a sign of the contamination role between projects and production, on a 200 sq.m. exhibition-island designed by Termitestudio, inserted in a hall, that is typically reserved for the stands of companies.

An unexpected atmosphere was created by inclined, oblique strips in multicoloured microfibre, defining the perimeter of the exhibition space. This created the possibility to enter the stand from every point. White Diamond shaped display platforms, put together to create groups, almost at random delineated the space inside, leaving various circulation possibilities, permitting visitors to casually encounter surprising product proposals.

At the same this setting was extremely flexible in order to be adapted and host the numerous public during the Portfolio show, a 3 minutes presentation supported by big screen slides by each of the 30 young designers, which took place the morning of Sunday the 20th of September.

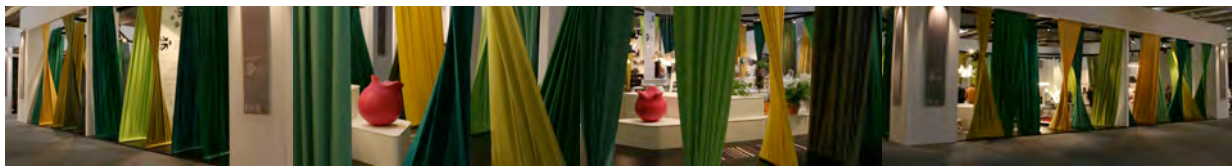
The prize > **James van Vossel** (Antwerpen – Belgium) was acclaimed winner of the YDMI for Europe prize, after an exciting Pecha Kucha durino which the 6 finalists exposed themselves for a second time for the public and the complete jury. Displaying his capacity to communicate and seduce the public with a cartoon in which his products and projects were inserted in a humorous way, next to his talent and skill as a designer in itself, made of James a happy winner, in a extremely high qualified group of other finalists: **Damien Gernay alias Dustdeluxe, Laura Straßer, Reinhard Dienes, Uli Budde and Marco Dessi.**

Four German and two Belgian finalists: this had been the first verdict by the jury of exhibitors, a rather harsh result for the Italian participation, even if, like also their foreign colleagues, their work has truly been appreciated by jury-members. And not only by jury members; Also through the stand-presentation (which has attracted a remarkably high amount of visitors all the week), also a lot of other fair visitors, including other producers, press, retailers, architects, etc., the genuine interest in ALL the different products & designers, was really excellent... and amazingly satisfying. A lot of business cards have been swapped actually!

The prize high 2.000 Euro, granted by German Design Council, has been awarded Sunday 20 September in Sala Rossini (congress centre on the fairgrounds) by the MD of Abitare il Tempo dott. **Carlo Amadori**, the MD of Verona Fiere dott. **Giovanni Mantovani** together with the Director External Relations of Verona Fiere as well as councillor of Verona dott. **Vittorio di Dio.**

Also **Matteo Moretti**, ceo of the company **VISTOSI**, event-sponsor and representing the jury of which he was a member, had already wanted to decorate actually the same James van Vossel, offering him publicly the possibility to come and discuss the opportunity to design a collection for Vistoso. Swapping business cards, Moretti perfectly interpreted the objective, the spirit and the success of YDMI for Europe as a talent scouting platform.

On the following pages an overview of the most involved persons, companies, and institutions, who all contributed to the success of YDMI for Europe.



The 30 young designer participating

The young designers have all terminated their studies, roundabout 5 years ago, and have started their own activity as autonomous designer. They have been pre-selected by German Design Council in Germany, by Design Vlaanderen in Belgium and in Italy by Termitestudio, in cooperation with Emiliano Calderini and Patrizia Moroso, and with the support of ADI, IED, Industreal and Innovation Valley.

An enormous variety of objects proposed to the industry by the various designers, to cite some (without quality judgement this time)

- important pieces of furniture, produced with quality and extreme care for details like Textured-Sideboard by Dustdeluxe, the chair Supermeccanica by Marco Dessi, Sella Table by Simone Simonelli;
- furnishing accessories like the refined mirrors of Clara Giardina, the wooden fruitbowls Portafrutta by Doodle, the on the table collection Crudo by Oliviero Zanon;
- many truly innovative lamps like Nomad Light by Maarten de Ceulaer, the led bulbs BladeOfGrass by Stefano Merlo, or the precious chandelier 14% in porcelain by Laura Strasser and the superlight Pyrus by Marc Braun in recycled paper;
- objects for domestic scenography like the room divider Doho by Andrea Mazza, the radiator Hot by Tommaso Colia, and the artisan carpet in felt, logically called Embroidery by Charlotte Lancelot;
- ergonomics, functionality and play define the Z-Ball by James van Vossel and the Poolchair by Jeff Rutten;
- interpretations of objects from memory in plywood and carton by Unfold with their Rocking children furniture and Fries-Zumbühl with their wardrobe Captain Hock.
- Plants, encapsulated in an antropomorphical micro habitat Domsai by Matteo Cibic or free and easy to expand in the inviting Plant Pot by Ulli Budde

Germany >

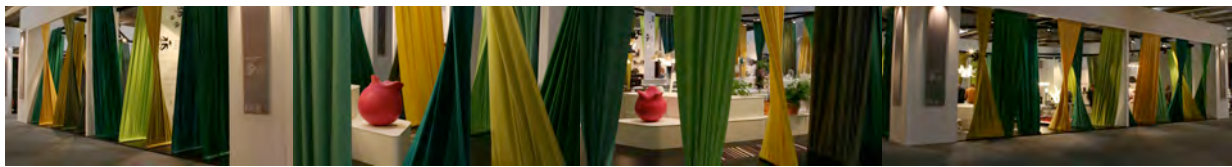
Mark Braun www.markbraun.org,
Uli Budde www.ulibudde.com,
Marco Dessi www.marcodezzi.com,
Reinhard Dienes www.reinharddienes.com,
Kevin Fries e Jakob Zumbühl di Fries & Zumbühl www.frieszumbuehl.ch,
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Jeff Rutten www.jeffrutten.be,
Pooja Sahny www.memyselfandi.be,
Helena Schepens www.helenaschepens.com,
Dries Verbruggen & Claire Warnier of Unfold www.unfold.be,
James Van Vossel www.jamesvanvossel.be.

Italy >

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Stefano Merlo www.stefanomerlo.com,
Simone Simonelli www.simonesimonelli.com,
Brian Sironi www.briansironi.it,
Angela Violino of Atelier Doodle www.atelierdoodle.com,
Oliviero Zanon of Bigio-Zanon Design www.bigio-zanon.com.



[Workshop-tutors >](#)

During an intense cycle of meetings-lectures, 7 tutors, highly acclaimed professionals active in the design business, and with a strong profile as motivational manager, have shared their experiences and given advices to the young designers in a free discussion with the designers in small groups. These tutors, international as well:

- **Rudi von Wedel** (partner R+W communication and brand management, Italy).
- **Maurizio Mussati** (COO_EstablishedandSons, UK),
- **Giulio Ridolfo** (consultant MOROSO, Italy),
- **Jan Kriekels** (CEO_JAGA Radiators, Belgium),
- **Andrej Kupetz** (CEO_German Design Council, Germany),
- **Freddy Justen** (partner D'ART DESIGN GRUPPE GmbH, Germany),
- **Kris Dekeyzer** (Coordinator Designregio Kortrijk +Project-leader Humanovation, Belgium),

[Pecha Kucha \(www.pkn.it\) >](#)

The final selection of the YDMI-prize winner was anticipated by pecha-kucha presentations by 4 Italian well-known cultural promoters, who all gave a summary of their vision, within the strict limits of the pecha-kucha format, on emerging design, and designers, the implications for the producing companies and new cultural and social sceneries-trends.

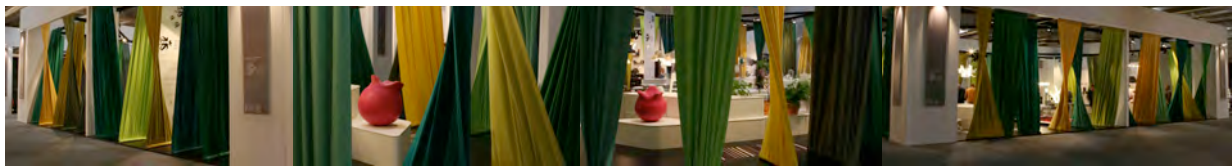
- **Luisa Bocchietto** (architect, designer and national president of ADI),
- **Stefano Caggiano** (journalist of Interni, professor of Design Thinking at ISIA (Faenza), professor of Semiotics at IED (Milano)),
- **Eugenio Farina** (designer and manager of the didactic group at Scuola Italiana Design (Padova)),
- **Cristiano Seganfredo** (MD of Fuoribiennale (Venezia) and founder of INNOVeTION VALLEY).

Pecha Kucha is a format created in Tokyo by Klein-Dytham in 2005, as a means to create speedy public presentations, on creativity (architecture, design, etc.). Pecha-Kucha has been introduced in Italy in 2007 by Termitestudio, who has since then organised 12 PKN in 7 different cities.

[The jury of the YDMI for Europe prize](#)

Owners, art directors and other managers of 30 design oriented companies, exhibiting at the fair, participated to the jury in order to determine first the finalists and then the winner. The finalists, based on a 2 page portfolio per designer, and a visit on the stand. And the selection of the winner by personally attending the Pecha Kucha, judging the 6 finalists and immediately giving the votes, creating suspense and anxiety amongst the designers and the public:

Arma Architectural Material = Marcello Napoleone,
 Azucena = Marta Sala,
 Bdm Haute Material = Giuseppe Pruneri,
 Chelini Spa = Gastone Chelini,
 Cinova Gruppo Ind.le Busnelli = Carlo Mariani & Viola Katic,
 Dada = Angelo Bonaccorsi,
 Edilco = Matteo Cavaler,
 Electrolux Zanussi Italia = Frank Benold,
 Environment Furniture = Davide Berruto, CEO
 Erba = Matteo Grazioli,
 Futura = Marinella Recalcati,
 Iris Ceramica = Simone Cagnazzo Art Director,
 Mastroraphael = Mario Arcangeli,
 Menotti Specchia = Arch. Sara Cingottini,
 Minotti Cucine = Alberto Minotti,
 Montecolino = Luca Fontana,
 Morelato = Giorgio Morelato,
 Pedrali = Morena Piacentini,
 Penta = Arch. Umberto Asnago,
 Rapsel = Aldo Provini,
 Ivano Redaelli = Ivano Redaelli,
 Rina Menardi = Rina Menardi,
 Smania = Giovanni Gallizio & Art Director Alessandro La Spada,
 Snaidero = Ivano Dri,
 Strato = Claudia Baronti,
 Three = Gian Mario Mandrini,
 Uno Distribuzione International Sas = Claudio Vaona,
 Vanin Giancarlo = Giancarlo Vanin & the designers Vincenzo Antonuccio + Marilena Calbini,
 Vistosi = Matteo Moretti



Credits

Anna Termite's architecture studio **Termitestudio**, always also committed to the realization of cultural events, dedicated to the promotion of architecture and design, in cooperation with **Mirko van den Winkel**, marketing manager at Established and Sons, **Carolin Sara Pein**, event organiser and **Giovanna Massoni**, journalist and cultural curator has organised the complete event, in coordination with:

in Germany: German Design Council, German institute for the promotion of design and designers as well as inventor of the YDMI-format in 2007 and organiser of the first 3 national editions of YDMI, co-organising YDMI for Europe at Verona.

in Belgio: Design Vlaanderen, Belgian institute for the promotion of design and designers, co-organiser of YDMI for Europe at Verona.

In Italia: the communication of the event has been sustained by a number of associations, institutions and companies, amongst which **ADI associazione disegno industriale**, **IED istituto europeo design**, **INNOVeTION VALLEY**, **Industreal** and **MOROSO**.

Sponsors

Verona Fiere, main sponsor, with the organisational support of the fair-organisers **Acropoli srl**. **Vetriere Vistosi**, official sponsor.

The realization of the exhibition on the fair has been made possible also thanks to:

Dinamica Miko
Friulprint
Menotti Specchia
Petruzzi-2
Pallucco
Plywood
Strati Curvi

YDMI for Europe Prize (= Euro 2.000) has been granted by **German Design Council**.

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