Rules

Call for ideas competition for the utensils and objects of use of Traditional Modena Balsamic Vinegar P.D.O.

Competition for university students

1. Introduction

This ideas competition builds on the path undertaken with ADI Design Museum, with the aim of consolidating and further developing the dialogue between **Traditional Modena Balsamic Vinegar P.D.O.**, design culture and contemporary design.

The competition aims to encourage design reflection on the ritual of tasting and on the user experience in the relationship between the product, any packaging and the cultural enhancement of the tangible and intangible heritage linked to Traditional Modena Balsamic Vinegar P.D.O.

The call also aims to promote the enhancement of the product while respecting its history, its cultural value and the bottle designed by Giorgetto Giugiaro in 1987.

The initiative, under the patronage of **ADI – Associazione per il Disegno Industriale**, is aimed at university students in design, product design, packaging design and related disciplines.

2. Subject of the competition

The subject of the competition is the conception of design solutions dedicated **to elements that enhance the product and the bottle,** designed by Giorgetto Giugiaro in 1987 for Traditional Modena Balsamic Vinegar P.D.O., **including tools connected with the moment of tasting/using the product itself.**

The proposals must contribute to building a new experience of presentation or tasting, while maintaining a consistent relationship with the quality, history and cultural value of Traditional Modena Balsamic Vinegar P.D.O.

Participants are invited to develop original proposals relating to one or more of the following categories:

- objects and tools for tasting;
- accessories serving the ritual of serving;
- any gift box, case, holder or display system;
- integrated solutions that connect user experience, packaging, sustainability and visual identity.

The proposals must respect the identity and cultural value of the product, enhance its ritual character and engage consistently with the iconic shape of the bottle.

3. Aims

The competition aims to:

- promote the culture of Traditional Modena Balsamic Vinegar P.D.O. among the new generations;
- enhance Traditional Modena Balsamic Vinegar P.D.O. through the language of design;
- identify design concepts capable of enriching the experience of presenting, tasting and telling the story of Traditional Modena Balsamic Vinegar P.D.O.;
- promote innovative, sustainable solutions consistent with the history, quality and cultural value of the product;
- enhance the relationship between the ritual of tasting, user experience and the product's story;
- foster dialogue between the Consorzio di Tutela dell'Aceto Balsamico Tradizionale di Modena DOP, universities, cultural institutions, businesses and design professionals.

4. Who can take part

The competition is open exclusively to **university students** regularly enrolled in bachelor's degree, master's degree, university master's programmes or equivalent academic programmes in design, product design, visual communication, packaging design, architecture or related disciplines. Students graduating in the December/February sessions may also take part, provided they are regularly enrolled when the call opens.

Participation is allowed **both individually and as a group.**

Each student/each group may submit only one design proposal.

University lecturers, tutors or scientific supervisors may be involved to support, guide or supervise the design process. They will not be considered participants in the competition or recipients of the prizes.

5. How to take part

Participation in the competition is free of charge, unless otherwise indicated by the organisers.

To take part, candidates must submit their proposal within the deadlines set out in these rules and in the manner that will be communicated in the official call.

The application must include:

- the participant's personal details;
- the university, academy or university institute they belong to;
- the degree programme attended;
- where applicable, the lecturer, tutor or scientific supervisor involved;
- the project title;
- a descriptive report of the concept;
- graphic and design drawings;
- images, renderings, technical drawings or visualisations useful for understanding the proposal;
- where applicable, the materials, production processes and sustainability solutions envisaged;

- where applicable, a description of the proposed visual identity elements;
- acceptance of the conditions of participation and of the declarations on originality, ownership and use of the materials.

6. Submission requirements

The submissions must clearly and concisely illustrate:

- the design idea;
- the relationship with Traditional Modena Balsamic Vinegar P.D.O.;
- the relationship with the bottle designed by Giorgetto Giugiaro;
- innovative tools for use;
- the ways of using, opening, presenting, transporting, displaying or tasting;
- material, production and environmental aspects;
- the narrative, experiential and cultural value of the proposal;
- the function of the object conceived or of any packaging.

The technical specifications concerning format, number of boards, file size, upload procedure and language of the submissions will be defined in the operational call.

7. Admission criteria

Applications will be admitted to the evaluation if they:

- are submitted by the deadline date and time indicated;
- are sent by university students regularly enrolled in study programmes consistent with the fields indicated;
- are submitted individually/as a group;
- comply with the subject of the competition;
- include all the required documentation;
- include acceptance of the conditions of participation;
- do not contain content contrary to the law, public decency, the rights of third parties or the image of the promoting bodies.

The organisers reserve the right to exclude applications that are incomplete, non-compliant or submitted after the deadlines.

8. Evaluation criteria

The Jury will evaluate the proposals on the basis of the following criteria.

Design quality

The clarity of the concept, formal consistency, aesthetic quality, ability to interpret the theme and design maturity of the proposal will be considered.

Functionality and usability

The performance of the object or packaging will be evaluated in terms of use, versatility, ergonomics, practicality, protection, transport, display and relationship with the product.

Visual identity and renewal of the image

The ability of the proposal to contribute to enhancing the product through the objects for its use will be evaluated.

Experiential and ritual value

The ability of the proposal to enhance the moment of tasting, the gesture of serving, the presentation of the product and its cultural dimension will be rewarded.

Environmental sustainability

Solutions aimed at reducing environmental impact, saving materials, disassembly, recycling, reuse, production optimisation and environmental responsibility will be evaluated.

Innovation

The originality of the solution and the appropriate and innovative use of materials, technologies, components, production processes and communication languages will be considered.

Consistency with the product and with the identity of the competition

The relationship with Traditional Modena Balsamic Vinegar P.D.O., with the Giugiaro bottle, with the thematic categories and with the general aims of the call will be evaluated.

9. Timeline

The competition will indicatively follow this calendar:

- **3 December 2026**: official launch of the call;
- **1 March 2027**: applications close;
- **15 April 2027**: award ceremony and exhibition of the finalist projects during Design Week 2027;
- **December 2027**: closing event to showcase the selected project.

The call will open on **3 December 2026** and close on **1 March 2027**, at **12:00** (Italian time).

Any changes to the calendar will be communicated through the official channels of the organisers.

10. Selection of finalists and prizes

The Jury will select **20 finalist projects**.

Among the finalists, the Jury will choose:

- **1 winning project**;
- **2 projects receiving a special mention**.

The 20 finalist projects will be exhibited at **ADI Design Museum in Milan** during the 2027 edition of Design Week.

The prize fund will be divided as follows:

- **€ 6,000.00** (gross of applicable taxes) to the winning project;
- **€ 2,000.00** (gross of applicable taxes) to each of the two projects receiving a special mention.

The prizes will be awarded exclusively to the students who authored the selected proposals. Each prize will be paid to the winning or mentioned students, according to the administrative and tax

procedures communicated by the organisers.

11. Payment of the prizes

The prizes will be paid according to the procedures communicated by the organisers to the winners.

Payment may be subject to the submission of the necessary administrative and tax documentation.

The amounts indicated are gross of any withholdings, taxes or charges provided for by the legislation in force.

12. Jury

The planned composition is as follows:

- Luciano Galimberti, President of ADI – Associazione per il Disegno Industriale
- Michele Montanari, Board member of the Consorzio di Tutela dell'Aceto Balsamico Tradizionale di Modena DOP
- Fabrizio Giugiaro
- Francesca Balena Arista, curator
- Elena Salmistraro, designer

The decisions of the Jury are final and not subject to appeal.

The Jury may also decide not to award one or more prizes if it considers that the proposals submitted are not adequate to the aims of the competition.

13. Originality, ownership and responsibility of participants

Participants declare that the projects submitted are original, the result of their own work, and do not constitute a copy, imitation or unauthorised modification of works by third parties.

Participants guarantee that they hold the rights to the materials submitted and declare that the proposal does not infringe third-party rights, patents, trademarks, models, designs, copyright or other exclusive rights.

Any infringement of third-party rights will remain the sole responsibility of the participants, who undertake to indemnify and hold harmless the promoting bodies, ADI, ADI Design Museum and the other parties involved from any claim, damage, cost or demand arising from such infringements.

Should well-founded disputes arise concerning the originality or ownership of the project, the organisers reserve the right to exclude the application, revoke any prizes or mentions and remove the project from exhibitions, publications and communications.

14. Accuracy of data

The data entered and submitted by the participant when applying are to be considered usable for all purposes in the form in which they were entered, according to the communication needs determined by the organisers and by ADI in the publications concerning the selected objects.

The participant takes full responsibility for the truthfulness and accuracy of the data submitted.

Any cost necessary for a subsequent correction of the data will be borne exclusively by the person concerned, without prejudice to the provisions on the rectification of personal data under Regulation (EU) 2016/679.

Should ADI or the promoting bodies have to correct or delete published data as a result of substantiated third-party claims, any costs will be borne exclusively by the participant who provided erroneous or incorrect data.

15. Use of the materials

All the materials submitted as part of the application may be used by the organisers for purposes connected with the competition.

Participants authorise the promoting bodies to use, reproduce, publish, adapt and disseminate texts, images, renderings, boards, videos and any other material submitted, in whole or in part, for:

- selection activities;
- the exhibition of the finalist projects;
- print and digital publications;
- communication on institutional websites;
- social media communication;
- press releases and media activities;
- promotional and documentary materials relating to the competition.

The materials will be used, where possible, with reference to the author's name, unless technical, editorial or publishing needs require otherwise.

Participation in the competition does not automatically entail the transfer of the economic rights to the project, unless specific subsequent agreements are made between the parties.

16. Further development of the projects

The selection, award or exhibition of a project does not entail any obligation on the part of the promoting bodies to produce, manufacture or market it.

Should the organisers, the Consorzio or other parties involved wish to develop, prototype, produce or commercially exploit one of the selected projects, specific agreements will be made with the author.

17. Communication of the results

The results of the competition will be communicated to participants through the official channels indicated in the call.

The names of the finalists, the winner and the mentioned projects and, subject to specific, free and optional consent, the personal image of these persons may be disseminated through the website, press releases, social media, newsletters, exhibition materials and other communication tools.

18. Exhibition of the finalists

The 20 finalist projects will be presented in an exhibition at **ADI Design Museum in Milan** during Design Week 2027.

The organisers will define how the projects are exhibited, selecting the most suitable materials among those submitted by the participants or requesting any additions.

Participation in the exhibition does not entitle participants to any further compensation, other than the prizes.

19. Processing of personal data

The personal data provided by the participants will be processed in accordance with the privacy policy for registration for the competition, which forms an integral and substantial part of these rules.

20. Acceptance of the rules

Participation in the competition implies full acceptance of these rules and of the conditions of participation.

By submitting the application, the participant declares that they have read, understood and accepted all the provisions of the call.

21. Information and contacts

Any requests for clarification may be sent in the manner that will be indicated in the official call.

The organisers reserve the right to publish FAQs, updates or additions to the rules through their official channels.

This is an English translation of the Italian rules, provided for convenience. In case of any discrepancy, the Italian version prevails.