

The perfect support for art, craft and innovation: Fedrigoni Top Award, the international competition that recognises the best designs using the Group's materials, is back

Registration to take part in the competition for designers, printers, publishers, brands and end customers who have added value to Fedrigoni papers and labels is open until 31 January 2022. Novelties this year include the Large Format Communication category, evaluation criteria linked to sustainability, more exposure for the best projects and a renewed focus on the final event: two days of in-depth analysis and talks with international jurors, laboratories, workshops and interviews with the winners that will coincide with the inauguration of an exhibition in Paris in autumn 2022.

Milan, 3 November 2021 – A hive of ideas and suggestions; a laboratory of solutions that elevate creativity and bring it to life through beautiful products; an international opportunity to compare the most interesting and innovative creations in packaging, corporate communication, graphics, publishing and - starting this year - large format communication (customisation that uses paper and self-adhesive materials in the most diverse fields, from advertising to brand communication on means of transport or buildings, from major events and fairs to service signage), designs that were created between July 2020 and January 2022 using Fedrigoni Group paper, labels and self-adhesive materials.

The Fedrigoni Top Award 2022, thirteenth edition, is expected to attract as many designers, printers, publishers, brand owners and end customers as previous editions. Over 1,100 designs from 32 countries, presented by more than 600 operators in the sector attended the previous edition, which ended in July with the announcement of 18 winners and an exhibition of the 50 most interesting designs displayed at the ADI Museum in Milan and included in a prestigious international catalogue.

These figures testify to the attention the award has received from the sector, which is sure to increase with the novelties of the next edition, starting from a greater focus on the final event in Paris in autumn 2022. The event will coincide with the inauguration of an exhibition where 80 of the best projects will be displayed, while the winners who will be announced at the same event, will take part in two days of in-depth analysis with interviews, round tables, workshops and talks by international jurors. But it doesn't end there. As well as including a fifth new category, Fedrigoni Top Award 2022 will also turn the spotlight on sustainability. Together with graphic originality, functionality, degree of innovation, accuracy of execution and appropriate use of materials, the jury will also have to consider the sustainability of the project, taking into account its entire life cycle, and the quality of communication of its green credentials to the consumer. To enter, please visit the website www.fedrigonitopaward.com and submit your registration by 31 January 2022.



"Pride taken in a job well done is the constant feature we find in all the designs we receive, whether it's a small book for private circulation, a label for wine or a gourmet preserve, a cosmetics holder, a shopper bag or a box for tea," commented Chiara Medioli, Chief Sustainability and Communication Officer of the Fedrigoni Group. "We celebrate the commitment, the design and the expressiveness in the use of Fedrigoni self-adhesive papers and materials. Year after year, the Award is an opportunity to merge creativity and experimentation, culture and technology, highlighting excellence and confirming the role of paper and labels as a design tool, starting with the ever-increasing sustainability needs of packaging. The hundreds of high-quality designs that arrive from all over the world allow us to take stock of the state of art today, but also to understand what direction we are taking and how to contribute to the change. At Fedrigoni we also want to do our part by supporting all our customers in improving and elevating their brands, just as our 'Elevating Creativity' mission states."

Once again, the designs will be evaluated by an international jury composed of a panel of well-known experts from the world of design and communication, who will take part in talks and round tables at the award ceremony in Paris. These include: **Simon Esterson**, Art Director of Eye Magazine and Pulp, member of the Alliance Graphique Internationale (AGI) and Royal Designer for Industry; **Han Jiaying**, one of the most famous designers in China, founder of Han Jiaying Design & Associates and member of AGI; **Laurent Hainaut**, founder and president of forceMAJEURE Design; **Marion Trossart**, Head of Purchasing and Packaging Development at Interparfums Paris; **Ivan Bell**, founder and CEO of Stranger & Stranger, global label expert for the spirits sector; **Elodie Boyer**, founder and director of Éditions non Standard; **Silvana Amato**, graphic designer specialising in editorial graphics, professor at Isia Urbino and the Università Sapienza in Rome.

There will be five categories: **Publishing** dedicated to Gianfranco Fedrigoni, which includes volumes, magazines, art editions; **Corporate Communication** that stretches from product and service catalogues to coordinated graphics, from calendars to diaries, to paper gifts; **Labels** for wines, spirits, high-end food products (special Manter selection); **Packaging**, which includes boxes, gift cases, shopping bags, counter displays and coated containers; and the new category, **Large Format Communication**, the customisation of visual communication projects, buildings, means of transport, exhibitions and events, using paper and self-adhesive materials.

Fedrigoni

Since 1888, Fedrigoni has always meant excellence in the production of special papers. The group is one of the major European players in the production and sale of different high value-added papers for packaging and graphics, as well as premium products for labelling and other self-adhesive materials. With over 4,000 employees in Italy and abroad and 25,000 products, the Group sells and distributes in over 130 countries. Thanks to recent acquisitions, it has also earned itself the position of third global player in the world of self-adhesive materials. The Cordenons Group and the historic Fabriano brand are part of the Paper division, with Arconvert, Manter, Ritrama (from February 2020), IP Venus (from December 2020), Acucote and Ri-Mark (from June 2021) a part of the Self-Adhesives division. The American distributor, GPA, is also a part of the Group. For more information: www.fedrigoni.com

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