



ReAl13 +Light: WINNER DECLARED

The international design competition promoted by CiAI, IED and Oceano Oltreluce has come to an end.

Over 15 thousand visitors attended the exhibition of the finalists among the submitted projects at Milan's Salone del Mobile

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Its name is **"FLYing"**, and it is a pendant lamp perfectly suited for office and home.

This is the idea that won the international contest **"ReAl13 +Light"** promoted last year by **CiAI** – Consorzio Nazionale per il Recupero e il Riciclo dell'Alluminio (National Consortium for the Recovering and Recycling of Aluminium), in collaboration with the **IED** - Istituto Europeo di Design (European Institute for Design) and the company **Oceano Oltreluce**, presented at Milan's 2011 edition of Salone del Mobile.

The project conceived by two young designers of the Milan IED, **Chiara Grana** and **Tatiana Radice**, was awarded the prize for its simplicity and especially for its low environmental impact thanks to the limited amount of material employed and the reduced energy consumption.

Sustainable lighting: this was the theme of the contest **"ReAl13 +Light"**, a theme perfectly represented by this lamp that recalls through its shape one of the aluminium packaging kinds most widely used at home, as well as the most widely recycled and recyclable: aluminium foil wrap.

"FLYing", placed first at **"ReAl 13 +Light"**, is going to be produced and included in the catalogue of the company Oceano Oltreluce already starting from this year.

Another feature that makes this lamp really "sustainable" is given by the fact that it is going to be an entirely **Made-in-Italy** product, therefore a virtually **zero-mile product**.

In fact, both the company that intends to manufacture the lamp and the suppliers involved are all based in Brianza, thus ensuring a considerably reduced environmental impact in the production of each single piece.

However, **"FLYing"** is not the only lamp among those submitted to the jury of **"ReAl13 +Light"** which will go into production. Given the enormous success it met with among the public during Milan's Salone del Mobile, the company Oceano Oltreluce decided to produce also the lamp **"Building"** devised and designed by the team of students of the Milan school IED made up of **Monica Albini, Bianca Balducci, Fabrizio Latorre and Benedetto Azzini**.

"Building" will be included in the catalogue of the **"Alluminia"** collection of the company Oceano Oltreluce, a product line dedicated to lamps with a common feature: 100% recycled and recyclable aluminium as their main building material.

ReAl13 +Light

Developing and supporting the responsible production of objects that can be made of recycled Aluminium and are recyclable, particularly those made of aluminium derived from the separate waste collection of



packaging materials. Stimulating the use of this valuable material and promoting the creativeness and professional competence of young designers. These are the objectives of the contest promoted by CiAI with the scientific support of the IED - Istituto Europeo di Design – and in collaboration with Oceano Oltreluce, a company specialised in the manufacturing and design of lighting points and lamps.

ReAl13 – Recycling Aluminium Design Competition was born a few years ago with the aim of creating a communications area dedicated to the topics of design and planning for the purpose of promoting and supporting the use of aluminium with a special stress on its positive environmental aspects and performances (in terms of intrinsic qualities as well as already known and evident performances related to its specifications and technical qualities).

After the highly successful attendance to the first edition (2005/2006) , dedicated to the themes of nomadic eating habits **“Mangiare Ovunque”** (“Eating Everywhere”), in 2010 the Consortium launched the second edition of the competition for young designers dedicated this year to light and lighting devices, therefore called **“ReAl13 +Light”**.

“ReAl13 +Light” asked the students of the IED schools of Milan, Rome, Madrid and Barcelona to test their skills with Aluminium, a particularly valuable material as it can be 100% recycled endless times without losing its intrinsic qualities (flexibility, lustre, lightness and malleability), spreading the concept of recycling as a form of environmentally-friendly culture and mindful participation in protecting the environment.

The contest, open to individual students or teams, called for designed lighting devices (for the home and/or the office) made mainly of recycled aluminium, also with different finishes.

Among the 170 works submitted to the organization, 5 projects were chosen as finalists, of which prototypes were made and presented at Milan’s 2011 Salone Internazionale del Mobile along with 20 further works included in the exhibition.

In the course of the Fuori Salone, more than 15 thousand visitors attended the exhibition of **“ReAl13 +Light”** which met with great success and approval both among insiders as well as the public.

The CiAI Consortium was highly rewarded for its efforts to reach and raise awareness among an increasing number of people through its commitment to design and the promotion of the use of recycled aluminium.

Information for the press:

<http://www.real13.eu/>

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