



Art And Culture
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Awards Galore for Iran Designers in Italy

Several projects by Iranian designers have won in the annual A' Design Award and Competition 2015-2016 in Italy.

A' Design Awards is a premier annual juried design competition that honors the best designers, architects, engineers, design studios, brands and design oriented companies worldwide to provide them publicity, fame and recognition.

Every year, projects that focus on innovation, technology, design and creativity are awarded with the A' Award. While the awarded projects find opportunities to get published, reach new markets and meet a wide range of buyers for their existing products, the organization also helps creative minds and startups to meet with the business community to sell their product ideas.

The judging takes place at various levels and with the participation of over 70 judges from professional experts around the world who are famous academic figures, managers of major companies, engineers or winners of previous editions.

According to the website of the competition, a total of 30 Iranian individuals or groups have won several colorful awards in different categories of the event.

'Crew Powder Mix Paint' by Alireza Jajarmi in the Packaging Design Category and 'Splash Jewelry' by Nazanin Akbarian and Fatemeh Safikhani in the Jewelry, Eyewear and Watch Design Category have been chosen for the Gold A' Design Award which is presented to an excellent design that helps people achieve more by empowering them through added functionality, performance, reliability and interaction.

Also in the Jewelry, Eyewear and Watch Design Category, 'Colorfall Necklace' by Neda Ghadir, 'Wave Wrist Watch' by Reza Saliانه, 'Bird Nest Jewelry' by Sima Foroutanzadeh, 'Myna Pendant' by Shiva Farrokhi and 'Interwoven Gold Ring' by Seyed Mohammad Mortazavi won the Silver A' Design Award, for a superior design providing ease

of interaction or use, with high design value content, function, performance and reliability.

The silver trophy has also been awarded to 'Angel Seating' by Forough Pourahmad, 'Negative Arm Chair' by Azadeh Shariati & Babak Shariati and 'Honeycomb Bookshelf' by Seyed Mohammad Mortazavi in the Furniture, Decorative Items and Homeware Design Category.

In addition, seven more projects from Iran were chosen for the Silver Award in other categories.

Six Awards in Lighting Projects

In the Lighting Products and Lighting Projects Design Category, Iranians have won six awards including two silvers and four bronzes. The silver winners are 'Light Line Lighting' by Mohammad Khodabandehloo and 'Mitosis Ceiling Lamp' by Soroush Vahidian Kamyar and Saeed Rahnama. The Bronze Award was given to 'Cellula Ceiling Lamp' by Deco Light Group Co, 'Newmoon Lighting' by Nima Bavardi. 'Lunipse Lighting' and 'Eclipse Pendant Lamp' by Vahidian Kamyar and Bavardi also won Bronze Awards.

In the Architecture, Building and Structure Design Category, 'Orsi Khaneh Residential Apartment' by Keivani Architects and 'Sunshade-Deck Canopy Flexible Structure' by Payam Fahemi & Samira Kharazan Nahavandi have won the Bronze A' Design Award, which is given to projects for "very good design providing additional performance and design values in addition to function and reliability."

Three more designs from Iran won the Bronze Award as well.

Another prize given to many other Iranians was A' Design Award for a good design that serves well by meeting the functional and fundamental needs with reliability.

In the Interior Space and Exhibition Design Category, the award was dedicated to 'Ikia Ibis-Novotel Airport Hotel' and 'Vadi Authentic Iranian Restaurant Within a Hotel' by Shiva Aghababaei, and 'Usaepay Office Space' by Hootan Hamedani.

Five more Iranian projects in various categories also received the A' Design Award.