

EESC
DESIGN
ELEVEN



2011 European Design Award
For A Sustainable Present

SUSTAINABLE DESIGN FOR EUROPEAN CITIZENS OF ALL AGES



Innovation is the key to the future of a sustainable Europe, and our young talented Europeans are the drivers of such innovation.

With the EESC Design Eleven - 2011 European Design Award for a Sustainable Present, the European Economic and Social Committee (EESC) has addressed the reality of Europe today and has supported practical and functional ideas for Europeans. In this way it is helping to both protect the environment and improve the quality of life for people in Europe.

The first EESC Design ZeroNine award was a great success and proved that there is a demand for a forum for Europeans. The EESC wants to communicate Europe to the people of Europe by including them and giving them a voice amongst the institutions.

In this context we gave the floor again to European design students and designers in all 27 EU Member States and living abroad, inviting them to focus on a really important issue: Intergenerational solidarity in times of an ageing population. The talent and commitment of European designers is crucial to tackling this rapidly developing global change and to promoting a better quality of life for all generations.

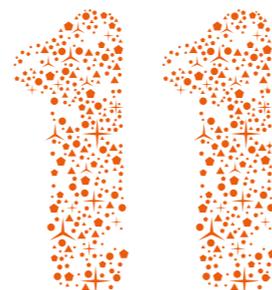
As the bridge to civil society, the EESC is delighted to have received creative and innovative ideas that are essential to finding design solutions relevant to all generations. Good design solutions are the outcome of a process in a societal context. Ageless design solutions need to bridge the gap between the generations and enhance dialogue between them. Only through discussion and a clear focus on the final users can innovative, sustainable and functional design products be successfully created.

This brochure includes a short presentation on the three winning entries and a survey of the best products that were submitted in this year's design competition. They represent powerful visions of design for all generations and their concepts successfully link European citizens of all ages.

I hope that you will enjoy exploring its pages, and that you will find the beautiful products it presents a source of inspiration.

Anna-Maria Darmanin

EESC Vice-President



GENERAL INFORMATION

The European Economic and Social Committee (EESC) launched its second competition to design an innovative, sustainable and creative design product, including packaging, with a strong civil society message.

The European Commission's Directorate-General for Enterprise and Industry, CUMULUS (International Association of Universities and Colleges of Art, Design and Media) and EIDD (Design for All Europe) joined forces to increase the communication impact and enhance the European institutions' involvement in sustainable design practices and innovation. The winning object will be produced in a limited edition and distributed in the course of 2012, European Year of Active Ageing and Intergenerational Solidarity.

Through this initiative, the EESC is taking on a double challenge: fostering sustainable, innovative, smart and creative design and investing in sustainable public procurement by promoting a new, socially-driven, environmentally-friendly form of communication tool: a promotional gift, with both functional and ethical qualities.

www.design-competition.eesc.europa.eu

EVALUATION

Quantitative and qualitative factors have proved the increased success of the second EESC Design Award for a sustainable present. More than 250 applications were made and more than 100 products were finally submitted before the deadline. The subsequent evaluation process, involving international experts, was carried out in two phases.

Phase 1 - Screening process

Entries were pre-judged by representatives of the competition's board of advisers. The pre-selection jury based its decisions on the product information and images.

Any entries found to be incomplete vis-à-vis the above-mentioned documentation were disqualified.

Prototypes request

The 26 selected designers or teams were informed of the results and were asked to organise the shipment of their prototypes before the meeting of the grand jury.

Phase 2 – Final selection

The final selection was based on prototypes only. The 26 pre-selected designs were judged by an independent jury that included international design experts, representatives from different European institutions as well as experts specialised in topics relevant to sustainable development and the theme of this competition.

The jurors received anonymous documents about the products for the evaluation.

They selected the three winners and the seventeen best products published in this brochure.

KEEPCOOL

FIRST PRIZE



VINCENT GERKENS

Brussels, Belgium



CONCEPT

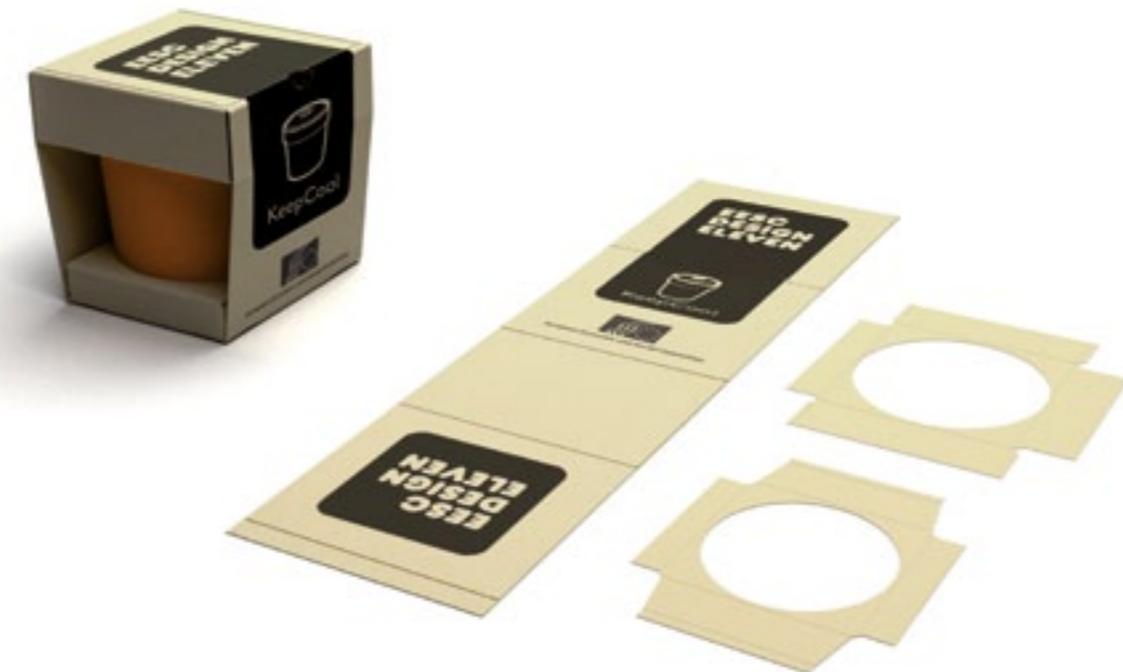
We have put forward this project because we want to defend the message that everybody can participate in protecting the environment by taking advantage of natural conditions. The main aim is to use the fridge less, to find an alternative without replacing it. Through this product, we intend to adapt the use of electrical domestic appliances and cut down on energy consumption.

RELATION TO “AGELESS DESIGN”

The terracotta pot is familiar to younger and older people. This archetypal form is recognised by everybody. It is not a passing trend, it is timeless. KeepCool is low-tech, and independent of technology which will be obsolete in a few years.

SUSTAINABILITY

It is made of ecological and recyclable materials. This product won't date and be replaced by another technology or new process within a few months.



FRANCESCO DI LUZIO, GIULIA BARTOLUCCI, SONIA FORNEA

Rome, Italy



ORTOGETHER SECOND PRIZE



CONCEPT

Elderly people have experience cultivating the land even if most of them have to give it up as they get older.

Nowadays, new generations want healthier lifestyles and to live close to nature.

RELATION TO “AGELESS DESIGN”

Farming can be fun for children. The experience of the older generation - combined with the younger generation's energy and desire to learn all about it - can lay the foundations for discovering healthier lifestyles. Keeping a vegetable garden/kitchen garden can be a fun way to spend time with the whole family, including the children.

SUSTAINABILITY

The container is made of jute, a natural fibre extracted from the Corchorus plant. It is 100% biodegradable and is therefore compatible with the European Commission's requirements.



DARNING PEAR

THIRD PRIZE

MARI KORGESAAAR, LIINA TIIDOR

Tartu, Estonia



CONCEPT

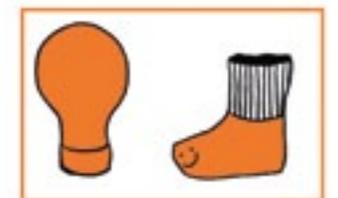
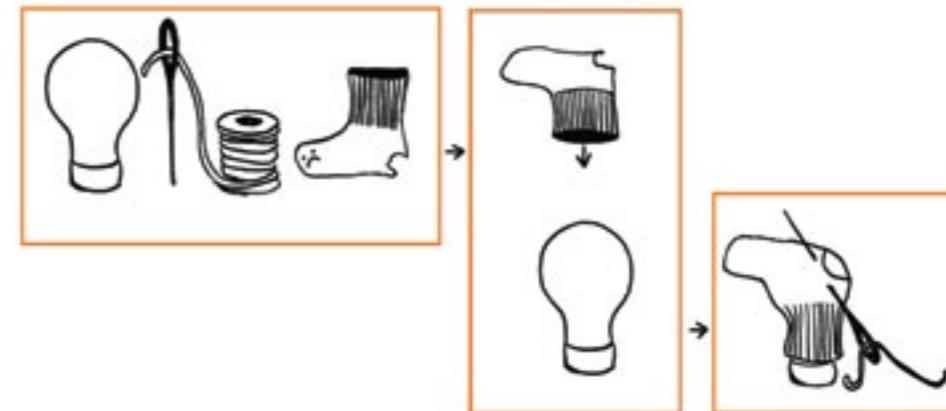
The "Darning pear" should remind people of the old habit of mending clothes, one aspect of an economical lifestyle. The darning pear is meant for mending socks, but it can be used for other similar purposes.

RELATION TO "AGELESS DESIGN"

Traditional way of mending clothes and promoting an economical lifestyle.

SUSTAINABILITY

Made from wood leftovers, natural materials. The value of this product is stable in time.



SELECTED PRODUCTS



ADOMAS SKIEZGELAS, LITHUANIA

BIRDY

Salt and pepper shaker and egg container



TOBIAS OLSSON / KASRA ALIKHANI / FREDRIK MALMSTEN, SWEDEN

COCOON

Portable and functional eyewear storage case



ONDREJ VACLAVIK / TATJANA VORONOVA, GERMANY

COLOR

Device to reveal thermal leaks of any surface in a playful way



STEVE IANNELLO, SWITZERLAND

GRANNIES PANTIES

Combination of an old technique and a young, funky piece of clothing



EVA ADELL GÓMEZ / DAVID GILABERT PEREA, SPAIN

JABONERA

Machine for making soap



AUDREY DODO / FRANCK DARDÉ, FRANCE

KNIT GENERATION

Playful set of coloured pencils that can be used, for example, by a child with his or her grandmother to discover knitting and/or crocheting



BRANDON DALTON, BROADHOLME, LINCOLN, UK

LINKED DIGITAL LOCKET

Tool promoting intergenerational dialogue by the use of photographs



MAJA NAJDIC, SLOVENIA

MASSAGE KIT

Practical equipment for maintaining people's vitality

KAREN CHOI YU CHING / PUN HIU TING, HILL, THE NETHERLANDS

MMESSSENGER

Extended version of the traditional mail as a tool for the social aspect of communication within a close circle like a family



BART BACCARNE, BELGIUM

PITZ

Holder for mobile or smart phone, digipass, bank card reader, etc.



PHILIPP KÄFER, GERMANY

PONY ROCK

Children on a rocking horse and elderly people relaxing in a rocking chair: common ground on an intergenerational bench



ROBERTA SCOTELLARO, ITALY

POST-APP

Community activity product using traditional post-its and modern QR codes to evaluate commercial products



REINOUUD VALKS / MEREL HAGEMAN, THE NETHERLANDS

RECALL

Interactive game to make families understand the potential of discarded products



LAURA PUJOL / LORIANE PALLATIER / EMILIE POUILLART, FRANCE

SWEETTIME

Brings people together around a dessert in order to share a convivial and special moment



DARDÉ KEIV, ESTONIA

THE SHARING BADGE

Communication gem in pieces to be shared among friends and family



JESSICA HALLAM, UK

TRUGG

Set of two house plant pot kits



VANJA GORTNAR, SLOVENIA

TWO BALLS AND A ROPE

Set of tools for exercises to train the body and stay in shape even with restricted mobility





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A LIMITED EDITION - OBJECT & PACKAGING - PRODUCED BY THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE (EESC)

TO MARK THE EUROPEAN YEAR OF ACTIVE AGEING AND INTERGENERATIONAL SOLIDARITY



European Economic and Social Committee

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EESC-2011-43-EN

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In 2009, the EESC was awarded the prestigious «Ecodynamic Enterprise» label by the Brussels Institute for Management of the Environment (IBGE), obtaining 3 stars, the highest level possible. This label rewards organisations for good environmental performance.

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QE-30-11-219-EN-C
ISBN 978-92-830-1663-2



doi:10.2864/33970