

artzept

SHOWROOM OPENING

Artzept International design Award



ZEPTER TOP QUALITY PRESTIGIOUS STYLE and LASTING VALUE!

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L I V E L O N G E R



Madlena Zepter unvails the Artzept Showroom



Mr. Zepter with one of the Artzept creations



A taste of the Artzept Showroom

A NEW HOME FOR ARTZEPT IN MILAN

After travelling the world the Artzept exhibition will be on permanent display in the industrial heart of Zepter International.

Artzept, Europe's premier design award now has a permanent residence in the birthplace of a global company that has inspired lives and achieved success in over 40 countries across five continents.

On the 10th of June 2010, the glittering reception hall of the Menfi Industria building (a Zepter company) became a reception hall fit for the most exquisite function. Pieces from Madlena's extensive private art collection adorned the walls as Zepter's friends and guests mingled elegantly anticipating the arrival of the two guests of honour – Mr. and Mrs. Zepter.

Once the hard work with the scissors was accomplished a fascinating speech was delivered by Mrs. Madlena Zepter which also quoted: *"Human creativity is the highest form of investment. One thing is believing that design is good, and useful. Another is to actually invest in it for the pure pleasure of seeing talent emerge and thrive,"* said the world famous patron and lover of art.

Born in 2004 the Artzept International Design award is principally aimed at young designers and emerging talent and fosters the highest ideals of modern design. Based on the principle that **good design is not only functional and aesthetically pleasing, but leads to a better way of living, Artzept promotes design** as a tool for social engineering and a catalyst for positive change in our modern world. The award has gone from strength to strength since it's inception with previous themes: 2004 Cup, 2005 Crue set, 2006 Snack bowl set, 2007 Dish with a lid, 2008 Cookie jar and 2009 Tea for two.

It is clear how Madlena Zepter, wife of Zepter International founder and President Mr. Philip Zepter saw the synergy between this manifesto and the 'higher ideal' of Zepter International. **Zepter** emulates exactly these qualities by **changing lives around the world**. Zepter's products are not only fulfilling aspects of functionality and beauty but are specifically informed **to promote healthy living and give the user a happier and longer life**. Lofty ideals indeed, but no one changed the world by thinking small.

An International jury, which includes some of the most important artistic luminaries from the fields of art, design, industrial design and architecture, such as previous years' Artzept's art director Gordana Biba Markovic, art historian and art critic, Professor Borek Sipek, architect and designer and Carlo Magnoli, Art Director, set a new competition theme and later decide the winner.

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Madlena Zepter and Roberto Baratelli

The Zepter International Design Award jury gives three prizes each year to the best entries in the field of applied art and design, with **prize money of 10,000, 4,000 and 3,000 euros** respectively. The **Artzept exhibition** has traditionally gone 'on tour' around the most important European cities, taking in also Zepter's exclusive high-end stores such as on the Boulevard Saint Germain in Paris. **Now the exhibition has a rightful residence in Milan, Italy.** It is here that Zepter founded their first manufacturing facility 25 years ago and it is here that Madlena Zepter along with her husband Philip Zepter cut the gold ribbon to officially open **the shining new purpose-built Artzept showroom.** On the 10th of June 2010, a crowd of design aficionados, VIPs and journalists from all over Europe, congregated to celebrate the opening of the home of what has now become a design institution.



Journalist and art critic, Elisabetta Beba Marsano delivers a speech at the opening

The opening of the new Artzept Showroom coincided with the opening of the **seventh Artzept 2010 competition** with the theme **"FRUTTIERA"**. The award ceremony will take place in Milan, Italy in November 2010. The participating designers will receive exposure through a travelling exhibition organised by Zepter International, which will visit the major cities around the world and will be featured in an exhibition catalogue.

The award is aimed at emerging talent but is open to all. As always everyone involved with Artzept look forward greatly to seeing the 'weird and wonderful' creations arrive from all over the world, the usual high standard is certain to make it an invigorating and enlivening competition.



Guests at the Artzept showroom opening



Discover the Artzept 2010 competition "Fruttiera" at www.artzept.com

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