



Valli&Valli

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VALLI&VALLI RECEIVES THE GRANDESIGN ETICO INTERNATIONAL AWARD 2008

grandesign®

Together with other TOP 75 brands Valli&Valli, after being selected out of a shortlist of 350 candidates proposed and examined by the GranDesign Board for the 2008 edition of this Prize, has won the sought-after award for its door handle Series ZH Duemilacinque H 356 designed by Zaha Hadid with Woody Yao and developed by the Fusital trademark. This was the motivation of the jury: "a plucky doorhandle with a strong personality. A company that has always been open to innovation and product diversification".

The Prize was handed over to Mr. Carlo Edoardo Valli at the Spazio Oberdan in Milan on 26th November 2008.

The GranDesign Etico International Award is organized by Plana Cultural Association and has reached its tenth edition, held this year under the aegis of the Province of Milan.

GranDesign awards prizes to products, designers and companies backed by the competence of a Board that assesses them according to design parameters such as their degree of functionality, their ergonomic qualities, their contribution to technological innovation, their suitability to being mass-produced, their commercial attractiveness, their easiness to use, the quality of their shape, the marketing mix, and from an ethical point of view, their social commitment, *donations to Organizations*, the quality of the working conditions of the employees, the safeguard of our environment, production materials and criteria, the transparency of product information, the ethics in the communication language.

The GranDesign Board heading this initiative is made up of architects, designers, managers and professionals in the design and communication sectors.

The jury of this edition was composed of Fabio Fantini, Gabi Fois, Giorgio Milani, Giorgio Monaci, Gianluca Sgalippa, Roberto Rancati, Stefania Trazzi.

Valli&Valli srl

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