

NERI

Longiano, 4 October, 2013

Object: NERI selected in the ADI Index 2013

It is the mount Olympus of **Italian design**, the last step before the coveted "*Compasso D'Oro*".

And this year for the first time, the selection of the **ADI, the Association for Industrial Design**, not only expresses a restricted circle of products that will compete for the oldest and most authoritative worldwide recognition of industrial design: in addition to the publication of a volume in fact, also a special web section was created and an exhibition that will host the products at the **Triennale in Milan**.

The latter, which involves no less than two of the NERI company's products, **Alya and Hydra**, on exhibit among the **139 products of the ADI Index selection**, will be open to the public until 3 November, in a specially prepared display space.

A result that is a recognition to Neri for its attention to detail, confirming itself at the highest levels for the style and quality of its products, among which the new lighting systems designed by **Makio Hasuike** stand out.

NERI, which 10 years ago was positively evaluated by the design commission of the ADI, thus returns to being the protagonist of the best design put into production in Italy. The selection was carried out by the **ADI Permanent Observatory of Design**: more than one hundred experts in every industry, active throughout the year all over the Italian territory. The products will be participating in the selection for the next edition of the renowned **Compasso d'Oro** award.

That was an accomplishment to crown a 2013 full of **awards** for NERI.

After the **acquisition** by the founding family, the successes in the US market have seen the success of NERI on the occasion of the **second place in the LFI Innovation Award** and of the selection of the finalists of the IDEA prize.

Even in South America the balance is more than positive, with the "Menção Honrosa" received during the "**26th Design Prize Museu da Casa Brasileira**", conferred by the Brazilian Ministry of Culture, which preceded the **silver prize in the contest IDEA Brazil**.

It is no coincidence that the new philosophy, which the **CEO Isacco Neri** makes his own, points at definitively consolidating the NERI brand in the top of the range for outdoor lighting and street furnishing in the world: the objective is for further growth abroad, while still maintaining all the quality of **exquisitely Italian manufacturing and know-how**.

A **brand** whose challenge is to combine the best of **technology** without renouncing **design** of value, both in the *Heritage* and in the *Contemporary* products, in respect of a tradition and values that for **50 years** have guided the company based in Romagna.



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