

Press release March 20th, 2019

THE TABLE LAMP OPLÀMP BY SAPIENS DESIGN WINS THE PRESTIGIOUS RED DOT DESIGN AWARD: PRODUCT DESIGN 2019

With the table lamp Oplàmp **Alessandro Mattia** and **Gloria Gianatti**, founders and designers of **Sapiens Design**, received the Red Dot, which the renowned jury only awards to products that feature an outstanding design.

“I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead,” said **Professor Dr. Peter Zec**, founder and CEO of Red Dot, in reference to the winners.

The Red Dot Award: Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for more than 60 years in order to select the year's best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto “In search of good design and innovation”, their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.

These requirements are met by Oplàmp, a table lamp that both offers and invites different and innovative uses. Oplàmp is entirely handmade in Italy and it is composed of a ceramic body and a solid durmast oak base on which an LED light source is placed.

Thanks to its shape, obtained through the fusion of three cones, the Oplàmp's body can be rotated to three alternative positions that creates different types of light.

Oplàmp simultaneously projects two beams of light that create different combination: **high table lamp + ambient light, low table lamp + ambient light, or simply two ambient lights.**

In addition to significant technical innovations, which have a patent for invention, it is important to consider the meaning of his project, which is aimed at enhancing the relationship between man-object-space. Its design aims to enhance the relationship between people and their living space by combining functionality, lighting and materials. The beams of light that are produced are an idealistic projection of its shape within space and they create an appropriate atmosphere that interacts with its surroundings.

(For more information: www.sapiensdesign.it/en/oplamp/)

On 8 July 2019, Alessandro Mattia and Gloria Gianatti will celebrate their success during the award ceremony. The international design scene will gather in Essen's Aalto-Theater as part of the Red Dot Gala. At the subsequent Designers' Night party, the Red Dot laureates will receive their certificates and Oplàmp will join the exhibition "**Design on Stage**" in the **Red Dot Design Museum Essen**, which presents all of the award-winning products. From that date, Oplàmp will also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.

ABOUT SAPIENS DESIGN:

Sapiens Design was born from the cooperation of **Alessandro Mattia** and **Gloria Gianatti**, two designers graduates from the Polytechnic of Milan from the sectors of Product and Interior Design respectively.

The design philosophy of Sapiens Design is based on the belief that, despite being relatively easy to mass-produce, each product is created and used in an entirely unique way.

It brings people closer both through its simple functionality and design, but also through its intent to stimulate creativity and imagination in everyday-life situations. The object is indeed designed to encourage interaction with its owner, allowing for the discovery of new possibilities and situations for its use.

Each product has, in a sense, a unique "soul", and it was starting from this premise that Sapiens Design imagines and creates a future that is both functional and human: an evolving future.

ABOUT RED DOT DESIGN AWARD:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

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