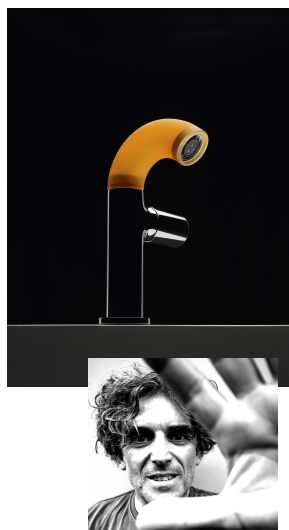


IMPORTANT REWARDS TO THE DESIGN BY ZAZZERI

Pop and Obliqua win prestigious awards



reddot award 2015
winner



A'DESIGN AWARD
WINNER 2015
SILVER



reddot award 2015
winner

POP, the pioneering tap with a neck made of silicone designed by Fabrizio Batoni and **OBLIQUA**, the innovative vertical shower set designed by Roberto Innocenti, are the winners of the **Red Dot Award: Product Design 2015**.

POP is also honoured with the **Silver A' Design Award 2015** for the category Bathroom Furniture and Sanitary Ware Design.

The **Red Dot Award: Product Design**, on its 60th anniversary, is one of the most important and the most respected competitions at international level: 4.928 design items, 1.994 participating companies coming from 56 countries and competing in order to win the rewards for 2015. It is a competition which does not reward the aesthetic design of the product only, but also its manufacture and its construction quality which characterize the product itself.

Influence, neutrality and expertise are the values distinguishing the panel of judges appointed to select the winners. This panel consists of important designers, professors of planning and specialized journalists coming from 25 different countries.

The award ceremony will officially take place during a gala evening on the 29th June 2015 at Essen and afterwards the winning products will be exhibited at the Museum of that town.

A'Design Award is another important competition at international level aiming to select the best designs, plans and concept in all creative disciplines and industries. The panel of judges avails itself of the expertise of leading journalists coming from all over the world, of well-known designers, of university professors and of main entrepreneurs. In 2014 Zazzeri already won the Golden A' Design with the shower set Obliqua.

"Winning these rewards is a great satisfaction – Jacopo Pancani, CEO of Zazzeri, states – it is a clear-cut expression of appreciation for the hard work carried out in total synergy with Fabrizio Batoni and Roberto Innocenti, the designers who were able to design two extremely creative, beautiful and functional products".