

Press Release

01/06/2021

Elesa's design gains prestigious public recognition on display at the Design Museum

Two Elesa products (mechanical components), awarded the 1994 Compasso d'Oro industrial design award, enter the Milan Design Museum (ADI Design Museum, Compasso d'Oro) opened last 25th May by ADI - Association for Design Industrial

Monza, May 2021– In the new ADI Design Museum, displayed alongside some of the most famous names in Italian design there are also two Elesa products that were awarded the Compasso d'Oro 1994, the prestigious Italian award as well as the world's oldest and most authoritative design award.

Founded in 1956, the ADI Association for Industrial Design brings together companies, designers, researchers, teachers, critics, and journalists around the themes of design: planning, consumption, recycling, training. This led ADI to become a leading figure in the development of industrial design as a cultural and economic phenomenon.

Founded in 1941, Elesa has been invited by ADI recognising officially its innovative design in the mechanical components sector, a sector that had paid little attention to formal solutions in the past.



ELESA PRODUCTS IN THE DESIGN MUSEUM

The Elesa products exhibited in the new ADI Design Museum are: **EWW 240 handwheel for position indicators** and **ECW 375 handwheel from the Ergostyle® line**, conceived during the close collaboration between Elesa and the architect Giorgio Decursu, (1927-2012), a designer who specialised in complex machines for industry, which he brought back to a human scale, managing to merge ergonomic needs, efficiency and aesthetic quality.

The jury of the Compasso d'Oro (1994) justified at that time the reasons for the award given to the two handwheels as follows: "The result of an extreme and essential morphological concentration in a sector where formal solutions are usually neglected. The circle is focused on and emphasised until it becomes something metaphysical."



EWW 240 handwheel and ECW 375 handwheel awarded the Compasso d'Oro in 1994.

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STANDARD MACHINE ELEMENTS WORLDWIDE



At the inauguration of the Museum and the exclusive event preview, Carlo Bertani, Managing Director of Elesa, said: *"Once again we feel particularly honoured to participate in a new ADI initiative with our products which, despite being designed typically for mechanical functions, they distinguish themselves by their unique design, recognised by a leading figure in industrial design as important as ADI. We are also proud as a local company to contribute to this initiative, created within the context of the city of Milan, which once again confirms itself as the capital city of design."*

HISTORICAL NOTES

Since the end of the 1950s, Elesa followed the cultural process of aesthetic revision of machine tools that originated at that time, innovating the design of its traditional components for the mechanical, machinery and industrial equipment industry.

Care in aesthetics and a culture of design, together with ergonomic research and the traditional quality of the "beautiful and well-made" product, are the basic principles of product development at Elesa.

A philosophy that the company has never abandoned over the decades and which has led to the creation of "unique and unmistakable" products. In fact, over the years, Elesa has received 43 industrial design awards by the most prestigious international juries: IF, Design Center Stuttgart, Red Dot awards in Germany and the Good Design Award in Japan.



Elesa products exhibited in the new ADI Design Museum awarded the 1994 Compasso d'Oro award and Carlo Bertani, Managing Director of Elesa.

ERGOSTYLE® ERGONOMICS AND DESIGN

ERGOSTYLE®



Ergostyle® line standard components

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THE ERGOSTYLE® LINE

The collaboration between Elessa and architect Giorgio Decursu, over the years, has also given rise to the innovative Ergostyle® line components which have been used in an ever-increasing number of mechanical industry sectors, from hospital and medical equipment, to equipment for sports and leisure, from scientific instruments to office furniture, and also in the more traditional industrial sectors whose products have undergone a profound aesthetic and design revision in recent decades. The Ergostyle® product line was also selected by the Compasso d'Oro Jury in 1994.

"Many sectors still need design: we see it increasingly projected into those things that everyone should enjoy in every stage of their life and that of others: in schools, hospitals, social facilities, residential complexes, open spaces, public transport..., in the external and internal aspect of everything and of ourselves: for us, for what we are".

GIORGIO DECURSU

"We design our products to offer perfect functionality and the best ergonomics, whilst keeping in mind the creation of unique design recognizable over the world as Elessa products, many times we have succeeded".

Alberto Bertani, President of Elessa, summarizes with these words over 80 years of activity of the Company.



The range of ELESsa standard components manufactured in the plant at the Headquarters in Monza

1941 – 2021

80 years serving industry

***Elessa** design and produce the widest range of standard components for industrial machines and equipment: handwheels, clamping grip knobs, adjustable and lever handles, knobs, handles, position indicators, indexing and spring plungers, levelling feet, hinges, connectors and clamps, latches, accessories for hydraulic systems, roller tracks, castors and wheels, magnets and vibration mounts. Made with the most advanced technopolymers and metal parts, highly efficient and reliable, ergonomic and innovative design, Elessa products are used in the most diverse areas of application in the sector of industrial mechanics. The constant commitment to R&D is combined with a strongly customer-centric service. Founded in 1941 with headquarters in Monza and 12 branches abroad, Elessa exports its products to more than 60 countries worldwide.*

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