



**Felissimo Design House**  
*presents*  
**5<sup>th</sup> Design 21 International Design Award**  
**September 6 – 28, 2005**

Under the theme “**LOVE/ WHY?**” designers from around the world explored the impact of love in their work and attempted to answer the question: can we find possibilities for love in the material aspects of our lives? Can love be a part of our everyday objects? Can design be a transmitter of loving acts and feelings? Their visions ranged from the erotic to the political and from intimate relationships to global perspectives, but they were all deeply personal and allowed us a fascinating insight into these creative minds. They showed us that love – as in kindness, beauty, happiness, actions and care – can be channeled through both ordinary and extraordinary things.

This is the fifth realization of **DESIGN 21**, an International Design Award that was launched in 1995 as part of the United Nations’ 50<sup>th</sup> Anniversary celebrations by United Nations Educational, Scientific, and Cultural Organization (UNESCO) and Felissimo Group of Japan. Its goal is to promote the spirit of understanding and sharing amongst young creators of different cultures.

**DESIGN 21, LOVE/WHY? is a two-part event that travels through different countries over the course of a year and a half.**

**DESIGN 21 “Part I”** is a forum for world-class designers who came together to present their interpretation of the selected theme. This part attracted such big names as Gaetano Pesce, Tadao Ando, Karim Rashid, Marcel Wanders and Tom Dixon together with rising stars like Yves Béhar, Erwan and Ronan Bouroullec, Hector Serrano and Matali Crasset.

**DESIGN 21 “Part II”** is an international competition based on the same theme. Announced in February 2004, young creators were invited to present their design vision to the world. The competing designs adhered to the following criteria:

- It is used in **everyday life**.
- It promotes a **sense of connection and happiness**.
- It reflects a **creative and responsible vision of lifestyles** appropriate in the 21<sup>st</sup> century and beyond.

- It shows **awareness and respect for the environment**, including choice of materials and production techniques.

The competition concluded in August 2004. Over 700 entries were received from 73 countries. In September 2004, a Pre-selection Committee met at the UNESCO headquarters to choose the 30 competition finalists, who each received financial assistance towards production and shipment of their prototypes.

In June 2005, an International Jury designated by the Director General of UNESCO selected the competition winners, who are as follows:

Grand Prize (\$10,000)

- Tamar Meshulam from Israel for her "Master Peace: A Game for Intercultural Dialogue"

First Prizes (\$3,000 each)

- Carla Tennenbaum from Brazil for her "Cinetica Tapestries"

- Zhanar Turekulov from Kazakhstan for his "Shan Kobyz"

- Kunio Osawa from Japan for his "Flow Clock"

**DESIGN 21** began in Barcelona in 2004 with "Part I" Exhibition, traveled to Tokyo, Japan, where it was joined by "Part II" Exhibition, which showcases the results of the actual competition. The combined exhibitions will then travel to Kobe, Japan and New York before ending the event in Paris at the UNESCO Headquarters.

From September 6 – 28, 2005, Felissimo Design House will feature "Part I" and "Part II" of the **DESIGN 21, LOVE/WHY?** Exhibition. This will be the first viewing in the United States and will include the works of the 30 competition finalists as well as those created by the invited professionals.

For more information about DESIGN 21, please contact Carly Carratura at Felissimo Design House, 212-956-4438, ext 145, or carratura@felissimo.com.