

## PRESS RELEASE

### Compasso d'Oro International Award 2025: Recognition at Expo Osaka for design centered on innovation, sustainability, and people

**Osaka, September 5, 2025** – At the Italy Pavilion of Expo 2025 Osaka, the winning design projects of the Compasso d'Oro, promoted by **ADI – Associazione per il Disegno Industriale** in collaboration with the **General Commissioner's Office for Italy at Expo 2025 Osaka**, were announced.

The 2025 edition of the Compasso d'Oro International Award is held under the patronage of the **Italian Ministry of Foreign Affairs and International Cooperation**, with the support of the **Bureau International des Expositions (BIE)**, the governing body of World Expositions, and benefits from the media partnership of **Dezeen**, a global reference platform in design and architecture. The awards ceremony is held under the patronage of the Italian **Ministry of Enterprises and Made in Italy**.

The ceremony, moderated by Rossella Menegazzo, Cultural Director of the Italy Pavilion, included addresses by Mario Vattani, Commissioner General for Italy at Expo 2025 Osaka, Dimitri S. Kerkentzes, Secretary General of the Bureau International des Expositions (BIE), and Luciano Galimberti, President of ADI.

The international jury awarded **20 Compasso d'Oro prizes and 35 Honorable Mentions** to projects from around the world, selected for their insight in interpreting the theme of the Universal Exposition: *“Designing Future Society for Our Lives.”*

#### International design trends

The awarded projects highlighted the main directions of contemporary design, starting with **well-being and health**, through accessible medical devices, monitoring systems, and care solutions. At the same time, design reaffirms its commitment to **sustainability and environmental responsibility**, with the use of recycled and bio-based materials, circular economy processes, and solutions that reduce the impact on natural resources.

**Technology** at the service of life emerges as a concrete tool for social inclusion and the improvement of living spaces, thanks to robotics, artificial intelligence, and digital platforms rethought for everyday use. The projects also reflect a dialogue between **tradition and innovation**, reviving crafts, reinterpreting domestic archetypes, and creating new syntheses between memory and future. Finally, design becomes a vehicle of **empathy and storytelling**, through objects and systems that tell stories, spark emotions, and strengthen connections between individuals and communities.

#### The international jury of the Compasso d'Oro International Award 2025

Chaired by **Maite García Sanchis** and composed of **Luciano Galimberti, Yongqi Lou, Mario Vattani, and Matteo Vercelloni**, the jury emphasized how the awarded projects interpreted with seriousness and freedom the theme of Expo 2025 Osaka, *“Designing Future Society for Our Lives,”* developed through the three areas: Saving Lives, Empowering Lives, and Connecting Lives.

In their statement, the jurors highlighted a *“great expressive richness, combined with a sense of responsibility and commitment,”* recognizing design as a true **universal language**, capable of

transcending national borders and addressing global challenges with innovation, quality, and attention to sustainability.

## Statements

“The word design lends itself to multiple interpretations [...]. From this perspective, the central theme of Expo 2025 Osaka is particularly relevant to the idea of design as a discipline that permeates our lives. [...] The number of participants in the Prize is remarkable, and choosing is never easy, but the institutional role that the Compasso d’Oro Award has promoted worldwide over its 70-year history demands both scientific rigor and the ability to interpret the often subtle signals that the world presents to us. The international jury has done an extraordinary job: thank you truly.” said **Luciano Galimberti**, President of ADI.

*“Expo 2025 Osaka Kansai invites us to build a sustainable, inclusive, and resilient society. It urges us to rethink the way we live, work, and relate to the environment and to one another. The projects we celebrate today reflect this vision. Beyond technical excellence, they embody responsible and impactful innovation, contributing to shaping a future society founded on equity, solidarity, and sustainable development,”* stated **Dimitri S. Kerkentzes**, Secretary General of the Bureau International des Expositions (BIE).

*“This is precisely the idea of Italy we want to promote: a nation capable of uniting culture and industry, creativity and innovation, tradition and strategic vision,”* emphasized **Mario Vattani**, Commissioner General for Italy at Expo 2025 Osaka.

Since **1954**, the Compasso d’Oro has been the most historic and prestigious award in Italian design. Founded by **Gio Ponti** and today recognized as cultural heritage by the **Italian Ministry of Culture**, the award has helped define the very narrative of design for over seventy years. Now it extends beyond national borders to embrace international design.

The value of this recognition goes beyond the awards themselves: each winning project will become part of the permanent Compasso d’Oro Collection at the ADI Design Museum in Milan, joining around 2,500 works that tell the story of the evolution of design and society from the 1950s to today.

This edition marks a crucial moment: a prize born and grown in Italy becomes a global benchmark, reflecting the role of design in our everyday lives. With the world’s eyes on Osaka, the Compasso d’Oro points to the next chapter of design – **international, human-centered, and future-oriented**. The Compasso d’Oro envisions this experience as a replicable model for future EXPO editions worldwide, fostering a continuous and increasingly meaningful dialogue. In this perspective, it looks forward to a potential new international edition at **EXPO 2027 in Belgrade**, the specialized exposition that, from May 15 to August 15, 2027, under the theme ‘**Play for Humanity – Sport and Music for All,**’ will bring the Serbian capital to life.

## The exhibition at Expo and in Milan

The winning projects will be on display at the **Italy Pavilion** until the closing of Expo 2025 on **October 13**, offering the international public the opportunity to explore the most significant solutions for the future of global society.

The ceremony and exhibition will then be hosted in **Milan, at the ADI Design Museum**, on **December 9, 2025**, and will remain open until **January 6, 2026**.

**Follow the Italy Pavilion at Expo 2025 Osaka and the Compasso d'Oro International:**

[www.italyexpo2025.it](http://www.italyexpo2025.it)

<https://compassodorointernational.com/en/>

**OPENING HOURS**

Italy Pavilion (and the entire Expo 2025 Osaka site)

9:00 AM – 10:00 PM (Japan Standard Time)

Until October 13, 2025

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