

# start up\*

NOVEMBER

Milan, 22<sup>nd</sup> november 2012

## Special Mention

### For

Great technical innovation and excellent formal standard aren't enough: Start Up bar integrates all useful and basic elements for the right working of the pub or bar, helping and supporting the start up of the new experience.

### Product Start Up

**Designer**  
Giorgio Di Tullio and  
Raffaele Gerardi

**Company**  
ifi

### Jury Panel

Patrizio Fiombo - *Expert of international relations*  
Alessia Galimberti - *Architect and designer*  
Francesco E. Guida - *Scuola del Design researcher*  
Novo Umberto Maerna - *Provincia di Milano vice-president*  
Roberto Mutti - *Photography critic*  
Danilo Premoli - *Architect and journalist*  
Gianluca Sgalippa - *Designer and manager of Enzima.it*  
Ugo Zanella - *Management consultant*



Sergio Costa  
President of Associazione  
Culturale Plana

20 YEARS  
grandesignEtico  
2012 international award

grandesignEtico  
2012  
International  
Award

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