

A design competition promoted by BLM GROUP that explores fresh avenues for using tube fabrication processes.

The Rocking Horse and the Crutch



“Understand a Tube. Design with metal tubes” is the deliberately provocative title of the national design competition promoted by BLM GROUP with the patronage of ADI, the Italian Industrial Design Association. The results of the competition were announced on the 16th April this year at the Milan Triennale, at which ten of the twenty finalists’ designs were exhibited (including two of the winners) - a testimony to the huge success of this initiative.

The competition was focused on the world of the designer and the furniture sector (which has always been one of the main outlets for BLM) and on the new possibilities offered by BLM GROUP Technology. The aim of the competition was to explore new and fresh opportunities for using tube fabricating processes showing new areas of innovative development, both in end use products and in the production method used.

The announcement of the competition

The theme of the competition, directed at professionals and students under 40 years of age and

resident in Italy was the development of a piece of internal furniture based on the use of elements made from metal tube which utilised innovative design and could be made by bending, forming and laser cutting products from BLM GROUP. Over 350 architects and designers entered the initiative and gave free vent to their creativity.

A Fair Reward

The twenty finalists were exhibited in a show within the Milan Fairgrounds that ended on May 19th and featured a wide range of designs for furniture, lamps, equipment for outdoor urban use, a pen and many other objects from every sector .

The Prize of the Panel of Judges was awarded, with some surprise, equally to the “Swing” and “CTRL” designs. The former is a rocking horse selected for its interesting interpretation in a modern and technological manner of a traditional and classic toy and created by Margherita Colleoni, Samuele Meda and Daniele Torti.





CTRL's entry was an innovative "crutch" made from curved tubular aluminium and realised by Marzio Ribaldi, Matteo Visentin and Jamile Wright and was chosen for its capacity to confront traditional methods of construction and for its exhaustive attention to the requirements of each user's difficulties. It was also given a special Prize awarded to the design that was especially liked by visitors to the Milan Furniture Salon. The competition's success, which was unexpected, has demonstrated that even in a sector

like furniture construction that is considered mature, there exist energies and the potential for development of real value.

Another much appreciated effect of the competition was that it brought the world of design and the production companies closer together; a rare union which could lead to greater interest in more efficient manufacturing methods and cost reductions, both for prototyping and for mass production.

