



Clean design

Ingenuity and simplicity characterized the award-winning designs for portable ashtrays entered into a competition launched by JTI in collaboration with three of Europe's top design schools. *INSIDE* visited the award ceremony at Milan's La Triennale Design Museum.

Small adjustments are often more effective than dramatic upheavals, and only the contributions of many individuals, however insignificant they may seem, can bring about sustainable change. Recycling glass and plastics for a greener environment, promoting organic food production methods or enacting legislation to ensure cleaner air are all examples of how, over many years, attitudes have changed and awareness of the importance of preserving our world for future generations has extended to all levels of society.

A contribution towards greater change can also be made through the design of everyday objects: take a mass-produced product,

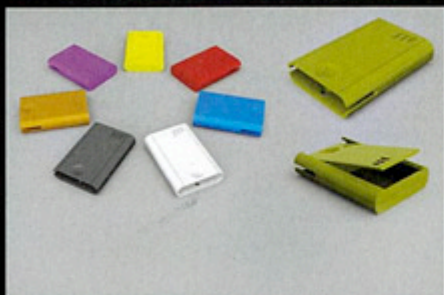
which by definition is industrial, functional, convenient, ergonomic, long-lasting, easy to assemble and carry, and is cheap. If it's possible to add a touch of aesthetic value, so much the better. This is the true meaning of

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the term 'design,' and this awareness also prompted JTI Italy to collaborate with three of Europe's best design schools and Future Concept Lab, a marketing and trend forecasting organization, to create JTI Clean City Lab, a competition to design the portable ashtray of tomorrow. Reflecting JTI's values, the competition's broader objective is to promote debate on a model for the City of the Future – a city that is open and respectful of diversity and of the different choices made by individuals.

Creativity, aesthetics, eco-responsibility

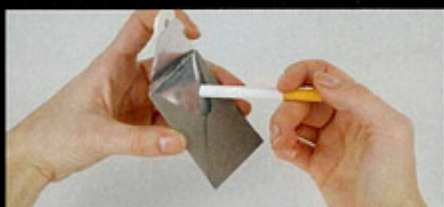
Launched in December 2010, the competition involved Milan's Domus Academy, London's Central Saint Martins College of Art and Design, and Switzerland's Ecole cantonale d'art de Lausanne (ECAL). Professors, students and design experts collaborated to develop more than 100 projects that combined creativity, aesthetics and eco-responsibility with JTI's values, particularly innovation and social engagement. Entrants produced original designs with an ecological bias, together with a campaign to communicate, with the maximum possible impact, the significance of an object that could enter into everyday use. Students were inspired by fashion and art, as well as by simply listening to the comments of the 'smoker in the street'. The best results of



FIRST PRIZE

Molla by Giuseppe Zappavigna, Domus Academy

Molla – the Italian word for clothes peg – is a brilliantly simple design. Giuseppe Zappavigna explains: "I'm a civil engineer doing a master's degree in design at the Domus Academy, so my background is strongly rational and logical. Now I'm realizing my passion. I was inspired by the clothes peg because it's such a beautifully simple, functional, everyday object. My portable ashtray functions in exactly the same way, with a spring clip to hold the lid down. It's also about the same size as a lighter and easily manageable, and because it can be made in various materials and colors, it's a mode of expression, like an accessory. There's room for five or six cigarette butts, just small enough to fit in your pocket until you find a larger container in which to dispose of them."



SECOND PRIZE

Ash Envelope by Fanny Dora, ECAL

"I wanted to produce something practical and elegant that can be inserted into a packet of cigarettes," says Fanny Dora of her Ash Envelope, inspired by the classic envelope sealed with wax. "Thanks to its dimensions it's easy to carry; the ashes and butts of a few cigarettes can be disposed of in the metallic paper, and then it can be sealed – the tongue of the envelope is decorated with a tobacco flower."



Ashes Bag by Anaïs Bloch, ECAL

Anaïs Bloch's Ashes Bag is, in her own words, "more feminine" in the sense that she intended to make more of a design statement. "I was motivated by the idea of taking something with me, a folding system, the idea of something flat being opened up and folded to make something square – rather like a doggy bag," she laughs. The disposable Ash Bag, which has a heat-resistant lining, can be sealed and reopened until it is full.



THIRD PRIZE

Pock-it Ashtray by Dan Carragher, Central Saint Martins College of Art and Design

Dan Carragher's pocket-size Pock-it Ashtray, printed with a London tube map, was inspired by a visit to IKEA. "I like the idea of self-assembly following simple instructions, of making something myself. It's playful and rewarding, and can be varied in infinite ways." Cigarette butts can simply be pushed through the one-way door to store them until the user finds a bin to dispose of the butts properly. Heat-resistant lining safely contains cigarette waste for short-term use, and the container can be emptied, cleaned and re-used. "I can imagine the Pock-it Ashtray being issued in collectors' editions or distributed as a nightclub flyer – a great advertising tool," Dan adds enthusiastically.

their labors – the 28 finalists' and winners' projects – were displayed during Milan's Salone del Mobile (Design Week) at the city's La Triennale Design Museum, where an award ceremony was held for the five winners on Thursday 14 April.

Speaking at the ceremony, PierCarlo Alessiani, Chairman and Managing Director of JTI Italy, pointed out that the extraordinary quality of the designs had made the jury's task a very difficult one. "We were astonished by the response," he added. "I want to stress that this was an entirely voluntary competition and we were thrilled by the entrants' commitment to the idea of reconciling the world of smokers with that of non-smokers, and to achieving a better balance between urban lifestyles and the protection of the

environment. If by producing a portable ashtray that people really use we can help to educate smokers to dispose of their cigarette butts correctly – not on the street, not on the beach – and if this competition has sown a seed to promote awareness of these issues, we can be very satisfied," he concluded.

Iconic designs

Selected by a distinguished jury from Italy's world of design, the award-winning projects were all striking for their ingenuity and simplicity. The first prize went to Molla by Giuseppe Zappavigna (Domus Academy), described in the jury's appraisal as "a design object that has all the qualities intrinsic to an iconic product in the best tradition of Italian style." The second prize was award-

ed jointly to Ashes Envelope by Fanny Dora and Ash Bag by Anaïs Bloch (both ECAL) – "two projects that perfectly combine ease of use, style and elegance" – while the third went to Pock-it Ashtray by Dan Carragher (Central Saint Martins) because "the freshness and playful dimension of the design are its real strong points." The jury also awarded a Special Mention to Zero by Eun Sung Kwon (Domus Academy) because they perceived the project to be "a meeting point between everyday design and functional innovation."

With such an overwhelming response and entries of such high quality, the competition is set to become a permanent fixture, with more design schools participating next year. □