

**PREMIO EUROPEO DE
DISEÑO Y MEDIO AMBIENTE
EUROPEAN ENVIRONMENTAL
DESIGN AWARD**

best_ed!

1

ENTREGA DE PREMIOS

INAUGURACIÓN DE LA EXPOSICIÓN “Lanube”

PRESENTACIÓN DE LA PUBLICACIÓN

**CENTRAL DE DISEÑO
MATADERO MADRID
24 de marzo de 2010
a las 20:00 h**

DIMAD and the **Central de Diseño de Matadero Madrid, Paseo de la Chopera 14,** are pleased to announce that the **Prize Ceremony** of the **Premio Europeo de Diseño y Medio Ambiente / European Environmental Design Award, best_ed.** will be held on **Wednesday 24 March 2010, at 20:00 h.**

Organised by: DIMAD (Madrid Designers' Association and Fundacion Diseño Madrid) , Central de Diseño, Matadero Madrid.

Sponsors Institute for Energy Diversification and Saving (IDEA)- Ministry of Industry, Tourism and Trade; Fundación Arte y Derecho (Art & Law Foundation) and VEGAP; European Social Fund * - EOI Business School.

with the cooperation of: Association Sustainability and Architecture (ASA)

Supported by: Philips Alumbrado, El País and Antalis.

*The European Social Fund, with its aim of contributing towards sustainable development, takes into account in a cross-disciplinary way, the support given to actions such as this, which foster respect for environmental care. This particular action falls within the scope of the “Adaptability and Employment” Multi-regional Operational Programme, giving momentum to the culture of sustainability in business and the use of the environment's potential as a source of creating employment.

Design, understood as project discipline in the field of graphics, industry, space or architecture involves, particularly in times of crisis, essential values of economic models and significant environmental challenges.

The **best_ed** award aims to both reward quality European design which best includes environmentally significant innovative elements (materials, processes, etc.), and set up a platform from which to enhance and disseminate good practice in design. It fosters examples of how to incorporate environmental values and sustainability patterns in the production processes and the products themselves which contribute to improving consumption habits in society.

An experts' committee and a jury, made up of reputed European design practitioners and environmental experts, have awarded the most outstanding projects within five categories: I. Sustainable Building; II Industrial Design; III Publishing; IV. Graphic Design Campaigns or Actions; V Business, Individual or Institutional Initiatives.

Parallel to the Prize Award Ceremony, attended by outstanding practitioners from all over Europe, the **Exhibition “Lanube”** will be opened and the publication **best_ed 1** launched. The Exhibition Lanube, showing all the awarded projects and a selection of the best registered, will remain open at the Central de Diseño of Matadero Madrid, until 16 May 2010.

For further information or any other press query relating to this project, please contact:

Valentina Volpato
rpp@dimad.org
Central de Diseño, Matadero Madrid
Pº de la Chopera, 14.
28045 Madrid
Tels. (+34) 91 474 67 80 / 87
Fax no. (+34) 91 474 63 68
www.best-ed.org
www.dimad.org

ORGANIZAN

CENTRAL DE DISEÑO di_mad



PATROCINAN



COLABORA



V
e
G
a
P



fundación
arte y
derecho

APOYAN

PHILIPS EL PAÍS antalis ^{EM}