

Milano, 20 June 2024

**Object**

**Umberto Cassina awarded the Compasso d'Oro Career Prize**

MDF Italia is pleased to announce that Umberto Cassina, MDF Italia's Chairman, has been awarded the prestigious Compasso d'Oro Career Award, 28th Edition. Through the Compasso d'Oro Career Award, ADI and Fondazione ADI recognise the figure of Umberto Cassina as an undisputed protagonist of the culture of Italian design, who with courage and clarity has guided the company with a constant eye towards the future and keeping alive the spirit of innovation.

Seventy years have passed since the Compasso D'Oro first appeared, established in 1954 from an idea by Gio Ponti. Seventy years of work have made it a point of reference for a sector that in terms of cultural and economic values today represents one of the most significant, with over 40,000 employees, more than 17,000 companies and €3.14bn of added value (Design Economy 2024 by the Fondazione Symbola, ADI, Deloitte Private and POLI.design), and which has resulted in the creation of a historical collection recognized in 2004 by the Ministry of Cultural Heritage as being an "asset of exceptional artistic and historical interest".

Today the Compasso d'Oro is the result of a three-stage process: from the annual overview of the ADI Design Index with an evaluation by specialists in the individual fields, to the presentation of the selection results to an international jury. This careful approach rewards those designs that best represent the idea of Made in Italy design, attesting to the prestige of the award with more than 370 prizes conferred in seventy years of history.

Umberto Cassina perfectly embodies this philosophy with his innovative and visionary work. His almost inevitable career in the world of Italian design is a source of immense satisfaction for MDF Italia.

**Umberto Cassina**  
Milano, 1955

Umberto Cassina (Milan, 1955) studied at Bocconi University and the Turin School of Business Administration. In 1983, at the age of 28, after work experience in the United States he began working in the Contract Division of the family business. Here he developed and expanded the company's presence in the international market by obtaining orders from Bally, Frette, Gucci, the Sheraton Hotel in Jeddah, the Hotel Michelangelo and the Four Seasons Hotel in Milan. Director of the Contract Division since 1987, he became vice president in 1992 and also director of Research and Development in 1995. In 2000 with the acquisition of the Alias brand and after sale of the company to the Poltrona Frau group (2005), he acquired ownership of MDF Italia in 2007, where he was director of the Research and Development division and today is Chairman.