



Flair & Function

50 Years of the ADI Compasso d'Oro Award



In our increasingly image-conscious world, the “look” of a product is a key ingredient in its commercial success. It is often the design – not necessarily the practicality – of, say, a handbag, a coffee cup or a lamp that prompts us to buy it, rather than another similar article.

Companies invest large sums of money and expertise in the development of designs that appeal to changing consumer tastes.



Design is an integral part of a wide variety of products from technical and medical instruments to watches, jewelry, and other luxury items; from household products, toys, furniture and electrical appliances to cars and architectural structures; from textiles to sports equipment.

Design is important because it adds to the commercial value of an article by increasing its marketability and offers consumers a choice of attractive products.



What is meant by “design”?

The “look” of a product, in other words, its aesthetic, non-functional aspects. A design may be three-dimensional, a shape or surface, or two-dimensional, as seen, for example, in textile designs.

How are designs protected?

Generally, by registering them with a national intellectual property office.

How are designs protected in several countries?

WIPO's Hague System for the international registration of designs is a cost-effective and user-friendly way of obtaining protection for designs in up to 42 countries that have signed up to that Agreement.



To obtain protection in other countries, designers need to file separate applications in each country in which protection is sought. One of the main advantages of using the Hague System is that users can include up to 100 designs in each international application. This helps to keep costs low.



Advantages of Industrial Design Protection

An industrial design adds value to a product, making it attractive and appealing to customers. The design of a product may even be its unique selling point.

An industrial design protects against unauthorized copying or imitation, and in this way helps to strengthen a company's competitive position.



Industrial designs are business assets that can increase the commercial value of a company and its products.

Access to new markets can be achieved through the licensing of designs.

Registration of industrial designs encourages fair competition and honest trade practices.

