



PRESS RELEASE

ITC awarded with iF Design Award

Castellón, 15/04/2021.- The **Instituto de Tecnología Cerámica** (ITC-AICE) has been awarded the **iF DESIGN AWARD**, an internationally recognised seal of excellence in design. The prize was awarded to the LIFE CERSUDS project, an Urban Sustainable Drainage System using low commercial value but high quality ceramics, in the "Product" discipline and in the category: "1.19 Public / Retail". This project is financed by the LIFE Programme 2014-2020 of the European Union for the Environment and Climate Action under the project number LIFE15 CCA/ES/000091, with the support of the Instituto Valenciano de Competitividad Empresarial (IVACE) from de Autonomous Government of Valencia (GVA), Spain.

Every year, the world's oldest independent design organisation, the iF International Forum Design GmbH, based in Hanover, organises the iF Design Award competition.

LIFE CERSUDS was chosen by a jury made up of 98 leading experts in the design discipline from more than 20 countries, standing out for being an example of innovation by using ceramics in an urban space (specifically, the system that uses permeable ceramic paving installed in C/ Torre de Sant Vicent, in Benicàssim, (Castellón-Spain) and for having managed more than 30 episodes of rainfall that have helped to regenerate the aquifers. The water reintegrated into the aquifer has been filtered and practically all the pollutants have been eliminated. It is therefore an example of

urban resilience in the face of climate change, as well as an example of circular economy, by giving value to a ceramic material that was in stock and was not being used. The competition in this edition was "very fierce" according to the organisers, with almost 10,000 projects from 52 countries.

More information about the winning project can be found in the "Winners" section of the iF WORLD DESIGN GUIDE: <https://bit.ly/3sj29YT>

More information about LIFE CERSUDS: www.lifecersuds.eu

About the iF DESIGN AWARD

Now in its 67th year, the iF DESIGN AWARD has an internationally recognised reputation as a hallmark of design excellence and has acted as an expert judge to reward the best projects and products. The iF logo badge is internationally recognised and the iF DESIGN AWARD counts as one of the best and most esteemed design awards in the world.

The iF DESIGN AWARD includes the following disciplines and categories: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture, Professional Concepts, User Experience (UX) and User Interface (UI). All award-winning entries can be viewed on the iF WORLD DESIGN GUIDE portal: <https://ifworlddesignguide.com/awards/participate/if-design-award-2021>

And in the iF design app.