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**SMART LABEL, HOST INNOVATION AWARD 2021, REDESIGNS THE HOSPITALITY OF THE FUTURE WITH INNOVATION, TECHNOLOGY AND SUSTAINABILITY**

- *4 Innovation SMART Labels, 6 Green SMART Labels and 15 Recognition SMART Labels have been awarded*
- *Among the winners, well-defined trends such as sustainability, hygiene, personalisation and flexibility stood out*

Milan, 22 October 2021 - On the occasion of HostMilano, the fifth edition of **SMART Label, Host Innovation Award 2021**, the acknowledgement for innovation in the hospitality sector promoted by Host - Fiera Milano in cooperation with POLI.design and under the patronage of ADI-Associazione Italiana per il Disegno Industriale, is back. The award is given to those products/services/projects that stand out for their distinctive features in terms of functionality, technology, environmental sustainability, ethics or social implications.

Almost **80 applications were submitted for this edition**, with more than half of the aspiring winners originating from HostMilano's key sector: that of professional equipment for restaurant kitchens and formats of the catering of the future. Twenty or so hailing from the Bar, Coffee machines, Vending, Coffee, and Tea sector and more than 10% from the Tableware sector.

**25 award-winning products** - which can be discovered in the area of Hall 11 dedicated to the Award - all proposed by companies belonging to the small elite of the most innovative companies in the sector and belonging to three categories:

- **Innovation SMART Label**, 4 products awarded for high innovation content,
- **Green SMART Label**, 6 products awarded for energy saving, environmental compatibility and eco-sustainability
- **SMART Label**, 15 products awarded for their ability to determine significant evolutions in the sectors they belong to.

This year's award is set in a particular scenario, in which the longed-for return to 'normality' imposes an important paradigm shift on the world of out-of-home activities. In this edition, therefore, the focus shifts from design to **technological innovation, engineering and materials**, with great research in terms of **customization and flexibility of solutions**, but above all **sustainability**, from biodegradable materials to solutions for saving water and energy, to strategies for reducing food waste.

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The proposals for **hygiene and sanitation** are growing, but above all the applications of **robotics, artificial intelligence and machine learning**, which aim toward better functionality and efficiency.

The 2021 proposals were evaluated by an **international jury of experts** consisting of **Matteo O. Ingaramo**, Managing Director of POLI.Design and principal scientist for the award; **Shujoy Chakraborty**, Assistant Professor of Product Design at the University of Madeira (UMa); **Fayun Zhu**, Assistant Dean of the Industrial Design & Research Institute and Vice-Director of the Design Intelligence Award Committee Office at the China Academy of Art; **Francesco Zurlo**, Vice-Dean of the School of Design of Politecnico di Milano and President of POLI.design; **Venanzio Arquilla**, Associate Professor at the Design Department of Politecnico di Milano and the Master Confectioner **Iginio Massari**.

Also for the 2021 edition the **Design Talks** will be back, a series of in-depth seminars dedicated to the most topical issues relevant to the professional hospitality sector and aimed at architects and experts in the sector looking for professional training opportunities.

**The award ceremony will take place today, Friday 22 October, at 5pm, in the Smart Label area of pavilion 11 of Fiera Milano.**

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## **ALL SMART LABEL 2021 WINNERS**

**Innovation SMART Label**, dedicated to products with a high innovation content:

- Carimali s.p.a
- Iberital
- T&S Brass and Bronze Works Inc.
- UNOX S.p.A

**Green SMART Label**, for energy saving, environmental compatibility and eco-sustainability:

- Castel Mac Srl
- DIHR ALI GROUP SRL
- Epta S.p.A
- Metalúrgica Skymssen Ltda.
- Moretti Forni spa
- Pedrali spa

**SMART Label**, dedicated to products capable of determining significant evolutions in the sectors:

- Blupura srl

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- EVCO SpA
- Evoca S.p.A.
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- Gebr. Echtermann GmbH & Co. KG
- Itallynnova S.r.l.
- LOELSBURG - Inh. Bernd Lölsberg
- MEIKO Maschinenbau GmbH & Co. KG
- QUALITYFRY S.L.
- RATIONAL Italy Srl
- RCR Italian Crystalware
- VITO AG

HostMilano takes place at fieramilano from today, Friday 22 to Tuesday 26 October.

For updated info: [host.fieramilano.it](http://host.fieramilano.it), @HostMilano.