



DESIGN
INNOVATION
AWARD
2025
6TH EDITION



SALONE
NAUTICO
GENOA BOAT SHOW

65th edition, 18-23 September 2025



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PARTICIPATION RULES



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1. The Award

The **Design Innovation Award** was established in 2020 by Confindustria Nautica (the Italian Marine Industry Association) and the company I Saloni Nautici to celebrate the 60th edition of the Genoa International Boat Show, aimed at supporting and encouraging the highest standards of innovation and excellence on behalf of exhibitors and their most recent products.

The award ceremony, reserved for products that have been introduced over the past year, takes place during the Genoa International Boat Show.

At the behest of the Italian Marine Industry Association and I Saloni Nautici, the Award's organisers, this initiative is independent and does not benefit from any form of sponsorship linked to the boating sector.

2. Organisers

The **Design Innovation Award** (hereinafter referred to as the "Award") is promoted and organised by Confindustria Nautica and the company I Saloni Nautici.

3. Mission

The Award aims to promote the highest degree of innovation from the nautical production industry represented at the Genoa International Boat Show, awarding examples of excellence that each year stand out for their level of research, innovation, formal and technical quality and sustainability. By selecting its winners, the Award highlights designers and producers' creativity, supports their products' visibility and provides an outlook for the industry's future.

4. Participants

Participants must be exhibitors present at the Genoa International Boat Show with their own product, be operating within the respective categories as specified by the Award and be up to date with all payments required by the Participation Terms for the Boat Show.

The product must be new (a new product or a substantial reinterpretation of a pre-existing product and/or addition to a series of products), original (the intellectual property must belong by right to those nominating the product) and created during the previous year (the year taken into consideration spans from the previous edition of the Genoa International Boat Show and the edition for which the Award is given).



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5. Registration / Office functions

No registration fee is required. In order to register, simply follow the instructions contained in art. 12.

The Award may make use of the administrative facilities used by the bodies that promote the Genoa International Boat Show, i.e. Confindustria Nautica and the company I Saloni Nautici.

The Award Office's functions include making the Award itself become a reality, managing the selection-related paperwork, answering participant queries, organising work sessions and acting as headquarters for the Jury Members, however it does not take part in the Jury's decision-making process.

6. Steering Committee

A Steering Committee, composed of organisers and external members whose track record and experience are deemed worthy of the role, exists to define and develop the participation rules for the Award each edition.

The Steering Committee's duties include the following responsibilities: nominating the Jury, evaluating and resolving any points of contention with regards to participation and access to the Award, ensuring no conflicts of interest arise during the selection phase, and working with the organisers and the Jury to uphold the core values of credibility and independence that define the Award.

7. Jury composition and duties

The Jury is composed of seven to nine industry experts, to be selected each year by the Steering Committee from among individuals renowned in the fields of boating, design and culture.

The members are selected from the following categories for their respective qualification:

- Design and boating experts;
- Expert boating journalists (national and/or international);
- Representatives from the academic world or industry-specific Institutes or Bodies;
- Boat owners or personalities from the worlds of art, economics or culture;
- A representative of the Steering Committee, to be appointed by the Organisers in a coordinating capacity, without the right to vote.

The Jury operates autonomously in order to uphold the absolute independence of its decisions.



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Members of the Jury may not take part in the Award nor may there be any conflict of interest in the judging process.

The President of the Jury is appointed by the Steering Committee. Should those involved be absent or the selection be impeded in any way, or by the express decision of the Steering Committee, the President must be appointed by the Jury itself, from among its members, during the first Jury meeting to be held in person.

8. Selection criteria

The selection process for the best products is to be guided by criteria that depend on exceptional design and which take into consideration the quality of form and functionality and the coherent relationship between the two.

The criteria also include sustainability, as to promote in all sectors the aim to improve design and production while respecting the environment.

The final objective of the selection process is to acknowledge and reward innovation throughout the processes that make a product a reality.

Product design quality includes the conception and design of the product, the improvement of its productive processes, the production of its components and use of raw materials, ease of use and maintenance of the final product, recognisability of the product's formal identity, performance and technical compliance, the identification of innovative solutions that best respond to the industry's trends.

9. Award categories

The ten categories awarded are as follows:

- Sailing or motor or inflatable boats (up to 10m LH);
- Sailing boats (up to 14m LH);
- Sailing boats (over 14m LH);
- Motorboats (up to 14m LH);
- Motorboats (over 14m LH);
- Superyachts (over 24m LH);
- Maxi RIBs (over 10m LH);
- Sailing or motor multihulls;
- Boating equipment and components;
- Onboard electronics and software.



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The number of categories is deliberately limited to enhance the value of the Award.

10. Special Awards

Further categories have also been established, to be awarded with Special Prizes, which differ from other categories in the manner in which they are assigned and subject of evaluation:

- the **Award for Outstanding Innovation**: awarded by the Jury across categories to a product that is present at the Genoa International Boat Show and that stands out for demonstrating exceptional innovation and sustainability within the industry;
- the **Award for Outstanding Career**: awarded by the Steering Committee to hallmark names of the industry, individuals or yards, that have contributed to the development of the philosophy and production methods at the heart of the boating world;
- the **Award for Outstanding Talent**: awarded by the Steering Committee to a new project or business direction that stands out for significant innovation development potential.

11. Number of awards

10 awards are handed out every year, one for each winner of each respective category. In addition, Special Awards may also be handed out, for a maximum possible total of 13 awards.

The type of award may vary each year in relation to the participants of each category or to highlight the emergence of new production segments.

The Jury may decide to include Honourable Mentions for products that are not included among the Award Winners or that are not included in the Award categories, but which are deserving of mention during the ceremony.

No more than two Honourable Mentions may be assigned, regardless of the total number of categories or participants.

When it comes to adding categories, the Jury and the Steering Committee must work together to determine which categories are to be inserted for later editions taking into account the qualities of products that might have emerged during the current edition.

The Jury may not award multiple prizes in the case of a tie. The Awards are as follows:

- *A trophy awarded to the winners of each respective category;*
- *A trophy awarded for Outstanding Innovation, Career and Talent;*
- *A trophy awarded to those selected for an Honourable Mention.*



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12. Participation

All exhibitors taking part in the Genoa International Boat Show may take part in the Award selection process.

It will be the Award Office's duty to contact exhibitors by sending all necessary information and by providing any assistance needed when it comes to nominating their products for consideration.

The Award Office will then gather all nominations within the timeframe specified in the Award policy provided, verify all necessary documents are present and filled in correctly, put together a Dossier to be sent to the Jury for the pre-selection phase and organise the relative material in view of the final selection phase.

13. Documentation

The participants will have access to an online "Participation Form", in which they must insert the characteristics of the product they wish to nominate along with details of the producer, designers involved, and a brief description accompanied by a predetermined number of images.

The documentation for each nomination must be of the same kind in order to ensure an impartial decision on behalf of the Jury.

Thus, no documents may be included other than those required by the specified format.

14. Jury activities

All members of the Jury must take part in the Jury's pre-selection duties in person, attend the final selection process at the Genoa Boat Show, as required by the Award, and send their written judgement in case of absence, which will be taken into account during the selection.

No more than two absences are permitted, after which alternate jurors will be appointed by the Steering Committee.

Each member of the Jury will cast one vote during the final voting phase, should the voting require an assessment, and, in the event of a tie, the Jury President's vote will count as two.

In order to uphold the independence of any decision of the Jury and the confidentiality of said decisions, the composition of the Jury is revealed only at the Award ceremony itself. As



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representative of the Jury, only the name of the President may be announced in advance, at the discretion of the Award Steering Committee.

The Jury must ensure all decisions are impartial and must operate with mutual respect for the professionalism of the jurors involved.

Once the Jury's duties are completed, the Jury will compile a confidential report regarding the decisions made, accompanied by a brief commentary for each Award or Mention given to the products selected as winners across the various categories.

The Jury, as is the case for all subjects involved in the selection process, must keep the results confidential until the Award ceremony has taken place. The Jury's decision is final.

The members of the Jury will receive a Dossier containing the entries and shall send their provisional shortlist to the Award Office, in accordance with the indicated deadlines. The Award Office will provide assistance to members of the Jury when it comes to visiting the relative Boat Show stands. The jurors will be provided with a Genoa Boat Show pass by the organisers in order to access the stands and be recognised.

The members of the Jury will meet in accordance with the provided schedule in order to collectively assess the pre-selected products, draw up the final selection and identify the winners. The members of the Jury are invited to attend the Award Ceremony, which will be held during the Genoa Boat Show.

15. Timeframe

The Award is annual and the collection of nominations takes place prior to the Boat Show and the selection phases on behalf of the Jury are organised close to and during the Genoa International Boat Show.

The results are shared during an event that will be held during the Boat Show. The Award Office will in good time provide exhibitors with copies of:

- The Design Innovation Award Participation rules;
- The Participation Form, to be filled out online;
- The forms and waiver to be filled out and signed by participants;
- The specified timeframe within which to send the necessary documentation;
- The date of the Award Ceremony.

The Award Office will supply the Jury with:



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- An invitation and form to take part in the necessary activities;
- The Dossier containing the material gathered online for the pre-selection process;
- The necessary timeframes for visiting stands in person during the Genoa International Boat Show
- The dates in which to meet for the final selection process;
- The date of the Award Ceremony.

16. Communication

Once the Jury has completed its task and the Award Ceremony is over, the Organisers will communicate the results via a dedicated press release, put together in collaboration with the Steering Committee on the basis of the Jury's report.

17. Use of logo

All winning producers for each category and those who receive an Honourable Mention may use the Award's logo, as provided, only in reference to the award-winning product, in their own communication and/or marketing campaigns.

Any use outside of this must be approved previously by the organisers.

The Award logo may be used exclusively in the ways provided by the organisers, as specified in the logo usage manual.

18. Legal notes

18.1 When filling in the online "Participation Form", participants must state they accept full responsibility for the unambiguous originality and paternity of the products they nominate and for the technical statements made. Participants will be fully responsible for such statements and indemnify the Organisers from any liability whatsoever, including with regards to third parties and in relation to direct and/or indirect damage caused.

18.2 The Jury will not be liable to third parties for having made a decision on the basis of fraudulent statements on behalf of individual participants. Following an investigation after the Award Ceremony has ended, should an assigned award be deemed controversial for whatever reason, said award will be revoked and will not be assigned to any other participant.



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18.3 Participants will be required to provide the Organisers with a waiver allowing the latter to share and divulge the results of the Award Ceremony, information regarding the winning products and their technical descriptions, as provided in the respective “Participation Forms”, along with photographs and videos of the event itself.

18.4 Winning participants must not inform the press prior to the official Award Ceremony scheduled to take place during the Genoa International Boat Show.

18.5 The award ceremony is a public event, information of which will be provided to all those concerned, therefore there will be no prejudice against the provisions regarding photography and video recordings and voice recordings for radio and/or podcasts carried out within areas/events that are open to the public. During the award ceremony, photographs and/or videos will be made by the organisers or assigned professionals aimed at documenting and promoting the award ceremony itself, sharing them online via their website and social media platforms and via industry-specific magazines. Images and videos used will never harm the reputation, decorum or honour of data subjects concerned, who irrevocably allow the organisers the right to use, freely and without limitations in terms of time and/or space, content in which the relative data subjects appear during the event in question.

It remains agreed upon that, should consent be required with regards to specific forms of data processing, the Joint Controllers will carry out such processing during the award ceremony, after having provided the relative privacy policy.

18.6 Without prejudice to the above articles, participants of the award ceremony who take photographs or record videos of an amateur nature, including for personal promotion, must follow the currently applicable legal framework with regards to the processing of personal data and must always take photographs and videos that in no way harm the reputation, decorum and honour of the participants. The organisers therefore may exercise their right to order a participant to not use certain photographs or images that might harm the image of the event itself.

18.7 All images provided via the “Participation Form” will be legally available to the organisers for use without any limitation in terms of space and/or time and without having to pay any amount for their use.

18.8 Participants declare that they fully accept that the Jury’s decisions are determined by their own unappealable judgement and may not be subject to rebuttal and/or revision following any form of legal action taken by any participant.



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19. Privacy

In accordance with the current laws regarding personal data protection (i.e. UE Regulation 2016/679 - General Data Protection Regulation, hereinafter referred to as "GDPR" and, where applicable, Legislative Decree 196/03), we would like to inform participants taking part in the Award, as data subjects (in accordance with art. 4 n. 1 DGPR), that processing of their personal data, as provided via the online form, is carried out by Confindustria Nautica (the Italian Marine Industry Association) and by the company I Saloni Nautici S.r.l. Confindustria Nautica and I Saloni Nautici S.r.l., both located at Via San Nazaro 11, 16145 Genoa -Italy are Joint Data Controllers (in accordance with art. 26 GDPR) of your personal data (hereinafter referred to jointly as Joint Controllers) and can be contacted at the following contact details: Tel +39010 5769811; preferred e-mail address: info@isaloninautici.com; Fax +39 010 5531104.

Mrs Laura Marretta will be acting as DPO and Contact Point for data subject, she may be contacted at the following email address: dpo@isaloninautici.com

The Joint Controllers inform participants that the processing of gathered data will be aimed at carrying out all activities connected to the Award from its initial stages to the award ceremony and will relate to publicising the award winners.

All data collected in view of the Award will be communicated to the Jury for the sole purpose of carrying out what is specified in these Participation rules. Data will also be communicated to the press/bloggers in order for them to create print and digital articles relating to the event, essential to the event itself.

The data processing will be carried out by individuals to whom such tasks are legally assigned (Authorised individuals and/or data processors nominated by the Joint Controllers). Processing will be carried out with the use of procedures that include digital processes, all aimed at pursuing the defined purposes.

The Joint Controllers do not make use of automated decision-making processes nor do they carry out any form of profiling with regards to the data gathered.

The legal basis for processing the concerned data is of a contractual nature and comes into existence once the data subject accepts the participation rules in order to take part in the Award. Some of the data gathered during the application stages for taking part in the actual Award ceremony itself, including photographs/videos/audio recordings will be given to journalists in order to allow them



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to draft articles relating to the event. The Joint Controllers will also share photographs and videos of the award ceremony through their social media platforms and official websites.

Providing such data is optional, however, by refusing to do so, applicants may not be allowed to compete for the Award.

All data provided must be truthful and up to date. The Joint Controllers are in no way responsible for the inaccuracy and/or incompleteness of data provided.

If an applicant, in filling out the application form, provides data relating to third parties (such as employees or collaborators), the former will take full responsibility for such data's veracity, accuracy and for their right to communicate such data, guaranteeing that such data may be used legally by the Joint Controllers, indemnifying these latter from any legal actions or claims for compensation for damage that might derive.

The gathered data will not be communicated to third parties that are not connected to the Award however some data will be communicated for journalistic articles or articles to be published via the Joint Controllers' social media platforms and distributed via paper and/or digital channels; It is therefore understood that by joining/participating in the Design Innovation Award initiative, you also authorize the dissemination of your data.

In the event that the Joint Data Controllers suffer a violation as configured in art. 34 GDPR involving a risk to the rights and freedoms of natural persons (data breach) will take action - if appropriate - to make the notification to the Authority and the communication of the incident to all those concerned.

The data will be stored for the time necessary for the achievement of the purposes for which the data have been gathered and for the publicization of the event and its winners. The Joint Controllers would also like to inform participants that these latter have the right to rectify data as provided for by art. 16 GDPR, the right to be forgotten as per art. 17 GDPR, the right to limit data processing as per art. 18 GDPR and the right to access their personal data as provided along with all subsequent information as listed in art. 15 GDPR.

Participants also have the right to:

- 1) ask the Data Controller for access to personal data and for the correction or deletion of such data or the limitation of its treatment
- 2) refuse processing;
- 3) data portability in accordance with art. 20 GDPR;



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4) should the treatment be based on art. 6 paragraph 1 letter a, or on art. 9 paragraph 2 letter a, revoke your consent at any time without prejudice to the legality of such treatment based on the consent given prior to the act of revoking it;

5) see their rights under art. 21 GDPR recognised, including the right to oppose at any time, for reasons connected to their own specific situation, the treatment of their data for the Controller's legitimate pursuit of their own interest.

Participants may exercise their above-listed rights or request further information by sending an email to the following address: dpo@isaloninautici.com specifying in the subject line: "esercizio dei diritti ex GDPR" ("exercising GDPR rights") and inserting within the text area the right they wish to exercise. The Controllers, once the request has been processed, will reply in line with the requirements indicated in art. 12 GDPR. The Joint Controllers would also remind participants that the latter reserve the right to make a claim to the controlling authority.

The Joint Controllers remind those concerned that they make available to data subjects who request it (via e-mail to the address of the point of contact), the essential content of the 'Joint Ownership Agreement, through the production, accompanied by the words "EXTRACT" in accordance with Article 26 paragraph 2 GDPR.

For further information please contact us at the following address: dpo@isaloninautici.com.

20. Provisions relating to Leg. Decree n. 231/2001

Participants declare they are fully aware of the fact that the company I Saloni Nautici S.r.l. has approved and continues to uphold its Organisational and Administrative Model aimed at Preventing Criminal Action in accordance with Leg. Decree n. 231/2001, of which the Code of Ethics and Crime Prevention Policy are integral parts, and which, by taking part in the Award, all participants declare to have read and accepted.

Participants commit to following the rules as listed in the Code of Ethics and all provisions that relate to the above-mentioned legal framework, declaring they are fully aware of such provisions and of the fact that, should they fail to follow all of the above, they may be disqualified from taking part in, or winning, the Award.