

Base by Florian Seidl Wins Bronze in A' Kitchenware and Horeca Awards

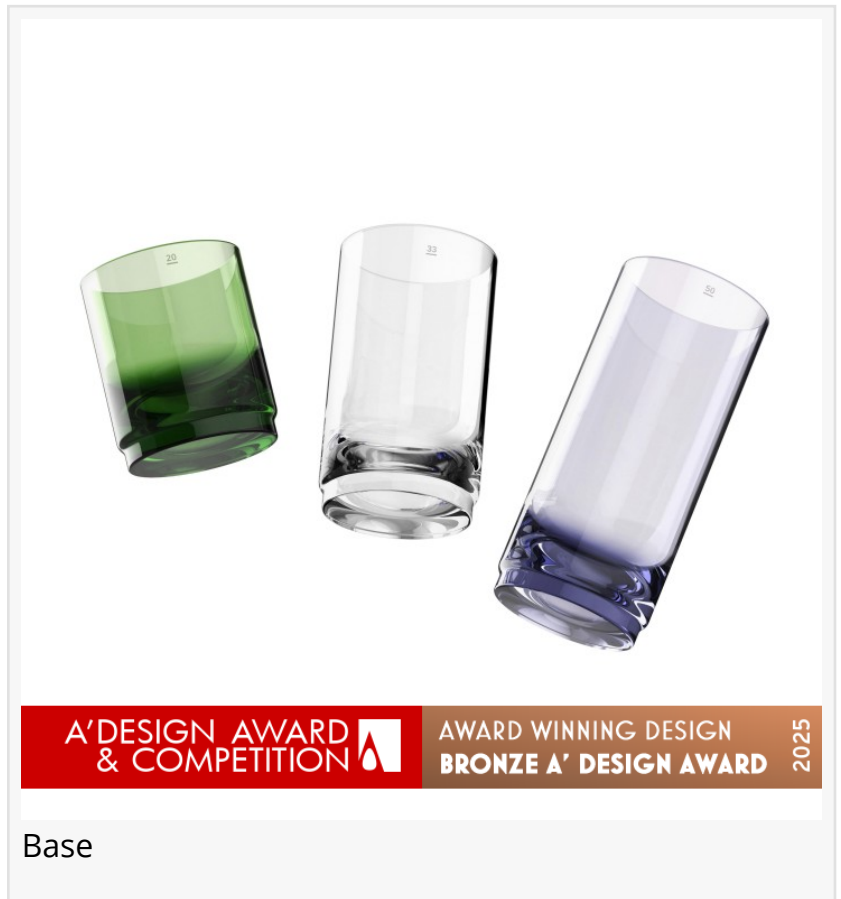
Elegant Drinking Glass Design Recognized for Innovation and Sustainability in Prestigious International Competition

COMO, CO, ITALY, August 7, 2025 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of kitchenware design, has announced that the "[Base](#)" drinking glass series by [Florian Seidl](#) has been awarded the Bronze A' Design Award in the Bakeware, Tableware, Drinkware and Cookware Design category. This prestigious recognition highlights the exceptional design and innovation of the Base glassware series within the competitive kitchenware industry.

The Base drinking glass series aligns with current trends in the kitchenware industry, emphasizing both functionality and sustainability. Its elegant design, featuring a delicate top and stable base, offers practical benefits for users while pushing the boundaries of traditional glassware design. The modular and stackable nature of the series showcases Seidl's commitment to innovation and space efficiency.

What sets the Base glassware series apart is its thoughtful exploration of the contrast between the empty and full states of a drinking glass. The thin, transparent borosilicate glass creates a light and delicate feel at the top, while the solid, chunky base provides depth and stability. This unique design approach not only enhances the user experience but also highlights the versatility of the material.

Winning the Bronze A' Design Award serves as a motivator for Florian Seidl to continue pushing the boundaries of kitchenware design. This recognition may inspire future projects that further



explore the potential of borosilicate glass and sustainable packaging solutions. It also validates Seidl's design philosophy and approach, encouraging him to continue creating innovative and environmentally conscious products.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=169275>

About Florian Seidl

Florian Seidl is an Austrian designer based in Italy with extensive professional experience. He currently serves as the design manager at Lavazza's Innovation Center in Turin and teaches at the Scuola Politecnica di Design (SPD) in Milan. Seidl's diverse portfolio includes work on the Fiat 500 range, projects for KTM, and collaborations with various non-automotive brands. His design approach consistently prioritizes brand identity and the broader context surrounding each project.

About Bronze A' Design Award

The Bronze A' Design Award recognizes designs that demonstrate a high level of creativity and practicality. It acknowledges the skill and dedication of designers who produce work that stands out for its thoughtful development and innovative use of materials and technology. Winning designs are recognized for their professional execution and potential to positively influence industry standards. The Bronze A' Design Award is a prestigious achievement, granted to designs that showcase creativity, ingenuity, and astuteness in the Bakeware, Tableware, Drinkware and Cookware Design category. The award considers criteria such as innovative functionality, aesthetic appeal, ergonomic design, material quality, durability, user-friendliness, environmental impact, cultural relevance, space efficiency, production feasibility, safety measures, versatility of use, cost-effectiveness, maintenance ease, contemporary relevance, market potential, social impact, adaptability to different cuisines, design originality, and inclusive design.

About A' Design Award

The A' Bakeware, Tableware, Drinkware and Cookware Design Award is a prestigious kitchenware competition that attracts a diverse range of participants, including talented designers, innovative agencies, forward-thinking companies, and influential brands within the kitchenware and interior design industries. By participating in this esteemed award, entrants can showcase their creativity, gain international recognition, and be acknowledged for their outstanding kitchenware design capabilities. The competition aims to contribute to the advancement of the kitchenware industry and inspire future trends. Entries are blind peer-reviewed and evaluated based on pre-established criteria by an expert jury panel comprising design professionals, kitchenware industry experts, journalists, academics, and designers. The A' Design Award, now in its 17th year, is an international and juried design competition organized across all industries, with participation open to entries from all countries. Its ultimate goal is to recognize and promote superior products and projects that advance and benefit society, helping to create a better world through the transformative power of good design. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects

at the following URL: <https://goldenkitchenwareawards.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/837672345>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.