

Press Release

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APRO by Master wins an Archiproducts Design Award in the System Components and Materials category

The first major recognition is here for **APRO**, the automation system for the windows of the future. In the iconic setting of the **Superstudio** in Milan's Via Tortona, **Thursday 16 November** saw the announcement of the winners of the **Archiproducts Design Awards 2023** in a gala evening that brought together the elite of the architecture and design worlds.

An international panel of designers, architects, artists and creatives presented **APRO by Master** with the **ADA 2023 in the System Components and Materials category**, which included entries from leading players in the components sector. Receiving the award on behalf of the whole Master technical and product development team were **Renato Mastromarino**, Product Marketing & Content Manager and **Gianvito Mastrorocco**, Digital Marketing & Communication Manager, along with **Leo De Carlo** from MIST studio, who is responsible for APRO's elegant design and minimalist style.

"I'm very proud of the Archiproducts Award we've received for APRO by Master Italy. Working on this project gave me the opportunity to add beautiful design to a highly technical product; this makes APRO an item which, in addition to carrying out its specific function elegantly, also demonstrates that Italian style is successful even in fields that seem far apart", said designer **Leo De Carlo** of MIST, who took care of the aesthetics of the design.

*"Master has always manufactured accessories for doors and windows - very technical products by definition. With APRO I really wanted **cross-fertilisation with professional designers** so that we could start introducing design concepts into the ideation and development processes of our technical solutions."*



This is because I'm a strong believer in cross-fertilisation and constant improvement, in order to achieve increasingly high standards", in the words of **Lorenzo Lafronza**, Technical and BU OEM Director at Master.

This important recognition for APRO in an international competition like Archiproducts Design Award reaffirms the positive reactions to the product line from markets all over the world, for its response to the need to turn any window into an **integrated element of home automation**.