

Prysmian Group Launches Fifth Annual SCAD Studio Challenge

Lexington, South Carolina – January 26, 2018 – [Prysmian Group North America](#), a global leader in the energy and telecom cables and systems industry, is today launching its fifth annual studio challenge with the [Savannah College of Art and Design](#) (SCAD) to create innovative designs using only Prysmian Group's fiber cables and materials.

"The Prysmian challenge offers a dynamic learning environment for students to not only work with unusual yet practical materials, but also for students to experience working with a generous, creative client," said Susan Hopp, professor of foundation studies at SCAD.

The brainchild of Hakan Ozmen, CEO of Prysmian Group North America, the program enables students to create artwork using scrap materials from Prysmian's North American factories. Participants work in teams to develop designs that add new value to the products provided beyond their industrial application.

While serving as CEO of Prysmian Group Turkey more than a decade ago, Ozmen had the idea of connecting Prysmian Group with art after seeing his daughter playing with bright-colored cables. "I asked a professor at Turkey's most established art school, 'If I give you scraps, can you give me something beautiful?' And we came up with the idea for a design challenge."

In 2008, Prysmian Group Turkey and Mimar Sinan Fine Arts University launched the first Cable in My Life Art Workshop, which challenged students to transform Prysmian materials into artwork. Based on the project's success in Turkey, Ozmen proposed a similar collaboration to SCAD, and in 2014, the first SCAD Studio Challenge was held.

"The Prysmian challenge provided a valuable opportunity to collaborate with other creatives on developing an art piece from scratch. It simulated a real-life situation where you have to create with and for a specific company in mind," said Abby Bible, a Fashion Marketing & Management student at SCAD.

Once the challenge is complete, SCAD faculty members select 20 submissions to move on to the final round of judging in April, where a panel of Prysmian Group and SCAD representatives determine the winners. Designs in 1st, 2nd and 3rd place will be awarded up to \$1,500 and the remaining top 20 submissions will receive \$300 each. In addition, \$1,000 will be awarded to the winning sculpture in Prysmian's special category at the annual SCAD Sands Arts Festival.

"Each year, I look forward to seeing the projects created by talented SCAD students," said Hakan Ozmen, CEO of Prysmian Group North America. "We encourage our employees to think outside of the box and maximize the resources available to them, so the works created from these students will continue to serve as inspiration to Prysmian Group team members and visitors."

For images from the 2016 SCAD Studio Challenge, visit <http://bit.ly/2BuOUKc>.

For more information about Prysmian Group, visit na.prysmiangroup.com.

About Prysmian North America

With 11 plants employing over 2,500 people and revenue of \$1.5B in 2016, Prysmian Group North America serves both the telecom and energy cable markets. The Telecom Cables & Systems business unit produces optical fibers, optical cables and connectivity for video, data and voice transmission. Prysmian Group has two fiber optic manufacturing facilities in the United States, including the only co-located fiber and cable facility in North America. In the energy business, Prysmian designs and produces cables and systems for the transmission and distribution of low, medium, high and extra high voltage systems.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With nearly 140 years of experience, sales of over €7.5 billion in 2016, 21,000 employees across 50 countries and 82 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

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