



# Bath 'n' Fun



## Summary

New product design contest on Desall.com: Primi Sogni and Desall invite you to design a new foldable baby bath/changing unit.

**Official contest page:** <https://bit.ly/bath-n-fun>

## Company Description

Since 1973, Primi Sogni has been at the parents' side with a world full of useful and functional ideas, created for all of their daily activities. Primi Sogni is a brand focused on baby care, both in Italy and abroad.

The brand is able to satisfy the needs of parents and children aged 0-36 months and takes care of the following necessities:

- First Baby Bedding
- First Baby Meals
- First Baby Baths
- First Baby Steps
- First Baby Travels
- Clothing

## What we are looking for

**Primi Sogni** is looking for new project solutions for a **foldable baby bath/changing unit** for home use, dedicated to babies between 0 and 36 months, with a special attention to its usability, space saving capability - when folded - and designed with a view to its industrialisation.

## Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:



**Product typology:** the **baby bath/changing unit** shall be designed as a very practical product to assemble and use, sturdy when open and compact once closed. Its technical feasibility will be a very important aspect, accordingly you are invited to give it great attention while designing your solution. In particular, the product shall have the following elements:

- **supporting frame:** it shall be **large** and **stable**, but **easily foldable** when needed, resulting in a very compact volume. It shall host the changing mat, the bathtub and any other accessories at your discretion.
- **changing mat:** it will be a padded element, with a surface of about **80 cm x 55/60 cm**, equipped with at least **2 anti roll sides** for the safety of the baby and it shall be easy to mount on the supporting frame.
- **bathtub:** its dimensions shall allow it to be placed under the changing mat and it shall have an approximate height of **20-25 cm**. It shall ensure a **convenient filling and emptying**, through some clever details, for ex. an inlet profile to host the shower head, a draining hose for emptying the bathtub, etc. **A special feature of the bathtub shall be its foldability/reclosability** capability when it is not in use and the possibility for it to be **used as a standalone product** when removed from the supporting frame. Accordingly, it will be necessary to design a **stable base** or provide for **some embedded supporting elements** to use when needed.
- **any other elements or functional accessories** for the baby bath or for changing diapers, ex. storage box, towel holder, etc.

**Size and weight:** the baby bath/changing unit you design shall have an approximate size of **95-100 cm height, 60-80 cm depth, 60-80 cm width**. Once folded, it shall take up the least amount of space possible. Ideally, it shall not exceed **10-13 kg of total weight**.

**Materials and production technologies:** the baby bath/changing unit might be realised with various materials, depending on the different parts of the product. In particular:

- The **supporting frame** shall be made of **tubular metal**.
- The **changing mat** shall be padded with **polyurethane** or other suitable materials and covered with a PVC foil.
- The **bathtub** shall be realised with **plastic materials** or even feature a process of co-moulding of rigid and soft/flexible plastics for ex. TPE (or materials with similar features), resulting in a foldable and collapsible product when not in use. At your discretion, you may **suggest different materials**, in particular **bio-plastics** or other **eco-friendly materials**, as long as they are compatible with the requirements of functionality, stability and durability related to this specific product typology.

Generally, the materials you propose shall be compatible with mass production technologies (ex. injection moulding for plastic materials, cutting/bending for tubular metal, etc.).



**Style:** your baby bath/changing unit shall have a **minimal style**, featuring **neutral shades** (ex. grey, beige, etc.), **soft and unisex colours**, in order to easily fit in the domestic context while reminding of a baby product identity. It shall have a **modern design**, very **keen on aesthetics** and **attentive to details**, thanks to on-mould finishes or other clever solutions. The eco-friendly materials you suggest, if any, might find expression also in the style of the product to highlight the attention placed by the brand on this theme. Ultimately, your baby bath/changing unit shall be perceived as a **sturdy and functional product**.

**Logo:** the baby bath/changing unit shall include the **Primi Sogni logo** provided in the *Material files*, to be applied with stickers or pad printing.

**Customer typology:** the baby bath/changing unit will address a target customer of **25-35 years**, very keen on **safety** matters, looking for a product with **great aesthetic value** and very **attentive on design**. The choice of materials, in particular from an eco-friendly perspective, is considered by the target customer as a very important aspect.

**Retail price:** you are invited to design a baby bath/changing unit, with an expected retail price of about 90-100 EUR.

**Deliverables:** upload all the images that better present your projects, preferably attaching the 3D files in IGS/STP format, ideally even the 3D PDF, sharing some renderings, quoted views and other materials you consider useful for a good understanding of your project. Do not forget that you may add some notes in the *Description* field as well.

**Evaluation criteria:** in the evaluation of your submissions Primi Sogni will take into account the following criteria:

**Technical Feasibility 5/5**

**Functionality/usability 5/5**

**Aesthetics 5/5**

**Economic sustainability 4/5**

**Compliance with the target 4/5**

**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.



## Contest timeline

Upload phase: 03rd November 2020 – 16th February 2021 (1.59 PM UTC)  
Client Vote: from 16th February 2021  
Winner announcement: approximately before the end of April 2021

## Optional deadlines

Concept revision: 09th December 2020 (1.59 PM UTC)

**Concept revision:** deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

## Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the [www.desall.com](http://www.desall.com) web site, via the upload page related to “Bath 'n' Fun” will be accepted.

## Award

1°: €4000

The selection of the winner by Primi Sogni will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 2,000.00= (two-thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to [contest@desall.com](mailto:contest@desall.com).



## Submission Guidelines

**Project images:** the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

**Descriptions:** we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

**Additional material:** in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

**Concept revision:** revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

**Hidden option:** only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

*You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.*