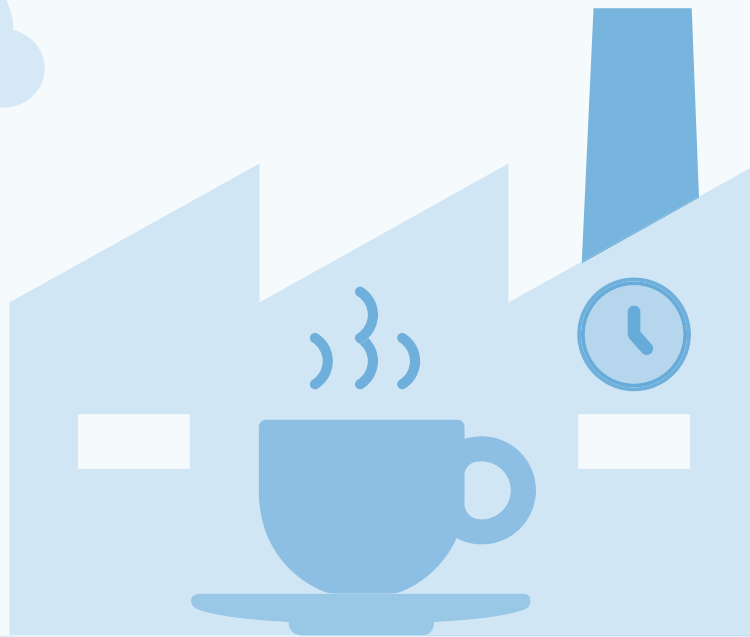# FERRERO

Design the working break

Summary

New interior design contest on Desall.com: Ferrero and Desall invite the community of creatives to suggest an innovative and human-oriented furnishing solution, to turn the working break into an even more relaxing and pleasant moment.

Official contest page: http://bit.ly/FerreroDesignContest

Company Description

The history of the Ferrero Group is a story of success in its third generation, in which the development of a multinational company perfectly combines with the past, present and future of a tenacious Piedmontese family.

The Ferrero family was the first Italian manufacturer after World War II to open production sites and offices abroad in the confectionary sector, turning the Company into a truly international Group.

Today, Giovanni Ferrero continues to run the Company successfully, aiming to reach goals that are even more ambitious and keeping alive the company inspiration and social motivation that was so strongly shared with his father Michele and his brother. Today, just like yesterday, it is a structure based on solid family values.

What we are looking for

Ferrero invites the international community of Desall to suggest a **new interior design project to furnish the rooms dedicated to the employees working on the production line**, creating a space dedicated to relax, break and nourishing relationships among colleagues, where everyone may find the ideal place to refresh, relax and possibly have a snack before going back to work, with a project that may fully reflect the founding values of the group.

Guidelines

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

Objective of the contest: your project shall include several **furnishing elements** and solutions able to adapt to the various dimensions of the relax rooms available inside the Ferrero facilities, in particular those **rooms located next to the production lines**, **reserved to the line workers**. The rooms shall contribute to **improve the working environment**, where **every line worker** might feel welcome and at ease, in a **lively and cosy context**.

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Values to convey: the furnishing solution you are going to suggest shall reflect the **Ferrero** values and identity, that considers **loyalty** and **trust**, **respect** and **responsibility**, **integrity** and **moderation**, the founding values of the group. In addition, other very important values include **passion for quality**, **research and innovation**, that were embodied by a very successful entrepreneurial experience. For more information, you may refer to the institutional websites of the group.

Project areas: even though there are numerous variants in the size and layout of the rooms, the contest will take into consideration three main room typologies:

- **Small room:** maximum capacity 4 people, size 340 cm x 355 cm, height 300 cm, surface area 12 m^2

- **Medium room:** maximum capacity 8 people, size 370 cm x 670 cm, height 300 cm, surface area 24.79 m^2

- **Large room:** maximum capacity 12 people, size 440 cm x 770 cm, height 300 cm, surface area 33.8 m^2

Each room has **at least two glass walls** – one of which always facing the production line – and **at least one masonry wall**. **At your discretion** you might evaluate whether to **cover/coat/furnish** the various walls as you prefer. Access to the room is provided through a door located on the glass wall facing the production line.

Given the great variety of the rooms available in the production site, keep into consideration that in some cases rooms might exceed 300 cm height.

Room purpose: the **rooms reserved to the Ferrero line workers** will be mainly used for **10-15 minutes working breaks**, during which every person will find the ideal place to **relax**, **have some snacks**, **stay informed** about contents and events concerning the company or to other contexts and to **nourish relationships with the other colleagues**.

Capacity: according to its size – **small**, **medium**, **large** – every room will have a capacity of **4, 8, 12 people** respectively. The total number of line workers for each production unit amounts to about 50 people, who will take turns using the adjacent room for the working break throughout their working shift.

Furniture/elements to include:

- **1 modular wall system**: including also a **bulletin board** – on which the workers may hang flyers, notes, notices, etc. – and other elements of your choice. Generally, the wall system will be installed on the larger masonry wall.

- **Table + chairs**, that may accommodate the maximum number of people the room can host, for facilitating the food consumption during the break. For this purpose, keep into

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consideration that the furnishing elements you suggest shall be configurable according to the room dimensions.

- **Chairs/settees** for relaxing; take into consideration that the furnishing elements you suggest, shall be configurable according to the room dimensions.

- **1 area on the wall for hanging company posters**, with contents concerning the Ferrero values and products.

- **1 wash basin**, for example to allow workers wash some fruit etc.

- **at least 1 vending machine** (only in the large room).

In addition to the items described above, **you are free to suggest other furnishing elements of your choice.**

Modularity: the wall system and the furnishing items shall allow a **modular composition**, so to be easily adapted to the different-sized relax rooms available in the Ferrero facilities (small room, medium room, large room), while ensuring a stylistic continuity between the various spaces. In order to keep the costs down and focus the attention on the space layout, you are preferably invited to look for **furnishing items already available on the market**, exploring a **modular** or **combinable** approach. Otherwise you may decide to suggest **furnishing items of your conception**, inspired by the Ferrero values. At all events, both for the already existing furnishing items and for the furnishing items of your conception, make sure they fully satisfy the workers needs and they comply with the identity, style and values of the brand.

Materials and eco-friendliness: a very important aspect of your project regards the **ease of cleaning** and the **durability** of the furnishing items, with a special attention to **environmental issues** in the choice of the materials and of the finishes.

Interactive and technological elements: the rooms shall represent the ideal space where every worker may relax and stay informed. For this purpose, each room will be equipped with **one or more displays** broadcasting company-edited content, with a reach variety of programs and tv specials. You are free to suggest other **elements**, including for example **interactive totems**, **music corners or corners where listening to the content broadcast on the displays.**

Room lighting: the rooms will be **lit exclusively with artificial light**; you are free to suggest your own lighting concept aimed at making the rooms cosy and relaxing, depending on your project idea.

Style: you are free to use the style that best matches your project idea, provided you comply with the identity and values the brand represents, including, for example, moderation.

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Cost estimate: in order to allow a better evaluation of your projects, you are invited to include a rough estimate of the costs for the realisation of the three room-typologies specified above (for ex. costs of the furnishing items, costs of the technological elements to install, etc.).

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.). In particular you are invited to provide **for each room:**

- **at least 1 photo-realistic rendering**, showing the layout of the furnishing items and the other characterising elements;

- **top view** showing the layout of the furnishing elements and the arrangement of the other elements;

- **cost estimate** for the realisation;

- summary slide with more information about **furniture**, **finishes** and **claddings (optional).**

If necessary, we remind you that you can also attach a .ZIP archive containing extra materials.

Evaluation criteria: in the evaluation of your submissions Ferrero will take into account the following criteria:

Compliance with the brand (5/5)

Functionality (5/5)

Degree of innovation (4/5)

Eco-friendliness (3/5)

Economic sustainability (3/5)

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: 24th September 2018 – 19th December 2018 (1.59 PM UTC)

Community Vote: 19th December 2018 – 27th December 2018 (1.59 PM UTC)

Client Vote: from 27th December 2018

Winner announcement: approximately before the end of February 2019

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Optional deadlines

Concept revision: 24th October 2018 (1.59 PM UTC)

End of hidden option: 6th November 2018 (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 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.

End of "hidden option": deadline for setting the design privacy of your submissions to "hidden" (cf. **FAQ**)

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 web site, via the upload page related to "Ferrero – Design the working break" will be accepted.

Award

1st: €5000

The selection of the winner by Ferrero 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 3,000.00= (three-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.

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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 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.