



# Food Service Design

## Summary

New product design contest on Desall.com: Enofrigo and Desall invite you to design a new functional furnishing system for the food service, dedicated to the display and distribution of food products for the HORECA sector.

**Official contest page:** <https://bit.ly/FoodServiceContest>

## Company Description

Enofrigo, design and functionality for the food service sector

Forty years of passion and unrivalled, innovative and elegant solutions designed to improve the lives of professionals and service quality to customers and users.

## What we are looking for

Enofrigo is looking for a new **functional furnishing system**, for the **display and distribution of food products**, dedicated to various contexts of the HORECA (Hotel-Restaurant-Café/Catering) sector, that may distinguish itself from the current Enofrigo catalogue, by bringing **innovation** both in terms of aesthetics and additional functionalities.

## Guidelines

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

**Product typology:** you are invited to design a **functional furnishing system** for the **food service**, consisting of a **main furniture item** (subject of the contest), dedicated to the display/distribution of food products and of a possible series of accessory furniture items (nice to have/optional). The food products might be ready-to-eat or not, packed or fresh, portioned or to be portioned. They might be kept at ambient temperature (in case of neutral base) or maintained at a desired temperature (hot or cold, depending on the chosen option). The same system may host different preserving options (hot/cold/neutral). For more information on the product typology, please refer to the *Food service* section of the catalogue attached in the *Material files*.

**Product characteristics:** the furniture item you design shall provide for:

- a **good visibility of the food products on display;**
- a **practical usability** for the final users (self-service) or by the designated personnel (if the context requires the presence of staff for the food distribution);



- a **modular approach**, that is be designed in view of being associated with other elements of a wider furnishing system;
- an **easy to move** solution, that is be designed to be easily moved from one room to another or be transported to another location when need be;
- the **integration of innovative elements/accessories**, to support the basic functionalities of the product (for ex. a compartment to store clean dishes, a bottle holder accessory, etc.).

### Elements of the main furniture item:

- **Upperstructure:** this element might be equipped in different ways depending on the context of use and on various requirements, for example with a heating or cooling module or with a neutral base to store food products at ambient temperature. It might be customised in terms of materials and style, but it shall always include:
  - a **canopy** (fixed or movable) **with integrated lighting system**, that has the function of illuminating and storing the food; if need be, it might be lowered to the base level;
  - a **functional base:** the canopy is fixed on this element, which also contains the various accessories to store the food products; the depth of this base ranges from 0 cm (a cooling/heating base on which you can place food) to 10 cm (a recess where food containers can be inserted). The size of the functional base will be about 70x140 cm.
- **Central body:** this element is the main body of the system. The upperstructure will be fixed on top of it, while the technical components needed for heating or cooling the food will be hosted inside. On two sides (ex. on the front and on the back) you are supposed to designate an area for **vents/air intakes** – which can also be a charactering element of the product – needed to ensure the correct cooling of the internal components.
- **Wheels:** the system you design shall include **pivoting wheels** at the base, to make sure it can be easily moved from one room to another. For aesthetic purposes, solutions that succeed in covering the wheels with a base or other element will be greatly welcomed, as long as they do not prevent the user from having easy access to them and from easily blocking/unblocking them.
- **Other innovative accessory elements:** you are free to include drawers, compartments and other accessory elements, that complete the design of your system with a view to making it more functional and to improving its aesthetics.

For an example of the elements that currently constitute this furniture item, please refer to the *Material files* attached.

**Accessory elements (optional):** in addition to the food service furniture item you design, you are free to suggest other furnishing items or elements that may complete the product range, for example a cash desk, a corner base to attach various systems or other elements, etc.



**Configurations (optional):** in order to better demonstrate the potential of your system, you are invited to represent the main furnishing item in more than one configuration or size option, as an island - free standing version, wall mounted version or in combination with more system units.

**Style:** your system shall have a versatile style, suitable for various contexts of use, modern, with a minimal design, very attentive to details and aesthetics. The style shall distinguish itself from the current aesthetics as represented in the Enofrigo catalogue.

**Size:** the furniture item you suggest shall comply with the standard size for this product typology. Keep as a reference the following dimensions: about **80 cm of depth**, about **150 cm of height** and **150 cm of length**.

**Materials:** the furniture item you design shall employ different materials depending on the element. In particular, the canopy shall be realised in glass or plexiglass, the frame or other elements that may possibly come in contact with food should be in stainless steel, the top shall be in quartz, laminate or other materials. The central body may be covered with wood, laminate or other materials. You are free to suggest the use of other materials or surface finishes, as long as they are compatible with their target use. Keep into consideration that the furniture item shall be realised with industrial production technologies.

**How to use and target user:** depending on the context and on the requirements, the system you suggest may either require **the presence of personnel designated to the preparation or distribution of food**, or else **the direct use by the final users** (accordingly potentially a wide and varied audience) that may serve themselves autonomously.

**Where to use:** the system you design shall be employed in various contexts and environments, including restaurants (also self-service restaurants), catering services, hotels and other HORECA-related contexts. For some examples, see the *Installations* section in the catalogue attached in the *Material files*.

**Logo:** you are invited to include the Enofrigo logo on your system in a discreet way. You can find the logo in vector format attached in the *Material files*.

**Values to convey:** the system you design shall be perceived as a reliable product, well suited for the most diverse contexts, distinguishing itself for its refined style and its attention to design.



**Deliverables:** upload all the images that best present your projects (rendering, descriptions, CAD files, etc.) preferably attaching the 3D CAD files for a better evaluation of your proposals. You may attach these 3D files and other materials aimed at providing further details about your projects inside a.ZIP to be submitted through the contest upload page.

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

**Technical feasibility (5/5)**

**Versatility (4/5)**

**Functional innovation (4/5)**

**Aesthetic innovation (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: 13<sup>th</sup> December 2019 – 31<sup>st</sup> March 2020 (1.59 PM UTC)

Client Vote: from 31<sup>st</sup> March 2020

Winner announcement: approximately before the end of June 2020

## Optional deadlines

Concept revision: 13<sup>th</sup> January 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 “Food Service Design” will be accepted.

## Award

**1°: €5000**

The selection of the winner by Enofrigo 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 2,500.00= (two-thousand-five-hundred/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.*