SDF
Farming Technology. Since 1927.

Future Tractor Cabin

SAME

Summary

New product design contest on Desall.com: SDF Group and Desall invite you to design a new concept for the interiors of the driver cabin of the tractors branded by SAME.

Official contest page: https://bit.ly/SAMETractorDesign

Company Description

SDF is one of the world's leading manufacturers of tractors, harvesting machines and diesel engines. It distributes products through the SAME, DEUTZ-FAHR, Lamborghini Trattori, Hürlimann and Grégoire.

There's an inseparable association between SAME and the world of farming, which the company has helped to modernise with its tractors and an endless series of technical innovations. Each model is modern, efficient, rugged and well-built, safe and reliable, a faithful and tireless partner.

SAME has gained the trust of entire generations of farmers all over the world, becoming a point of reference for the hallmark values of solidity and practicality that it has always represented and that it continues to express to this day.

What we are looking for

SDF Group is looking for **innovative concepts for the interiors of the driver cabin for tractors**, exploring stylistic solutions capable of offering a superior user experience and premium aesthetics, while complying with the aesthetics of the **SAME brand** and in particular with the **Dorado product line**.

Guidelines

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

Product typology: you are invited to design the interiors of a **driver cabin for mid-range tractors**, keeping into consideration the main **instrument panels and dashboards** described below, also with a view to **offering a product customisable in its details and finishes**. The concept you propose shall be characterised by a **strong attitude towards innovation**, by a **new stylistic code** and by an **improved usability**, taking into account the predefined elements (levers, buttons, etc.) and the mid-range target product (for ex. avoid entirely digital solutions), thus offering **refined aesthetics** and an **optimal user experience**.

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Contest objective: you are required to develop a **new concept for a mid-range tractor driver cabin**, that shall provide for **the innovative design of the various elements of the cabin**, including actuators, knobs, command consoles, etc., by rethinking the whole aesthetics, the user interaction, the colours, the finishes, the liveability of the cabin environment and optionally even the commands layout.

Dorado instrument panels and dashboards:

- **Front instrument panel:** it includes some basic functions and commands for starting up the machine, a steering wheel and other elements, such as a speedometer, an emergency button, headlights adjustment toggle, etc. The only element that shall remain untouched is the steering wheel (which falls outside the scope of the contest).

- **Lifter command dashboard (right side):** it includes a series of control levers and actuators for the lifter. You cannot add commands/functions in this dashboard area, but you are nevertheless required to develop a new concept for the aesthetics/position/usability of the predefined command typology (es. control lever, button, etc.).

- **Multi-purpose accessory area (left side):** this side currently hosts some basic comfort accessories, for example cup holder, etc. You are thus invited to suggest new functionalities and elements to improve the comfort and the user experience of the cabin (ex. USB plug for charging devices, fridge, multi-purpose compartment, etc.), keeping into consideration the new needs of today's farmers.

Other elements: in order to propose a much more comprehensive and coherent concept as a whole, you may also design other elements of the cabin, for example the **seat**, the **flooring**, the **pedals** and other areas (except for the cabin roof, which falls outside the scope of the contest).

For a detailed view of the instrument panels and dashboard, for more info on the current position of the elements and for more in-depth notes, please refer to the document attached in the Material files. You will also find attached a 3D file that you may use as a starting point in your project to analyse the design area in a more thorough way.

Style and shapes: opt for a **minimal** style, with **clean lines** and **refined aesthetics**. The new driver cabin shall be perceived as an **innovative product**, **very attentive to the comfort** and **usability**, while remaining inside the perimeter of the brand and of other mid-range cabins. At your discretion the possibility to **use the brand colours** (SAME), to create a highly recognisable product for the consumer. For more information on the style and brand identity, please refer to the catalogue attached in the *Material files*.

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Materials and finishes: in general, you are allowed to use **plastics** and **metals**. You are invited to think of this new cabin concept also with a view to the **finishes and materials customisation**, by suggesting - for example - the use of **co-injected elements** or the possibility to **choose the finishes** directly during the purchase, as it happens already in other industries, including the automotive. You may suggest **surface finishes realised on the mould** or other **surface finishes**, to create, for example, **textures** or other effects that may enrich the overall appearance. The materials and finishes you suggest shall nevertheless be compatible with a mid-range driver cabin typology.

Target: the driver cabin you design will be used for the Dorato product line branded by SAME, dedicated to **farm workers**. You are thus invited to learn more about the comfort requirements these workers might have and to turn them into design solutions offered by your concept.

Deliverables: upload all the images that better present your concepts, sharing renderings, sketches and other illustrative materials. At all events, you are required to present **at least one layout showing the interiors of the driver cabin from a 3/4 view** to allow for a better understanding of your project. You are also invited to include other **views dedicated to the various instrument panels, dashboards and areas.** At your discretion, the possibility to attach additional materials and higher resolution images inside a .ZIP archive.

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

Functionality/Usability 5/5

Aesthetics 5/5

Degree of innovation 3/5

Technical feasibility 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: 18th June 2020 – 29th September 2020 (1.59 PM UTC)

Client Vote: from 29th September 2020

Winner announcement: approximately before the end of November 2020

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Optional deadlines

Concept revision: 18th July 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 web site, via the upload page related to "Future Tractor Cabin" will be accepted.

Award

1°: €6000

The selection of the winner by SDF Group 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.

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.