

BINDA
watches since 1906



HIP HOP WATCHES CHALLENGE



Summary

New product design contest on Desall.com: Binda group and Desall invite you to design the new watch Hip Hop Hero 4.0, a customisable product with a minimal and distinctive design, suitable for every moment of your daily life.

Official contest page: <https://bit.ly/HipHopChallenge>

Company Description

DESIGNING EMOTIONS SINCE 1906

The Binda Company was founded in 1906 by Innocente Binda, grandfather of Simone and Marcello, current CEOs of the family company. For over 100 years, Binda has been one of the major players in the watch market, still the core business of the company, complemented by jewelry and accessories.

Among the brands owned by the Company:

Breil, watches and jewelry brand, characterised by innovative and iconic products, accompanied by a greatly memorable communication.

Chronotech became part of the Group portfolio in 2012. A brand that has dominated the scene on the market for the last years thanks to the unique aesthetics of its products, its prismatic glass, its glamour and greatly aspirational positioning for its target.

Hip Hop, iconic watch of the 80s that was revived in 2010 with equal success. A unique product for its design features, its range of colours and the use of innovative materials, for its interchangeability and waterproofness.

Wylor Vetta, historical brand that since 1896 has been synonym with tradition, elegance and high quality; a brand that combines classicism and refinement with a touch of modernity and originality.

What we are looking for

Established in 1985, Hip Hop introduced the first single-piece watch with the case integrated in the strap, made of scented rubber, which became a symbol of the 80s. Now, at 10 years since its last restyling, Hip Hop invites the international community to design the **new iconic watch Hip Hop Hero 4.0**, able to represent the distinctive traits and the unmistakable character of the brand, through a **unisex product with interchangeable strap and case**.



Guidelines

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

Product typology: you are invited to design a **new watch with handles** with **interchangeable strap and case**, with a **unisex** style, redesigning and entirely reinterpreting the concept of the Hip Hop Hero watch with a new **iconic product**. The watch may be redesigned in every part and element, including:

- **Case**
- **Adjustable strap and closure**
- **Dial**
- **Crown**
- **Hands**

For more information on the customisable elements and on the concept of interchangeable strap watch Hip Hop Hero, you are invited to take a look at the drawing attached in the *Material files*.

Size: the **case of the watch** shall be **roughly 35 to 40mm large**, to meet the requirements of a unisex product. For further indications on the case size and on the other elements, take a look at the document attached in the *Material files*.

Shapes: you are free to suggest the shapes that most suite your project idea for the new iconic watch, preferring **rounded and minimal shapes**. At your discretion, you may also change the current rounded shape of the case, always keeping in mind the feasibility requirements for the industrial production processes.

Style: your watch shall have a **distinctive style**, summarised in a **carefully designed product, minimal, practical and comfortable to wear**. The watch shall be **suitable for every moment**, from the office to a cocktail with friends. A **unisex** product, able to distance itself from the feminine character of the current version, in order to address a broader audience. The style shall fully reflect the target it addresses, as further specified in the *Target* paragraph. For more information on the style, we invite you to take a look at the Brand book attached in the *Material files* and to the [Hip Hop Watches](#) website.

Colours: the **colour is a founding aspect of the Hip Hop character**, accordingly your watch may be available in a **wide range of different colours**, to create a different look for every day. For the purpose of the contest, you are invited to suggest a **single-colour** and **solid-colour strap**, avoiding the use of graphics printed on the watch. You may also explore **different combinations of colours playing with the interchangeability between the case, that may have different colours, and the strap**.

Materials: the **case** of your watch will be realised with **plastic materials**. The **interchangeable strap** shall be mainly made of **silicon**, with the possibility to combine it or associate it to other **recycled materials, materials deriving from industrial waste** (for plastic materials with properties similar to plastics or rubber), **ecological** or **natural materials**. In order to fully represent the style of the brand, the materials you choose shall convey a **feeling of lightness**. Metallic materials are not allowed.

Logo: the **Hip Hop logo shall be visible** inside your product. At your discretion you may choose how to **represent and position the logo** (for example on the dial, on the strap, etc.). Besides, you may make some changes to the logo to make it further match your style and project idea. The logo is provided in the *Material files*.

Values to convey: in line with the Hip Hop philosophy, your watch is expected to be the **antidote on your wrist to conformism and to a too monotonous style**, and add a funny and carefree touch to our lives.

Target: women and men aged between **25 and 45 years**, with a focus on the 30-40 years group. Thanks to its Hip Hop style, the watch has always been appreciated by a wide range of consumers, all sharing the same care free lifestyle. Lively and positive people, that do not take themselves too seriously, slightly over the top, extrovert. These people are particularly concerned with style and trends, without being obsessed, reflecting this attitude also on the way they dress. For the Hip Hop consumer, the accessory becomes that element for self-expression, aimed at highlighting one's very uniqueness and eclectic style. The Hip Hop consumer prefers **cheap & chic** products and brands, with **premium image** but a **democratic price**.

Retail price: the retail price of the new iconic Hip Hop watch will range between **45 and 55 Eur (for premium versions)**, offering an easy fashion product at a democratic price.

Deliverables: upload all the images that better present your projects (rendering, descriptions, 3D files, CAD files, etc.) and, if necessary, remember that you can also attach a .ZIP archive containing extra materials.

Evaluation criteria: in the evaluation of your submissions the Hip Hop team of Binda will take into account the following criteria:

Aesthetics (5/5)

Compliance with the brand (5/5)

Degree of customisation (4/5)

Compliance with the target consumer (4/5)

Technical feasibility (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:	19 th June 2019 – 11 th September 2019 (1.59 PM UTC)
Community Vote:	from 11 th September 2019 – 23 rd September 2019 (1.59 PM UTC)
Client Vote:	from 11 th September 2019
Winner announcement:	approximately before the end of November 2019

Optional deadlines

Concept revision:	19 th July 2019 (1.59 PM UTC)
End of hidden option:	30 th July 2019 (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.

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 “Hip Hop Watches Challenge” will be accepted.

Award

1°: €5000

The selection of the winner by the Sponsor 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.