



# LAMPA AWARD 2018

## Summary

New product design contest on Desall.com: Lampa and Desall invite you to the new edition of the Lampa Award, with the aim of exploring innovative solutions for technical accessories for clothing items dedicated to street wear world, including tuck catches, cord stoppers, buckles, fasteners, stopper lace, rings, hooks and carabiners.

**Official contest page:** <http://bit.ly/LampaAward18>

## Company Description

Lampa is a company active in the industrial design and production of accessories for the most important brands in the Italian and international fashion, with a long experience on the field and a relevant know-how that make it one of the main players in this industry. Thanks to a careful management of the whole product development process and to strategic partnerships, Lampa can offer to their clients highly customized solutions, choosing the most suitable materials according to the product typology required and observing a quality standard of excellence. In addition, the entire production flow is carried out in full compliance with environmental and energy awareness, by employing cutting-edge systems for the reduction of environmental pollution and a better waste disposal.

## What we are looking for

**Lampa** is looking for **innovative solutions** both in terms of **aesthetics** and **functions** for a **new collection of technical accessories for clothing, leatherwear and footwear**, reinterpreting with new shapes and aesthetic choices some product typologies that already exist or proposing technical solutions yet to be employed.

## Guidelines

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

**Product typology:** suggest the design for a **new collection** of  **closures/technical accessories** for **clothing, leatherwear and footwear**, including:

- **Tuck catches**
- **Cord stoppers**
- **Buckles**
- **Fasteners**
- **D rings**
- **Stopper lace**
- **Hooks and carabiners.**



You are free to explore new **closing** or **fixing modalities** or to **reinterpret with new shapes and aesthetic choices products that are already available in their catalogue**. For more information about the product typology, please refer to the *Material files*.

**Functions:** the researched products shall both serve a **decorative function** – hence they must be a good fit for the various products they are meant for (clothing items, footwear, leatherwear, etc.) – and the **specific function** (closing, fixing, adjusting, etc.) that each product is required to perform according to its typology.

**Style:** you are free to reinterpret the style of the products already available in their catalogue (see *Material files*) or to propose an innovative style, always keeping into consideration the market the company operates in, with a special focus on the **street wear** world.

**Materials:** the elements you are invited to develop might use one or more materials, among: **PA, acrylics, resins, zamak** and **rubber**.

**Production technologies:** the collection of products you propose shall be industrialisable, hence manufacturable through large scale production technologies, including **moulding** and **lathing**.

**Target:** the products you propose shall be conceived for a **wide public**, with a particular focus on the average customer of **street wear** products.

**Deliverables:** upload all the images that better present your collection (rendering, descriptions, CAD files, etc.) presenting **at least one view with the product placed on a clothing item or accessory** and preferably attach also the **3D file** in **STEP** or **IGES** format inside a .ZIP archive.

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

**Degree of innovation (5/5)**

**Functionality/Usability (4/5)**

**Aesthetics (3/5)**

**Technical feasibility (2/5)**

**Compliance with the target (2/5)**

**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: 11<sup>th</sup> December 2018 – 11<sup>th</sup> February 2019 (1.59 PM UTC)  
Client Vote: from 11<sup>th</sup> February 2019  
Winner announcement: approximately before the end of April 2019

## Optional deadlines

Concept revision: 11<sup>th</sup> January 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 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 “Lampa Award 2018” will be accepted.

## Award

1°: €3000

The selection of the winner by Lampa 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 1,000.00= (one-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 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.*