



Modular Food Furniture

Summary

New idea contest on Desall.com: Desall and Enofrigo invite you to propose a concept for an innovative product dedicated to the catering industry, based on new applications of technologies and materials already used by the company.

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

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 concept of a functional furniture item** for the **catering** industry, in particular for the **HORECA** sector (Hotel-Restaurant-Café/Catering) and **large retailers**, through the study of **new applications of its technologies** and the use of materials already belonging to the company **know-how**.

Guidelines

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

Product typology: you are invited to propose a **new concept of functional furniture item** designed for the catering industry, an **innovative and original** item in comparison to the current Enofrigo catalogue, realised thanks to the specific **know-how of the company on technologies for the refrigeration/heating/preservation of food** and on the **industrial processing** of the materials. Ideally, your product shall be designed with a view to **modularity**, with the possibly to assemble the product on the spot, right where it needs to be used.

Functionalities: you are free to propose the **functionalities you think most appropriate** for this context of use (HORECA and mass retailers), keeping into consideration the need to display, stock and prepare food. In particular, you are invited to **suggest how you would apply the technologies already employed in other Enofrigo products** or the use of other **accessory technologies (already available on the market) in support of the technologies already in use** (i.e. hydroponic growing, etc.), always referring them to the foodservice and catering industry.



Technologies: in order to exploit the know-how and experience gained by the company in this industry, your product might use **one or more technologies** already employed in other Enofrigo products, as long as it presents itself as **an innovative and original solution**. In particular the main technologies of the company are:

- **refrigeration, heating (not cooking) and preservation of food;**
- **control and management of humidity and temperature** in closed compartments.

The product might be **electric powered** and use **electric heating elements**, if need be. **The use of natural gas** for heating food **is NOT allowed**. Your product **shall NOT be a product for cooking food**.

Your product might be equipped with **digital interfaces** for the monitoring and control of the various functionalities. It might have a **lighting system** and include other technologies compatible with the context of use.

For more information about the technologies used by Enofrigo, please refer to the catalogue attached in the *Material files*.

Industrial processes and materials: ideally, your product shall be realised through the industrial production technologies already used by Enofrigo or its suppliers, in particular:

- Woodworking;
- Aluminium processing (i.e. cutting, soldering, drilling, bending);
- Stainless steel processing;
- Working of glass and double-glazed panels;
- PMMA processing (i.e. Plexiglass);
- Plastics;
- Insulation with injected polyurethane.

You may also suggest the use of composite materials and agglomerates (for ex. agglomerate marble, etc.).

Style: the concept you propose shall be functional and easy to use, well apt to the various contexts of use where it will be installed, ideally **customisable** based on the client and on the place, presenting itself as a **professional** product, very attentive to **design and aesthetics**.

Where to use: your product might be used both in the **HORECA** world (dining rooms, restaurants, self-service, canteens, etc.) and in contexts related to the **large retailers**, where the final customer is expected to eat on the spot.



Target: the concept you suggest shall mainly address **industry professionals**, that is personnel dedicated to the food preparation and service; however, it might also suggest a direct interaction with the final customer, especially for self-service contexts. At all events, your product shall be able to **attract the final user** for its attention to details and its innovation.

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

Deliverables: upload all the images that best present your concepts (rendering, descriptions, etc.) and any additional material concerning similar products/technologies; if need be, you can also attach a .ZIP archive containing extra materials.

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

Degree of innovation (5/5)

Versatility/customisation (5/5)

Aesthetics (4/5)

Functionality/usability (4/5)

Modularity (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: 04th March 2020 – 11th June 2020 (1.59 PM UTC)
Client Vote: from 11th June 2020
Winner announcement: approximately before the end of September 2020

Optional deadlines

Concept revision: 07th April 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 “Modular Food Furniture” will be accepted.

Award

1°: €4000

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 2,000.00= (two-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.