



Revolutionary Car Seat

Summary

Chicco invites you to immerse yourself in the child's world and conceptualise a new car seat. The seat is envisioned to have an innovative structure that streamlines and reduces the steps involved in securing a child in place.

Official page: <https://bit.ly/Revolutionary-Car-Seat>

Company description

Chicco is a multi-specialized baby care brand that was founded in 1958 and is currently present in over 120 countries. With over 60 years of solid and well-rounded experience in the baby industry, Chicco can truly understand parents' needs. The brand offers a wide range of products and services that are born from the attitude of observation and innovation. Additionally, Chicco's Research Center collaborates with an international network of experts and health professionals, making it even more attuned to the needs of parents and their babies.

What we're looking for

Chicco welcomes you to immerse yourself in the child's world and conceptualise a new car seat. We specifically invite you to create an innovative structure that aims to mitigate the challenges and reduce the strain for parents during the process of securing their child in the seat.

The primary challenges that have emerged during this process include:

- The struggle of bending over in the car while holding the child
- Issues with securing the seatbelt
- In the winter, the difficulty in removing the child's jacket
- If a swivel seat is involved, the challenge of turning it with one hand while holding the child

Consequently, the desired improvements should ideally:

1. Reduce physical strain on the parent
 - a. Correcting improper postures
 - b. Minimising physical exertion, both in terms of force exerted and weight lifted
2. Alleviate emotional stress on the parent
 - a. Making it easier to get the child to sit still
 - b. Reducing the fear of doing something wrong



3. Simplify the required tasks
 - a. Decrease the number of simultaneous actions/movements
 - b. Lessen the amount of consecutive actions/movements
 - c. Minimise the number of components to attach or fasten

Guidelines

To ensure the successful implementation of your proposals, please consider the following guidelines:

Product type

Chicco is in search of a concept for a new car seat designed for children aged 0 to 4 years. While it may include the elements listed below, its structure is open to **complete reinvention**.

A car seat for children within this age bracket typically consists of:

- A seating area designed to support the child's body and head.
- A base used to secure the car seat to the vehicle's seat.
- Features to adequately accommodate the child's growth stages from 0 to 4 years.
- A restraint system intended to protect the child in the event of a collision.
- A connection system allowing the car seat and the vehicle's seat to be attached.

The current methods for securing a child's car seat to a vehicle's seat include:

- Isofix + Top Tether: The Isofix system consists of two metal hooks that attach to matching anchor points on the vehicle's seat, holding the child's car seat in place. The Top Tether is an additional strap that connects to a third anchor point, providing added stability and preventing the seat from flipping over during a collision. If the child's car seat has a rotating base, it can swivel 90 degrees when facing rearwards. When the car seat is installed to face forwards, the Top Tether is kept under tension, preventing any movement of the seat.
- Isofix + Support Leg: This setup also uses the Isofix system with two metal hooks attaching to the anchor points on the car seat, keeping the child's seat secure. The Support Leg is a telescopic bar that extends down to rest on the car's floor, preventing the seat from tipping over during an impact. This setup allows the child's car seat to rotate freely in all directions. It's important to note that the Support Leg might not be compatible with all vehicles.
- Seat Belts Only: In this method, the child's car seat is affixed to the vehicle's seat using only the car's seat belts, as per regulatory guidelines. This installation method can be more complex compared to the Isofix options and carries a higher risk of setup errors.

To review the types of attachments currently on the market, please refer to the PDF in the downloadable *Materials files*.



Currently, most car seats on the market only **partially address the issue**. Many, for example, rotate towards the door, and some even slide out of the car for easier positioning.

You are encouraged to suggest innovative ideas and alternative **solutions beyond what the current market offers**, envisioning a design that could be **entirely revolutionary** compared to existing ones.

To view the solutions currently available on the market, please refer to the pdf inside the downloadable *Material files*.

In this concept generation phase, there's **no need to adhere to current industry regulations**. However, any proposal must still be achievable using present-day industrial production technologies. **Abstract or futuristic solutions will not be accepted.**

You are welcome to suggest additional features or accessories that enhance the primary design of the seat, aimed at simplifying the placing of the child into the seat (optional - nice to have). **Yet, the main focus of the contest remains the seat's structure. Proposals involving standalone accessories for traditional seats will not be considered.**

Materials and production technologies

The seat should utilise materials that are compatible with industrial production processes and appropriate for the product type, ensuring both comfort and safety.

Style

The product should have a design that is simple, yet **meticulously crafted in its aesthetics**. However, please note that while aesthetics are important, they are secondary to the development of a new functional structure.

Colours

You have the flexibility to suggest colours that you deem most appropriate for the project. Please ensure that the colours chosen align coherently with the product's usability.

Logo

The Chicco logo can be incorporated into the product design. You can find it in the downloadable *Material files*.

Target audience

The product should be designed for children aged 0 to 4 years.



Submission materials

You're welcome to submit multiple proposals. Please provide images and files that best capture your project - this can include sketches, storyboards, descriptions, and the like. The gallery will display up to 5 images, and they should be in a 4:3 ratio. We accept file formats like .jpg, .gif, and .png with a colour mode of RGB. Each file should be no more than 1MB. If you need to send more, remember that you can attach a .zip folder with additional materials, but this shouldn't exceed 100MB. Don't forget to fill out both the "abstract" and "description" fields to give more insights into your entries.

Judging criteria

The winner will be chosen based on an indisputable judgement by Chicco, considering the following factors:

Alignment with the provided brief 35%

Originality/Innovation 30%

Feasibility 20%

Aesthetic/Design appeal 15%

Language

The Artsana Innovation Platform is an international community; all texts must be written in English (abstract, description, tags, etc.).

Contest timeline

Upload phase: 8 August 2023 – 4 December 2023 (1:59 PM UTC)

Concept review: 15 September 2023 (1:59 PM UTC)

Client voting: Starting from 4 December 2023

Winner announcement: Tentatively by the end of February 2024

Concept review (optional)

Participants have the option to request a review of their project by the Desall Team by the specified date in the contest timeline. To avail this, participants should 1) save their project as a draft on the upload page and 2) send a review request either by emailing contest@desall.com or using the contact form. It's worth noting that this review is entirely optional. While it offers a chance to gain feedback, it isn't a requirement for contest entry nor does it give any advantage during the Sponsor's final evaluation.



Eligibility and submission criteria

Participation is free of charge and open to designers and creative talents of any nationality aged 18 or older. Participants will be able to present one or more projects, but only the projects submitted through the website <https://innovation.artsana.com>, from the upload page relating to the contest, will be accepted.

Award

1°: € 5000

The selection of the winners will be the result of Chicco's unquestionable judgement.

Extra Award (option right fee)

€ 2000

Throughout the duration of the option right, Chicco provides all participants an additional opportunity to be recognized with an Extra Award. Those who receive this award will be compensated with a fee of €2000 for the licence to economically exploit projects that aren't selected as the winning proposals of the main Award(s).

For detailed information, log in and view the [Contest Agreement](#) on the upload page. For any questions regarding the brief, click the "Questions?" button or email 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.