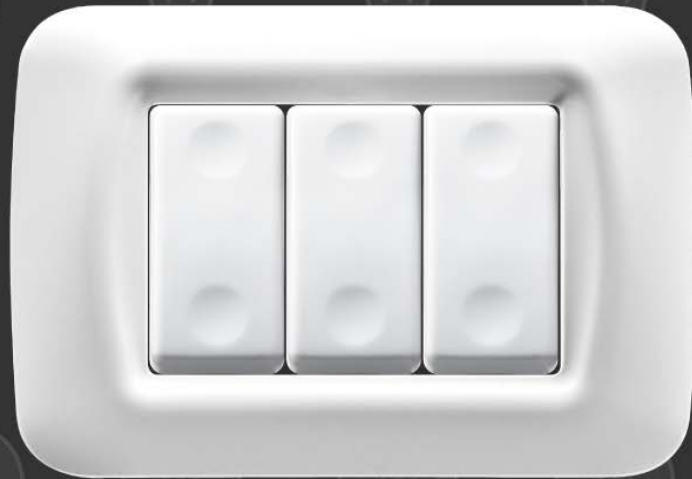


GEWISS



SWITCH ON DESIGN

Summary

New product design contest on Desall.com GEWISS and Desall invite you to design a new product for the home domotics system, proposing two new cover plates and two new switch buttons.

Official contest page: <http://bit.ly/SwitchOnDesign>

Company Description

GEWISS is an international leader in the production of systems and components for low voltage electrical installations. Continual investments in research and development, training for all personnel and expansion of production facilities have enabled GEWISS to become a key player on the market manufacturing solutions for domotics, power distribution as well as urban, street, industrial and emergency lighting: besides its home and building automation and video communication systems, the GEWISS catalogue includes protection and electric vehicles charging systems.

GEWISS now supplies an integrated electrical system comprising more than 20,000 products, to cater for all needs of the electrotechnical market in the residential, industrial and commercial sectors.

What we are looking for

GEWISS relies on the international community of designers for the design of **two cover plates** and of **two switch buttons**, with a special attention to style and with a great aesthetic value. It is of the utmost importance that **switch buttons and cover plates share an aesthetic and stylistic affinity**, as the switch buttons might be used with both cover plates.

Guidelines

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

COVER PLATES

You are invited to propose a new design for **two domestic cover plates** (i.e. not for industrial use), each hosting three button-modules (i.e. switches) and at the same time perform an important aesthetic function.

Cover plate versions: the cover plates you suggest shall be available in two versions, characterised by two different styles and customer targets: **a cover plate inspired by the Top system model** and **a new squared cover plate**.



1) Version inspired by the Top system model

You are invited to suggest a new cover plate inspired by the **current Top system model** (see *Material files*), maintaining the **classical style** and suggesting an always current design.

Style: the cover plate shall be characterised by **rounded shapes**, with a **classical design** and a **sober** and **functional style**, able to enrich every environment and to adapt to various installation contexts.

Customer typology: the target customer will be a **public** with a **classical taste**.

2) Squared cover plate version

The second version of cover plate you are invited to design shall represent a **totally new product**, that may aesthetically distinguish itself from the other cover plates available on the market. In order to create an innovative product, you are free to explore modern shapes and languages, in line with the most current aesthetic trends.

Style: the cover plate shall have **squared shapes**, **minimal lines**, with a **modern style**, in compliance with the **most current aesthetic trends**.

Customer typology: the target customer will be a **public** with a **modern taste**.

Characteristics common to both cover plates:

Cover plates size: the cover plates shall have a **minimum size of 117x80mm**, able to host three switch buttons (for the size of the switch buttons, see the *Switch buttons size* paragraph). The **minimum height** shall be **7mm**.

In order to host the three button-modules for the switch buttons, each cover plate shall have a **rectangular internal opening** measuring **69,5x45,7mm** (see *Material files*).

Mounting modalities: the cover plates will be fixed on the support unit through **snapfits**. For an example, see the catalogue attached in the *Material files*.

Where to use: the cover plates are meant for **indoor use**.



Materials: the cover plates shall be realised in **single-component thermoplastic technopolymers**.

Production technologies and costs: the cover plates will be realised through **injection moulding** and shall have a **low production cost**.

Logo: the GEWISS logo shall be embossed on the cover plates directly through the moulding process, with a character size equal to about 3mm for the height and proportional length (see *Material files*).

Surface finishing: the cover plates shall have a **glossy finishing**.

Coherence between elements: in order to ensure an aesthetic continuity between the GEWISS products included in the catalogue and in particular between the cover plates and the switch buttons you design, you are invited to maintain a coherent style among the various elements and in line with the brand.

SWITCH BUTTONS

You are also invited to suggest the design of **two switch buttons, compatible for size and style with the cover plates you design** and that keep into consideration also the possibility to be used with the current line of wall-mounting enclosures (see catalogue attached in the *Material files*).

Button versions: you are invited to design two new buttons for domestic use (i.e. not industrial), with different style and customer target.

1) Button with circular recess: the first button you design shall be **inspired by the current System command model** (see *Material files*), characterised by the presence of two frontal circle recesses in correspondence of the pressure points of the switch button.

Style: the first button you propose shall have a **sober style**, with **elements that are in continuity with the current model**, able to fit well with both cover plate versions you propose. You are invited to use a universal and timeless aesthetic code, to create an always current product.

Shape: the characterising elements of your button shall be two new **frontal circle recesses** to include in correspondence of the pressure points of the switch button.



Backlighting: the button shall be available also in a backlit version, accordingly it shall allow the light of the LED hosted in the switch to pass through (see *Material files*). In order to do so, you may reduce the thickness of the plastics or provide for the use of a translucent lens for the light guide.

The backlighting shall be placed in correspondence of one of the two circle recesses, centred with respect to the horizontal axis of the button.

2) Button with decoration: the second button you design shall be characterised by a **decorative element** placed in correspondence of the pressure point of the switch button. Besides, this decorative element shall allow the user to intuitively identify the pressure point of the switch button.

Style: the second button shall have a **modern** and **elegant style**, capable of fitting well with both versions of cover plate you suggest. Preferably, this button shall have a **certain discontinuity** from the current System model and shall accordingly distinguish itself from the other button you propose, interpreting the most current aesthetic codes into a unique product.

Shape/decorative element: in correspondence of the pressure point you are invited to include a **decorative element** with shape and size at your discretion, capable of intuitively indicating where to press to operate the switch. In order to realise this element, you may suggest various workings to be realised directly on the mould.

Backlighting: the button shall be available also in a backlit version, accordingly it shall allow the light of the LED hosted in the switch to pass through (see *Material files*). In order to do so, you may reduce the thickness of the plastics or provide for the use of a translucent lens for the light guide.

The backlighting shall be placed in correspondence of one of the two decorative elements, centred with respect to the horizontal axis of the button.

Characteristics common to both buttons:

How to use: the buttons you propose will have a tilting mechanism.

Switch button size: in order to maintain compatibility with the other products included in the catalogue and with the cover plates you propose, the buttons shall have the following dimension, **23x45** with a height of **13mm**, taking into consideration the distance between the wall and the farthest point of the button (see *Material files*).

Where to use: unlike the cover plates, the buttons might be employed both for **indoor use (flush-mounted)** and **outdoor use** (when installed on wall-mounted water-tight enclosures).

Materials: the buttons will be realised in **polyamide based thermoplastic technopolymers** (Nylon).

Production technologies: the buttons shall be realised with **injection moulding**.

Surface finishing: for the aim of the contest, you are invited to present your switch buttons with **glossy finishing**.

Logo: the GEWISS logo shall NOT be present on the switch buttons.

Coherence between elements: in order to ensure an aesthetic continuity between the GEWISS products included in the catalogue and in particular between the cover plates and the switch buttons you design, you are invited to maintain a coherent style among the various elements and in line with the brand, also considering the possible use with the current line of wall-mounted enclosures (see catalogue attached in the *Material files*).

Modularity/versatility of cover plates and switch buttons: the system you propose shall consider that the cover plates shall have a design able to easily fit with the various configurations using also **different amounts of switch buttons**, without compromising the **main aesthetic features and adopting a modular approach**. The cover plates shall allow for the following configurations:

- With 1 module/button;
- With 2 modules/buttons;
- With 3 modules/buttons;
- With 4 modules/buttons;
- With 6 modules/buttons;
- With 4+4 modules/buttons (4 modules stacked on 4 modules);
- With 6+6 modules/buttons (6 modules stacked on 6 modules).

For more information, please refer to the *Material files* and to pag. 52 of the “Product Catalogue Domotics” attached.



Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) showing the various possible combinations between the cover plates and the buttons you design (both with and without backlighting), including other possible details and close-ups for the most characterising features. In order to better evaluate the projects, you are invited to include inside a .ZIP archive the 3D files (preferably in .stp format) and possible further slides or information.

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

Aesthetics/emotional impact (5/5)

Technical feasibility (4/5)

Economic sustainability (4/5)

Degree of innovation (3/5)

Compliance with the brand (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: 17th September 2018 – 17th December 2018 (1.59 PM UTC)

Client Vote: from 17th December 2018

Winner announcement: approximately before the end of January 2019

Optional deadlines

Concept revision: 17th October 2018 (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 web site, via the upload page related to “Switch On Design” will be accepted.

Award

1°: €4000

The selection of the winner by GEWISS 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 2,500.00= (two-thousand-five-hundred/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 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.