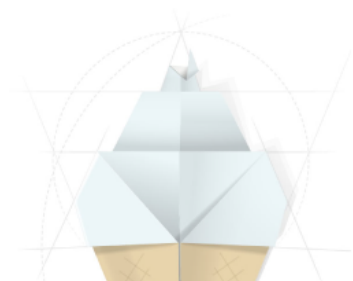


“DESITA AWARD 2020 – GELATO & PIZZA EXPERIENCE”



Rimini, 18th September 2020

Desita and Desall are glad to announce the launch of the **new edition** of the **DESITA AWARD – GELATO & PIZZA EXPERIENCE**, taking the international **call for ideas** to its **6th edition**. The award addresses the international community of designers and creatives, fully embracing the values of the **open innovation** methodology, inviting them to **rethink the whole experience** related to the sectors of **gelato** and **pizza**, which represent two remarkable examples of the **Italian know-how** and **tradition** in the **food-sector**.

This year's edition extends the scope of its research to a wider range of product typologies and services, building **strategic alliances** with key players in the Italian food scene.

In particular, **DESITA AWARD 2020 – GELATO & PIZZA EXPERIENCE** is sponsored by: **Barilla**, **Di Battista**, **Grottini**, **L&S Light** and **Sboccia**.

Designers and creatives are invited to focus their attention on the **overall experience** related to the **gelato and pizza sectors**, from either the point of view of the **consumer** or of the **industry operators**, taking into account each and every **process** that might be involved, no matter what the venue or the time might be.

The award consists of two main categories, **GELATO EXPERIENCE** and **PIZZA EXPERIENCE**, each covering three different project typologies: **Tools and Packaging**, **Interaction** and **Delivery service**.

Participation is free of charge and open to any individual (aged 18 or above) from any background and nationality, upon registration on <https://desall.com/Signup>

The final deadline for presenting the projects is **Thursday 17th December 2020 by 1.59PM UTC**.

The full-text of the brief and the upload form are available on the Desall platform at the following link: <https://bit.ly/DesitaAward>

INFO AND CONTACTS

For any enquiries on the topics or modality of the award, please write to contest@desall.com or call **+39.0422.162.69.15**

DESITA

Desita is specialized in the food&retail sector, in a segment that is extremely focused on strategic consulting and integrated design to support enterprises interested in creating concepts and/or developing existing business formats, through replicable, memorable and economically sustainable solutions.

Since 2004 works at International level acquiring a deep experience all over the MENA region, particularly in the GCC countries developing hundreds of projects especially in Dubai.

Nowadays, collaborate with brands like Unilever, Barilla, Grom among many others.

Thanks to the great people met in 5 continents Desita has expanded its know-how, partnerships and friendships being able to perform at its best on any challenge merging the qualities of its network under a common goal.

Desita aims are:

- Supporting young designers and innovators in their process of growth and technical expertise in building collaborative relationships and learning both individually and collectively;
- Providing designers and innovators an opportunity for visibility to expand within an international market;
- Translating their ideas into marketable prototypes.

www.desita.it

THE SPONSORS

Barilla

Barilla is an Italian family-owned food company. Established in 1877, it's now an international Group present in more than 100 countries.

A world leader in the markets of pasta and ready-to-use sauces in continental Europe, bakery products in Italy and crispbread in Scandinavia, the Barilla Group is recognized worldwide as a symbol of Italian know-how.

www.barillagroup.com

Di Battista

Di Battista Srl is a family-run company from the Marche region based in Monte San Vito (AN), specialized in the design and production of corrugated cardboard packaging. The company was founded in 1977 by the will and passion of Guerrino Di Battista and his wife.

Over the past 30 years, the business has grown steadily thanks to the entry into the company of Stefania Di Battista who has pursued the family dream with commitment and determination by introducing a new approach to the business organization and to the creative design.

The corporate values transmitted from generation to generation are translated into the daily enhancement of both people and territory.

The mission today is to create unconventional and customizable packaging according to customer needs with a proactive approach that aims at the constant renewal of shapes and materials.

www.scatlificiodibattista.it

Grottini

Grottini Retail Environments is an international company operating since more than 43 years in the contract area. The core business is design, manufacturing and installation of fixtures. Our activities are located in the main Italian headquarters in Porto Recanati and several place of representative office in USA, UAE, India and production partnership in China, Taiwan and Brasil.

We have built fixtures for Companies and Brands such as EMME MARELLA, TIM, Huawei, Generali, THUN, Luxottica (Sunglasshut), Steve Madden, honor, Alitalia, Barilla and many more.

Over time our approach has been enriched with new services, proposed by divisions:

HEADQUARTERS

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www.desita.it

Your expert in immersive design for business

Desita s.r.l. – Italy – Dubai – India – Egypt

Grottini Communication and Grottini Lab, Young and dynamic companies that offer ideas and solutions to develop digital retail systems and shopper research. Innovation and technology are incorporated with the company experience in the retail world to offer new services and approach in the best way the challenges of the new era and of the new business.

www.grottini.com

L&S Light

L&S Lighting Intelligence designs and manufactures technical lighting systems for home décor and interior design within residential, retail, marine, museum and industrial environments.

Founded in Italy in 1977, the company quickly became an industry leader abroad, thanks to the opening of three new commercial and production sites in Germany, China and the United States.

Today L&S operates in more than 70 countries, employing over 400 employees: the highly innovative and technological character of their products, combined with extensive experience and skills, ensures that the company can offer specific consulting services and technical lighting solutions based on a wide range of requirements.

Sboccia

Food-tech startup specialized in frozen semi-finished food products like pizza dough and mozzarella.

Sboccia is creating the first ever platform of products for the pizza world giving the possibility to have precise food costs, to minimize the operations and to reduce the food waste.

Sboccia is part of Gelo Service Srl, a dealer of refrigerated and frozen food products for breakfast, operating within the Ho.Re.Ca. sector.

It holds licenses for brands like Bindi and Sammontana among many others and has also its own branded products. Its business started in 1993 and to-date it has 7,5mln revenues, +1500 clients and fleet of 13 refrigerated vehicles.

DESALL

Desall.com is an open innovation platform dedicated to design and innovation, that offers to companies a participatory design tool involving in the creative process an international community coming from all over the world. To date Desall gathers more than 130000 creatives from over 210 countries and has collaborated with international brands like Luxottica, Whirlpool, Electrolux, ALESSI, Enel, Leroy Merlin, KINDER, Barilla, illy, Chicco, Mondadori and many more.

Thanks for the contamination of different cultural backgrounds and creative industries, the Desall community is able to provide high-quality project solutions for every product development phase requested by the client, from concept to product design, from naming to packaging.

www.desall.com

TIMELINE

Upload phase: 17th September 2020 – 17th December 2020

Winner announcement: approximately by the end of February 2021

REFERENCE

- Official award page: <https://bit.ly/DesitaAward> (at this link you can find the PDF of the brief available for download, both in the Italian and English versions).
- For additional promotional materials, press contacts, other enquiries on the project please write to info@desall.com or call +39.0422.162.69.15

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