TOMASELLA



Night Collection Design

Summary

New product design contest on Desall.com: Tomasella and Desall invite you to design a new collection of furniture items for the bedroom, consisting of a double bed and a set of storage units.

Official contest page: https://bit.ly/NightCollectionDesign

Company Description

Looking back to the past to understand the future.

With this maxim, in 1948 Luigi Tomasella founded what was destined to become a leading producer on the Italian furniture scene.

The mission of his son, who has successfully ensured continuity of ideas and leads the family business in opening up new sales channels, is to innovate while maintaining tradition.

Today, as a company, Tomasella covers 100,000 sq. m dedicated to producing modern and contemporary furniture and furnishing accessories, with the right balance of sound company history and a strong inclination for technological and creative innovation.

What we are looking for

Tomasella is looking for a collection of furniture items dedicated to the night zone of private houses and hotels. It will consist of a double bed and a set of storage units, including a bedside table, a drawer dresser and a drawer chest (optional), characterised by a modern style, in line with the brand, and showing great attention to details.

Guidelines

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

Product typology: the collection of furniture items for the bedroom you propose shall consist of **a double bed**, that might be wooden, padded, or both wooden and padded, **two bedside tables** (2 drawers each) - that might either be integrated in or placed next to the double bed, a **drawer dresser** and a **drawer narrow chest** (optional).

Style: your collection shall have a **modern** style, with a great **attention to details and materials**. The elements of the collection shall have the **same family feeling**. The aesthetics of the furniture items shall be able to meet the taste and the requests of a heterogeneous and cosmopolitan public, while complying with the brand style and with the products available in its catalogue.

For more information about the **products in their catalogue**, please refer to the company websites: https://www.tomasella.it/en and https://www.zanette.it/en

In particular, for **the furniture items** of this contest, please refer to:

https://www.tomasella.it/en/products/modern/night/

https://www.zanette.it/en/products/night/

Drawer narrow chest (optional): inside the set of storage unites, in addition to the bedside tables and to the drawer dresser, you may also propose a **drawer narrow chest**, that is vertical storage unit with 5 to 7 drawers.

Additional functionalities (optional): proposals suggesting **additional functionalities** that go beyond the standard functions for this product typology (bed or storage units) will be greatly welcomed, for example suggesting a moving mechanism that modifies the product adding some functionalities or increasing the available surface, a *secretaire* area, a special technical device, etc.

Size: the elements to design shall have the following size:

- **double bed**, suitable for 160 cm x 200 cm bed base
- **drawer dresser**, maximum frontal width of 135 cm or 150 cm

There are no other constraints in terms of size and no standard size shall be taken into consideration for the drawers. At all events, all the elements shall have **dimensions suitable to the product typology** with a special attention to **their usability** and **to the spaces** where they will be installed.

Production technologies: in order to ensure the industrial feasibility of your products, your design shall take into consideration mass production technologies.

Materials: the double bed might be wooden, padded, or wooden and padded at the same time. The storage units shall be made of wood. For the coverings of the padded elements, you may employ fabrics, leatherette or leather. For the wood finishes, you may suggest laminate, matt lacquer finish, open-pore or textural finishes. You may suggest metal inserts as well.

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Where to use: the collection of furniture items shall be designed for the night zone of private houses and hotels.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .ZIP archive containing extra materials.

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

Aesthetics (5/5)

Compliance with the brand (5/5)

Collection modularity (5/5)

Degree of innovation (4/5)

Project presentation (4/5)

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:	24th January 2020 – 25th May 2020 (1.59 PM UTC)
Client Vote:	from 25th May 2020
Winner announcement:	approximately before the end of July 2020

Optional deadlines

Concept revision:	24th February 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.

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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 “Night Collection Design” will be accepted.

Award

1°: €5000 (advance on royalties) + royalties

The selection of the winner by Tomasella 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 1,500.00 (one-thousand-five-hundred/00) + royalties 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.