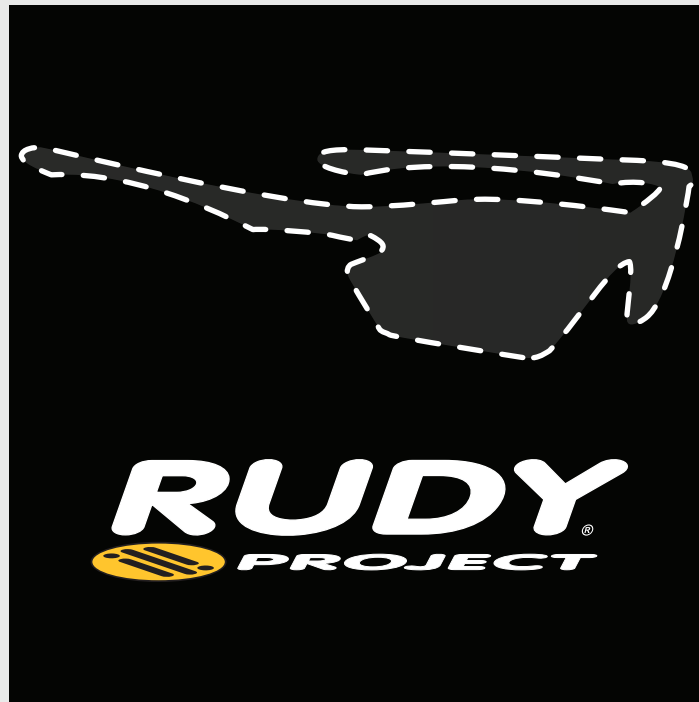


desall

RUDY
PROJECT



FUTURE SPORT EYEWEAR

DESIGN
CHALLENGE

Design the new Racing eyewear for Rudy Project

Summary

Desall in collaboration with Rudy Project® presents "**Future Sport Eyewear - Design Challenge**", a product design contest. The aim is to design the next sport sunglasses for the Racing eyewear line, created for all the athletes who ask for unicity, performance and style.

Description

Rudy Project® is a leading company in the sports eyewear field, specialized in design and production of sunglasses, ski goggles and helmets for the most technical sports.

The international success of the brand is the result of its constant investments in the development of functional, aesthetically superior and technologically-advanced products, always pursuing excellence in the selection of materials, design and performances.

The Racing eyewear line is studied to guarantee an higher brand visibility and recognition during the sport competitions, in addition to the lightness, resistance and safety in case of impact that feature all Rudy Project®'s sunglasses.

What we need

Participants are asked to design the next Racing sunglasses for Rudy Project®, taking into account the following guidelines.

Key features: the sunglasses must be light, resistant, comfortable and safe in case of impact or fall;

Logo: Racing logo must be easy to identify and its maximum dimensions are 2 cm high and 3 cm wide. It can be printed on the surface or it can be included on a removable and interchangeable insert;

Colours: brand visibility has to be maximized creating catchy color combinations, that express dynamism and active personality at the same time;

Lenses: Participants can choose the type of lenses between double lens and mono lens;

Materials: We suggest to select the materials taking into account the key features of the sunglasses (the list of the most advanced materials used by Rudy Project® is available in their website);

Presentation: For the purpose of representation participants should send their designs in a detailed and engineering-related advanced way and they can use illustrations, sketches or renders where the front and the side of the sunglasses are clearly highlighted (three-quarter perspectives as you may see in the banner at the top of the page are preferred).

The Racing logo and some examples of sunglasses of the Racing eyewear line are available within the material files.

Eligibility and submission

Participation is free of charge and is opened to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to the “Future Sport Eyewear - Design Challenge” will be accepted.

Timeline

Upload phase: 7th January 2013 at 00:01 - 7th March 2013 at 23:59

Community vote: 8th March 2013 at 00:00 - 12th March 2013 at 23:59

Awards

1st : **€ 1350,00** “Future Racing Award”

The selection of the winner by Rudy Project® will be the result of an unquestionable evaluation and it will take into account originality, project innovation and feasibility and consistency with the brief.