

MAMELE
DAILY • STEEL

Off the wall

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metal tailors

Summary

Mabele, brand of the Italian MA-BO, is looking for original solutions for **metal bookshelves** that might be hung on the walls just like pictures. The proposals should be able to adorn an empty wall characterising the surrounding environment in a different way with respect to the classical aesthetic canons.

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

Description

Mabele was founded in 2009 as a new division of MA-BO, an Italian company based in Turin, leader in the production of works through laser cutting and manufacturing of various metals.

The aim of the Mabele project is to give new life to metal, a material which is suitable for innumerable processes, treatments, colours and shapes. Mabele wants to spoil the traditional canons of the interior design unveiling new spaces in daily life. The collaboration with young architects and designers is a natural consequence of the project and becomes for them a possibility to see their ideas realised.

What we are looking for

The aim of the “Off the wall” contest is to find bookshelves solutions, able to adorn an empty wall just like they were **pictures**, disguising the function of being a furnishing accessory for hosting books and small objects. The bookshelves – conceived to be hung on the wall – will be realised through the Mabele know-how of the laser cutting technology.

Guidelines

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

Function: the bookshelf is supposed to be hosting books and small objects in any living space.

Employments: design a bookshelf that might be hung **on the wall** without any visible hanging device. Suggest what you think to be the most suitable mounting method.

Values to convey: the bookshelf should not be limited to be a container but rather a **furnishing accessory** that might adorn the wall and the surrounding space. Study a product that, just like a picture, might disguise the bookshelf function in favour of the aesthetic function.

Weight and size: the bookshelf should be weighing less than **40 kg**. For this reason, the thicknesses should be small and the product size should comply with one of the following categories:

- 222x56x21 cm
- 197x106x24 cm
- 176x60x21 cm
- 137x95x24 cm

Materials: only iron and/or COR-TEN are allowed.

Production technologies: laser cutting, bending, welding and epoxy powder painting.

Style and shapes: employ a **contemporary style**. **Squared shapes are preferred** over curved shapes, which might be accepted only if easily realisable. Avoid closing elements, such as doors and drawers.

Suggestions: the bookshelf should not necessarily be complicated; in fact, even one simple detail – duly studied – might turn a simple project into an excellent commercial success.

Colours: employ **pastel colours**. Primary or strong colours are not allowed.

Logo: the Mabele logo should not be visible.

Target: think about a bookshelf suitable for a consumer concerned about the current trends and able to appreciate highly expressive elements. The target price is mid-high.

Timeline

Upload phase:	5 th November 2014 – 3 rd February 2015
Community Vote:	4 th February 2015 – 18 th February 2015
Client Vote:	from 19 th February 2015

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 “Off the wall” will be accepted.

Award

1st: €1,000 + royalties contract

Mabele reserves the right to select more than one winner in case the projects satisfy the Client needs, in which event it will grant a further royalties contract.

The selection of the winner by Mabele will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.