

**: Fabbian**

**NEW BIRTH  
OF A MYTH**

### Summary

Fabbian is looking for a new lamp that might be included in its best sellers segment of all times, Cubetto and Beluga.

Reinterpret these great light design myths giving birth to a new project that retains the special traits that made its two predecessors timeless furnishing accessories.

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

### Company Description

Fabbian Illuminazione was established in 1961 as a company manufacturing lighting appliances for homes and for contract work. This aspect together with tradition and quality has always been evident in the product, with the result that the company has gradually acquired international dimensions and recognition. Results have been achieved through continual research aimed at interpreting market demands, while setting up precise marketing policies and strategies.

Experience, over a professional and qualified worldwide dealer net, always leads to the consolidation of specific technologies, forming a production philosophy that cannot be separated from new research and constructional methods.

### What we are looking for

The aim of “New birth of a myth” is to identify a **new product** that might be the **worthy travel companion of the Cubetto and Beluga lamps**, best sellers of the company.

The product shall have **compact size** and **new shape**, be made of either **blown or moulded crystal**; this is in order to give continuity to what proved to be part of the Fabbian DNA.

### Guidelines

The success of these products is linked to several special features that Fabbian would like were conveyed to this new piece.

### Features

Keep into consideration the following features while developing your proposals.

*Modularity:* think of a lamp that might be combined with other same-type lamps, either in defined groups (ex. 2 / 3 / etc.) or in “unlimited” sequences;

*Family:* while developing your project, do not consider it a single element, but rather an extended family of products, keeping into consideration the lamps typologies available in the Fabbian catalogue: applique, recessed, floor, ceiling, pendant, table (not necessarily all of them).

### Style

Following the success of the two best sellers Cubetto and Beluga, convey to your projects the same features that made them two great products.

*Style neutrality:* thanks to this feature, the two products could be installed in several furnishing contexts over time; from minimal settings to much more decorative and classical ones, without ever being out of tune.

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*Timeless elegance:* just like all best sellers, as suggested above, they are not fashion or trendy objects; this is why they managed to be successful throughout the years and suitable for several styles.

*Minimal, yet informal:* it is about a neutral style and timeless elegance; but beware not to fall into something too cold and impersonal; let's try to maintain contact with engaging, friendly, definite yet gentle shapes.

*Hard / Soft:* two opposite shapes, yet both successful. Beluga: soft, delicate, funny, playful, informal; Cubetto: solid, angular, minimal, exclusive, precious.

Choose the features that best suit your idea to give birth to the new Fabbian best seller.

### **Coupling/support**

Pay due attention to the design of the couplings/clamps, be they for wall/ceiling/floor/table lamps.

### **Material**

Blown or moulded crystal for the lamp. Metal is preferred for couplings/supports/bases.

### **Light source**

LED technology is preferred, but also traditional light sources are allowed.

### **Timeline**

Upload phase:	18 <sup>th</sup> February – 30 <sup>th</sup> April 2015
Community Vote:	30 <sup>th</sup> April – 14 <sup>th</sup> May 2015
Client Vote:	from 14 <sup>th</sup> May 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](http://www.desall.com) web site, via the upload page related to "New birth of a myth" will be accepted.

### **Award**

#### **1st: €2500 + Royalties**

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

### **License fee**

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a price of Euro 1,500 (one-thousand-five-hundred) for the purchase of the exclusive license for the economical exploitation of the projects not-acknowledged as the winning proposals.

Read carefully the [Contest Agreement](#) from the upload page.

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