



In caso di casa.

**LIGHT ON AND
TAKE CARE**

Summary

Leroy Merlin is calling all creative people of the world to take part in “Light On and Take Care”, the new contest on Desall to explore innovative solutions for bathroom lighting systems.

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

Company Description

As a major actor on the worldwide DIY (do-it-yourself) market, Leroy Merlin helps residents and homeowners with their home-improvement projects.

As the founding enterprise of the ADEO, Leroy Merlin specialises in sales of products and solutions and, in doing so, makes a unique commitment: to provide home improvement solutions tailored to each customer’s specific needs.

What we are looking for

The aim of “Light On and Take Care” is to find innovative proposals for the **bathroom lighting system**, exploring its multiple functions and providing **cool** and **easy to use** solutions to assist people in every moment they spend there, for personal care, make-up, shaving, depilation, baby-change etc.

Guidelines

To better understand the contest requests by Leroy Merlin, keep into consideration the following guidelines:

Functions: think of all the functions related to the bathroom, all the activities and the subsequent several requirements for **lighting** and **flexibility**.

Product typologies: the lighting system researched by Leroy Merlin shall either be a **1) stand-alone product** or a **2) multi-light system**. In either case, pay great attention to the customers needs to better match your proposals with the market demands.

1) Stand-alone product: design an **innovative lighting product** that comes in a stand-alone product, suitable for the bathroom purposes.

2) Multi-light system: think of a complete lighting system which integrates different light points connected through **simple modular elements** (lights, tracks, connectors, etc.), obtaining **several configurations and functionalities** suitable for the various moments and activities. All elements shall be **easy to install**.

Technology: for your projects **LED technology** shall be preferred over other solutions.

Materials: employ the materials that best serve the purpose, keeping into consideration the applicable regulations.

Target: this new lighting system will mainly address **young couples**.



Price: the final price will vary according to the functionalities.

Style: there are **no constraints** with regards to style, colour, size, weight or shape, so give maximum freedom to your creativity.

Mood: your solutions should be just as **joyful** and **young** as the young couples, always in search for something **cool** and **innovative**.

Logo: the **Leroy Merlin logo shall be visible** on all projects (included in the *Material files*).

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. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Timeline

Upload phase:	25 th February – 05 th May 2015
Community Vote:	05 th May – 12 th May 2015
Client Vote:	from 12 th 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 web site, via the upload page related to "Light On and Take Care" will be accepted.

Award

1st: €2000 + Royalties

The selection of the winner by Leroy Merlin 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 Client offers an extra chance to all participants setting a price of Euro 1,500 (one-thousand-five-hundred) plus 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).

