



R-Evolutionary Baby Design



Summary

Chicco and Desall invite all creative people to dive into the world of babies to develop evolutionary spaces and products about relax at home, thought for the peacefulness and well-being of babies aged 0-12 months and of those who take care of them.

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

Company Description

Chicco is the multi-specialist brand in the baby care market, both in Italy and in the entire world. The research for babies' happiness has always been our mission, because we believe that a happy baby will be a happy person, and a happy person can make the world a better place. That's why, according to Chicco, happiness is made of little moments, daily, simple gestures full of affection and spontaneity. The same gestures that make a baby happy, day by day, supporting him in his growth.

What we are looking for

Chicco is looking for two new concepts regarding **relax** for **1) evolutionary spaces** and **2) multi-functional products**. Both must be able to **adapt to the several moments of the day** and to **the specific needs of the baby aged 0-12 months**, taking also in consideration **the needs of the parent** in interacting with him, facilitating the **management of the daily routine** and helping both to **stay well together at home**.

Guidelines

For the correct realisation of your proposals, please keep into consideration the following guidelines. **You can develop one or both concepts** (every upload must refer to one concept only).

Days at home with babies are often characterised by a flawless organisation marked by several activities that regularly follow one another every single day – this concept of **routine** helps babies to find their peacefulness and prevent them from getting disoriented. If the baby is peaceful so will also be his parent and this bond gets stronger as time goes by.

Babies need objects and spaces that change and/or adapt themselves as to create new scenarios, activities and always different objects. Accordingly changing spaces and products are required to adapt themselves to the baby's growth and to his several postures between 0 and 12 months of age but that also adapt themselves to the several moments of the day during which parents might need to leave their babies alone in safety or also to interact with them.

Relax, main topic of the contest and key factor in the baby well-being, gets several interpretations according to the age:

- **0-4 months:** physical contact parent-baby: parental cuddle as unique means. Relax is **well-being**;
- **5-8 months:** playful moment parent-baby; the parent entertains his/her baby talking, playing, singing and dancing with him. Relax is **relationship**;
- **9-12 months:** sharing beautiful moments together; the parent reads and tells stories guiding his/her baby gradually towards learning and being autonomous. Relax is **interaction**.



CONCEPT: “Evolutionary spaces”

Houses are often small and it is thus necessary to rationalise and organise the spaces for babies. Parents would like **free, modular and customisable spaces** that allow a direct contact with their babies and enable them to adapt the same spaces to the house.

Parents need both to save some moments of “self-care” for themselves and beautiful moments of playful relax to spend with their babies.

So every parent needs a new **evolutionary space** able to create **multiple scenarios** to entertain the baby throughout the **several moments of the day**, that **adapts to the house spaces** and that is able – when needed – to **provide an enclosed and safe place** inside which the baby can play or interact with his parent. For your project, keep into consideration the **baby’s growth**, his **several postures** and the parent needs (e.g. to be able to safely leave the baby alone). (see *Material files*)

Configurations: in order to obtain the **multiple scenarios** and the various **customisations**, you can consider a **modular** system, by employing **two-dimensional or three-dimensional modules**, or you can also study a **convertible space made of a single element** that you can rearrange according to your needs.

Evolution: the evolutionary space shall be able to adapt to the **several moments and necessities of the day of both baby and parent and/or to follow every phase of the psycho-physical growth of the baby**, encouraging his **autonomy**.

CONCEPT: “Multifunctional product”

The needs of babies are constantly changing, parents would like objects that can adapt to the need of the moment and that convert themselves at every stage of the baby’s growth and/or change themselves to adapt to the specific activity of the day. This product as well should encourage the baby autonomy and his own psycho-physical growth.

This latter concept researched by Chicco is a **product/object** that you might use for **different purposes throughout the day and/or that can adapt to the baby’s growth**. In particular, the object shall be able to **convert** itself and **evolve**, modifying the way the baby interacts with it during his growth or changing itself according to the needs.

Keep into consideration the following parameters that determine the “convertibility” of the product:

- **Cognitive growth:** it evolves according to the age of the baby, who first listens and watches (sensory phase) then starts to interact with objects by catching them and eventually explores the environment moving around inside the house. (See *Material files*)
- **Daily activities:** they follow one another between active waking state and rest: needs of the moment related to the baby’s routine and entertainment moments promoted by the parent during the baby waking state, according to the modalities and activities suitable to both and to the needs of the moment.
- **Baby’s posture:** it changes according to the age: first supine/prone, than semi-seated/seated position and crawling, eventually upright position. (See *Material files*)



GENERAL GUIDELINES

Customised stimuli: for both concepts keep into consideration that parents want to create **unique moments and a cosy atmosphere** with their babies and that babies need to **discover the world with their parents**, who want to be active part of their growth. In order to do so, parents know that they have to constantly propose **different activities specifically created for their own babies**.

Storytelling: it is a tool aimed at encouraging the interaction between parent and baby and to build a valuable relationship between them for a healthy psycho-physical growth of the baby through narrative techniques.

5 senses: the multi-sensory experience is a very important element for the baby's growth and well-being. The **constant stimulation of all 5 senses** is fundamental, in particular with music, songs, lights, colours, scents and sweet flavours. (See *Material files*)

Deliverables: you can develop one or both concepts; however **every upload must refer to one concept only**. You can submit more proposals per concept typology.

Submit the images that best describe your projects (rendering, descriptions, CAD files, etc.) and we remind you that – if necessary – you can also attach a .zip archive containing further materials. Do not forget to fill in the *abstract* and *description* fields to provide further details about your projects. All texts must be written in English.

Timeline

Upload phase:	15 th April - 17 th June 2015
Community Vote:	17 th June - 24 th June 2015
Client Vote:	from 24 th June 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 "R-Evolutionary Baby Design" will be accepted. For more info, please login and read the [Contest Agreement](#) from the upload page.

Award

1st: €2000

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

