



## Summary

Nidi, brand of Battistella Spa, and Desall launch you a challenge to design a new handle for the opening of doors and drawers with shapes or functions that turn the children's bedroom into an even more playful and creative place.

**Official contest page:** <http://bit.ly/handlewithcreativity>

## Company Description

The company was given its current name by its founder, Mr. Alfredo Battistella. The firm's history began in 1953.

Technological innovations were added to the traditional furniture manufacturing know-how of industries on this territory to define the structure of this company.

In 1963, the Battistella brand was the first to launch a line of children's bedrooms in laminate on the Italian market. It also patented a curved, laminate-faced door. The positive feedbacks received allowed the company to continue its experiments and to start using PVC in its furniture.

In 1992 Battistella's management was handed down to the next generation, from the father Alfredo, to his son Mario who continued in his father's footsteps by leading his group towards the goals of the new millennium. Along this path, tradition was combined with new technologies, confirming a success formula that was perfect to face the most recent challenge met by Battistella, i.e. NIDI, a collection of children's bedrooms that combines play and design in the spaces dedicated to today's youngsters. An innovative approach that exploits all the experience and know-how of a long-standing brand such as Battistella.

## What we are looking for

With children at the core of our attention, we invite you to think about their world, about the way they look at things and how they play, and in particular how a handle can become an element of interaction and creativity.

We thus invite you to design **a new handle** or **a new set of handles for doors and drawers**, exploring shapes, materials, compositions or ancillary functions.

## Guidelines

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

**Product typology:** the product we are looking for is a **handle** or **a set of handles for doors/drawers** of the Nidi catalogue. We suggest you to have a look at the *Material files* attached and to observe what role handles play inside the children's bedroom.

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## Features

**Shapes:** for your proposals explore the shapes that in your opinion better make children's bedroom a playful and creative place, paying particular attention that they comply with the Nidi formal style, simple and elementary, without forgetting their target (4-14 years old children).

**Combinations:** you can think of possible combinations playing with the various elements (with different shapes and/or different colours) to create several configurations. In order to better understand this approach, have a look at the *Material files* and search for the *Puzzle handles* model.

**Functions:** you can also explore ancillary functions for your handles, allowing different types of uses. If necessary, in order to create new functions you can also consider the employment of other elements to combine with the handles (for example webbings, elastic strings, etc.). Please refer to the solutions already proposed in the catalogue (for example the *spider* and *duo* models) and explore functions and interpretation yet unseen. We really want to leave room to your creativity!

**Place of use:** the handles will be used for the interior furnishing, in particular for the **children's bedroom**.

**Materials:** for your **handles**, you can use these suggested materials: **rubber, plastic materials, wood, metal**.

You can also use other elements to combine with the handle (see for example the *stripe* model). Please use common sense for the choice of the materials and also keep into account the materials already employed in the Nidi catalogue.

**Style:** it is important that your proposals **comply with the Nidi style**: "The children's world is **imperfect, simple** and **elementary**. For us, imperfection and simplicity are part of creativity". We invite you to have a look at their catalogue (see *Material files*) and at their website.

**Colours:** use the **colours and finishes palette** attached in the *Material files*. Do NOT use different colours.

**Target:** the handles will be used for the **bedroom of children aged 4 to 14 years**, the specific target of Nidi.

**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

**Deliverables:** upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, preferably, also provide **setting and contextualisation of your project**. 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!

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## Timeline

Upload phase:	16 <sup>th</sup> Jun – 29 <sup>th</sup> Sept 2015 (1.59 PM UTC)
Community Vote:	29 <sup>th</sup> Sept – 13 <sup>th</sup> Oct 2015 (1.59 PM UTC)
Client Vote:	from 13 <sup>th</sup> Oct 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 “Handle with creativity” will be accepted.

## Award

1°: €2500 + Royalties

2°: €1500 + Royalties

3°: €1000 + Royalties

The selection of the winner by Nidi-Battistella 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 1,000 (one-thousand) 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.

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