



Once upon a Fabulous Thun design contest



Summary

Thun and Desall.com rely on your creativity to develop a new decorative style that includes new graphic elements and ceramic products, to exist alongside the other Country, Prestige and Elegance styles.

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

Company Description

In 1950, Count Otmar and Countess Lene Thun, began working to make their dream come true, setting up Officine Ceramiche THUN (THUN Ceramic Works) in the cellars of Castel Klebenstein, Bolzano. With the help of just a few assistants, they set to work with enthusiasm and energy. Their motto from this period still accompanies the business today: “In a town located between the North and the South, where two cultures meet, we draw on traditions but we look to the future, working to bring joy to ourselves and others.” Inspired by the faces of her sleeping children, Lene created her first piece, the Original Bolzano Angel. This almost magical creation was loved by all who saw it, meeting with incredible success, aided by friendly word of mouth.

What we are looking for

Thun is looking for a **new decorative style** that can unite under the same formal language products belonging to different typologies: **ceramic products (vase, photo frame and centrepiece)**, **products from the Woman area** (bags, accessories and bijoux) and **products from the Kid area** (in particular baby sleepsuit). The new style will exist alongside the other styles already present in the catalogue: Country, Prestige and Elegance.

Guidelines

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

Objectives

In order to develop the **new decorative style** researched by Thun you are invited to:

1. Design a new family of two-dimensional graphic elements to apply on several product typologies by Thun;
2. Design three new ceramic products: vase, photo frame and centrepiece with a new formal character that, together with the graphic elements you propose, will make up the new style researched by the company;
3. Ultimately apply the graphic elements to one of the following products from the Woman and Kid areas, choosing from: bag, wallet or baby sleepsuit. You are free to apply the graphic elements to products already existing in the catalogue.

Style: the new style shall represent the **Thun** values and will either **follow or break with the other styles** used in the catalogue, but it shall nonetheless comply with the brand design identity and values. (For more information about the already existing styles have a look at the *Styles-guidelines* attached in the *Material files*). It is **fundamental** that you show in your project **how the style adapts to the different product typologies** (see **Project submission** paragraph). For an example, see the *Upload template* attached in the *Material files*.



Two-dimensional graphic elements: they will be applied on different product typologies with different methods and techniques; on the ceramic products, for example, they will be applied through low-relief, high-relief, painting, positioning (placed elements, patterns, etc.) techniques. On non-ceramic products (application on bag, wallet, baby sleepsuit) they will be applied through graphic sign, painting, colouring, positioning (placed elements, patterns, etc.).

You can also propose **finishes and surface workings**, provided they comply with the brand values and identity.

Shapes: the **ceramic products** you propose shall be characterised by **soft and rounded shapes**. You may also suggest the employment of tapering and flaring techniques in order to better define its formal aspect; for the shape of the other products that will also be dressed in the new style you propose (see **Project submission** paragraph), please refer to the products already belonging to the Thun catalogue.

Dimensions: the **ceramic products** will have minimum size: 5x5x5 cm and maximum size: 50x50x50 cm. For non-ceramic elements, please refer to the Thun catalogue.

Usage: Thun ceramic products are conceived for **indoor use in the home environment**. The products from the Woman and Kid areas will be used in places and manners according to their typology.

Functions: Thun **ceramic products** have decorative function (not suitable for food-contact), while the products from the Woman and Kid areas will have their own specific function according to the product.

Values to convey: the style you propose shall comply with the brand values, that is **closeness** (with affection and tenderness - to bring joy to the homes and the lives of every woman), **human warmth** (reaching people's heart - the loving care put down to the smallest detail of the product and of the packaging) and **lovely thoughts** (a special wish - each one of our creations is a symbol of positive values and contributes to bringing joy, tenderness and lovely thoughts in our world). The style you propose shall reflect the Thun *mission*, which is to become the main brand for **gifts for every occasion in the daily life of a woman**, creating **functional** and **decorative** products, **unique** yet **affordable**, for the **fairy tale world Thun brings to reality**, where you can once again experience childhood emotions, dreams, magic and warmth.

Logo: the Thun logo shall be included in every product you propose. In particular, for the **ceramic products**, the **logo** shall be placed **under the base**. For non-ceramic objects, refer to what has been done in the products from the Woman and Kid areas available in the catalogue. For more information see the online Thun catalogue.

Target: the target for the style you propose is made of **women aged 25-44**, either Thun clients already or new customers.

Projects submission: to better represent your project you are invited to follow this scheme:



- 1st slide: it shall include **all the graphic elements** you propose;
- 2nd slide: it shall include the **vase** you have designed and decorated in your style;
- 3rd slide: it shall include the **photo frame** you have designed and decorated in your style;
- 4th slide: it shall include the **centrepiece** you have designed and decorated in your style;
- 5th slide: it shall include the **application of your style either on a bag, wallet or baby sleepsuit** (for the products to show in the 5th slide, you can refer to the online Thun catalogue).

At your discretion, you can also attach in a .ZIP archive further materials to complete your submission (for ex. Vector files including the graphic elements, 3D files, CAD files, high-resolution renderings, etc.). Prepare a short *abstract* and a *description* that introduce your projects.

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

Timeline

Upload phase: 02nd March - 06th June 2016 (1.59 PM UTC)
Community Vote: 06th June - 20th June 2016 (1.59 PM UTC)
Client Vote: from 20th June 2016

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 “Once upon a Fabulous Thun design contest” will be accepted.

Award

1st: €3000

The selection of the winner by Thun S.p.A. 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 2,000.00= (two-thousand/00) 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.

