

DVO[®]

DELLA VALENTINA OFFICE



Summary

Della Valentina Office and Desall.com invite you to a new design contest for the creation of a new workstation dedicated to *home office*, that is a work-from-home context, in line with the current trends and integrated with the latest available technologies.

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

Company Description

Della Valentina Office spa is one of the most established companies in the office furniture industry. Founded in 1990 with the aim of producing office furniture made of laminate and melamine, it developed an alternative idea with respect to the other producers: to offer its customers fast deliveries. A service that has become the strength of the company. A characteristic and innovative design, combined with a wide range of furnishing items, allow for a wide choice of workstations and executive furniture, available in various shapes and colours. Since 1993 the company has started a rapid growth, in terms of market penetration, allowing DVO to reach over 100 countries with about 1.071 customers, with an accurate balance between domestic and export markets. The company industrial complex covers an area of about 50,000sqm, 33.000sqm of which are equipped with modern and efficient storage plants that allow for the handling and control of all the products. The Company has always paid great attention to the European regulations that govern safety, products reliability and environmental issues. This is the reason why all the products are tested at authorised labs, thus guaranteeing the highest quality for all the elements offered to the customers.

What we are looking for

Della Valentina Office is looking for a new **workstation** mainly intended for **domestic use**, that may integrate **tools and technologies** for the work routine, with a particular attention to design, practicality and mobility, providing all the needed functionalities for those who work in a *home office* context.

Guidelines

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

Product typology: you are invited to submit your projects for the design of an **innovative workstation**, consisting of the following elements: **table, storages** and **potential other accessories**. The workstation shall be suitable for online sale, allowing an **easy and quick assembly** for the final user. Your project might be composed of a **single compact element** or by **several integrated elements**. Proposals that include potential **other furnishing elements** or **complementary accessories** will be welcome.



How and where to use: the project you propose shall regard **an individual workstation**, to be employed in the home environment or in possible other multi-functional or co-working areas. If you suggest a modular system, however, you could provide for an extension of the workstation and thus offer an extra working space.

Functions: the workstation you design shall allow for an easy **use of the working tools** (computer, tablet, smartphone, etc.), with a particular focus on **ergonomics** and **functionalities**, that may well **integrate with the most recent technologies** (for ex. allowing charging devices over USB, wireless charging, etc.), thus qualifying itself as the ideal workstation to carry out one's work in complete comfort. Also make sure the workstation to be intended for **reading** and **writing**, including **storage compartments accessible from a seated position**.

Size: as a general principle take into account the **ergonomic standards** of a workstation; however, should you suggest innovative solutions and new concepts, feel free to adapt the dimensions to your project idea, while retaining a **compact shape**.

Materials: your projects can employ the following materials: **wood, melamine, laminate, MDF, metal sheet, steel, aluminium, various plastics, glass, furnishing fabrics**, etc. all with **100% recyclable properties**. Toxic materials, including for example PVC, are NOT allowed.

Finishing: according to the style and materials you choose, you may suggest a **possible surface finishing**. At all events, make sure the table is **easy-to-clean**. Potential products employed for the finishing shall be 100% recyclable.

Technologies: for a better usability of your workstation, take all the due measures to handle – in the best possible way – devices, peripherals, cables, power sockets, etc. for work. Evaluate, with the greatest attention, the potential critical aspects arising from the integration of such functionalities as wire charging, charging over USB, power sockets, etc. and from the cables channelling.

Style: your projects shall **comply with the style and identity of Della Valentina Office**, paying due attention to convey a **modern, trendy** style and a particular care for **design**.

Colours indications: choose **trendy** and **modern colours**, following a logic that may allow the company to easily expand its range of products with several colour variations.

Values to convey: your projects shall comply with the brand identity, conveying the values of **originality, practicality, functionality, universality and flexibility.**

Logo: do not employ the Della Valentina Office logo on your projects.

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!

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:	30 th June – 28 th September 2016 (1.59 PM UTC)
Community Vote:	28 th September – 12 th October 2016 (1.59 PM UTC)
Client Vote:	from 12 th October 2016
Winner announcement:	approximately before 11 th December 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 "Home Sweet Office" will be accepted.

Award

1st: €3000 + royalties

The selection of the winner by Della Valentina Office 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 1,500.00 = (one-thousand-five-hundred/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.