ITALCEMENTI and ALESSI present "#Concrete In Design", a contest dedicated to all creatives interested in researching and experimenting, to create a new design highlighting the properties of i.design EFFIX, the state of the art mortar developed for the latest needs of a cutting-edge design.

The chosen designer will attend a workshop organized by LPWK Design Studio at i.lab, the new ITALCEMENTI research and innovation centre in Bergamo, where the project submitted for the contest will be further studied and fine-tuned in order to introduce a new product, which will be suggested for a future ALESSI collection.

What we need
We are looking for the decoration and/or shape for one centrepiece which will be made with i.design EFFIX. Those who want to focus on graphics only can work on one of the models suggested by Laura Polinoro from LPWK Design Studio, enclosed in the material files; for those who want to send their own ad-hoc model – with attached decoration – it should satisfy the following constraints:
- maximum weight about 3.5kg;
- minimum thickness 0.5cm.

For the decoration creatives should employ texture, graphics, patterns and other relief or low-relief ornaments, that show off the aesthetic properties of the object and the physical qualities of the material.

The object should be conceived both for being used indoors (domestic use, suitable also for preparing food) and outdoors (in the garden or terrace).
The decoration may cover the whole object, internally and/or externally. Creatives are invited to study in detail the potentials offered by the material in order to highlight its characteristics (see attached images in the material files). Please take into account that the mortar can be directly dyed in the mixture and treated to obtain a smooth (formwork finish) or sandblasted surface.

To better present their ideas, creatives may work directly on one of the attached 3D files, applying their own decoration. Besides, they should also append the vector file containing the graphics employed in the project. Should they present a model of their own, they should also provide the respective 3D file. Vector and 3D files should be submitted as a .zip archive through the upload page.

For some examples of concrete applications, please visit the Pinterest board.

**Info about the material**

*i.design EFFIX* is a ready to use mortar. It contains all pre-mixed powders, sand, fibers and admixtures necessary for its preparation. The fibers used are alkali-resistant glass fibers.

Mixing it with water, you obtain a very fluid off-white mortar.

Fresh mortar density: 2.340 kg/m3

Particle size 0 - 500 µm

Its formulation with fine elements allows obtaining perfectly smooth and uniform surfaces and excellent reproduction of the shape of the molds used.

Further properties of the material:
- suitable for preparing food;
- stain-resistant (thanks to an adequate treatment with protective agents);
- does not stand thermal shock;
- working temperature -20°C / +80°C

Specifications are available in the material files.

**The company**

ITALCEMENTI is a world leader company in the cement production, with plants and branch offices in more than 22 countries and a history of almost 150 years. Always interested in planning and architecture it has recently decided to enter the world of design, with a state of the art fine and aesthetic material, conceived with the aim of giving designers a new tool to shape their creativity. The long experience gained in this field made ITALCEMENTI one of the greatest cement producer in the world and a benchmark company in materials innovation for the building community.
**Timing**

- **Upload phase:** 22nd October - 12th December 2013
- **Community Vote:** 13th - 19th December 2013
- **Winner Announcement:** 20th December 2013
- **Project Optimization:** 21st December 2013 - 22th January 2014
- **First prototype:** 15th - 22th January 2014
- **Mould and formwork:** 23rd January - 18th February 2014
- **Workshop:** 19th - 20th February 2014

**Eligibility and submission**

Participation is free of charge and open to designers and creative talents of any nationality and age. Participants can present one or more projects, but only the projects published on the web site www.desall.com via the upload page related to "#Concrete In Design" will be accepted.

**Awards**

The chosen designer will attend the exclusive workshop organized by LPWK Design Studio at i.lab, the new ITALCEMENTI research and innovation centre in Bergamo. In addition, the designer pledges to be available for the optimization of the project until such date.

Once the workshop is over, if the project developed becomes an ALESSI product, ALESSI itself will manage the contractual relationship with the designer for the provision of royalties.