



LUXY®

LUXY CHAIR DESIGN AWARD



Summary

New product design contest on Desall.com: Luxy and Desall invite you to propose a new upholstered chair for indoor use, with a modern and refined design, conceived for both the contract and the residential sectors.

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

Company Description

Luxy was established in 1976 as a small producer of chairs in outsourcing, in one of the most important productive areas of Europe, Italy's northeast. Luxy developed into a highly specialised company in the production of ergonomic and design chairs and sofas. Collaboration with designers like Massimiliano and Doriana Fuksas, Stefano Getzel, Favaretto & Partner and Mario Ruiz, along with the company's innate vocation for research, experimentation and innovation, accompanied by vast technological know-how and experience, led the company to patent products that were characterised by design and ergonomics that are the symbol of "Made in Italy" products, which are exported to over forty countries, through a network of professionals who are attentive to our customers' needs. With the entry into equity package of HAT Holding SpA (Hat Holding All Together) that has invested with all the company management, Luxy has had a breakthrough for a further incentive in the development of the company on markets always paying particular attention to the environment and to the regulations for security and compliance. The company is well rooted in the world market, but is in continuous movement to satisfy the demands of its clientele... this is Luxy. www.hat.it 1st June Luxy has celebrated its first forty years from the date of its foundation.

What we are looking for

Luxy relies on your talent for the design of a new **upholstered chair for indoor use**, with a **modern and refined style**, specifically conceived for the contract and residential sectors.

Guidelines

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

Product typology: you are invited to propose the design for an **upholstered chair for indoor use, comfortable**, with a **modern style** and **apt for various contexts of use**. Accordingly, the **versatility of the chair** will be of the utmost interest, opening up the possibility to employ different types of legs.



Where to use: the chair researched by Luxy shall be conceived for **indoor use** and will address the **contract sector**, including **hotels, waiting rooms, offices, common areas**, etc. in addition to the **residential** sector.

Shape and functions: your chair shall have a **refined** and **modern design**; the possibility of stacking the chairs is welcomed but not fundamental.

Materials: the chair you propose will employ **internal structures made of metal and/or wood**. The lining might be realised in **fabric and/or leather**, with the possibility to choose from the various options already offered in the Luxy catalogue (see *Material files*) or, at your discretion, you may also suggest **new solutions and materials**. If your design implies the employment of an **outer shell, you are not allowed to use plastics or wood for it**, as there are already other chairs in the catalogue with these features (see for ex. Prima or Epoca and other products on www.luxy.com).

Production technologies: the upholstery of the chair will be realised through **cold-foamed polyurethane** and it will be **covered** as explained in the preceding paragraph.

Size and weight: the **size** of your **upholstered chair** shall **comply with the standard** adopted for this product typology. There are no constraints regarding the weight of the chair, but you are nevertheless invited to consider that it shall be handy enough for transportability and stacking.

Style and colours: your upholstered chair shall have a **modern** and **very refined design**, paying particular attention to the brand style and compliance. For more indications about the Luxy style and current catalogue, you are invited to have a look at their website available at: <http://luxy.com/prodotti>. In particular, you are invited to look at the **Meraviglia, Epoca** and **Prima** chairs, that your chairs **shall NOT directly compete with in terms of aesthetics**. The **customisation** of the chair will be possible thanks to the **ample range of colours** available in the 450 fabrics and/or leather options offered by the Luxy catalogue (see *Material files*). Proposals offering a meaningful degree of customisation will be of the greatest interest. The legs and armrests can be customised and/or covered with different colours and materials (metal, wood, leather and/or fabrics), as per the Luxy catalogue.

Logo: the Luxy logo will be applied on a tag sewn along the lining of the chair.

Target: the Luxy chair will mainly address consumers with a **medium-high/high purchasing power**, presenting itself as a product with a **great aesthetic value**. The approximate **production cost** for the chair will be between **€80 and €130**.



Values to convey: your chair shall comply with the Luxy values and identity, be perceived as a product with a **great aesthetic value**, with a **particular care for style and design**, able to emotionally involve the consumer.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.), preferably attaching the 3D files in .stp or .igs formats. If necessary, remember that you can also attach a .ZIP archive containing extra materials.

Evaluation criteria: in the evaluation of your submissions Luxy will take into account the following criteria:

Aesthetics

Emotional impact

Degree of customisation

Versatility of use

Degree of compliance with the context of use

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

Contest timeline

Upload phase: 22nd September 2017 – 31st January 2018 (1.59 PM UTC)

Client Vote: from 31st January 2018

Winner announcement: approximately before the end of May 2018

Optional deadlines

Concept revision: 22nd October 2017 (1.59 PM UTC)

Concept revision: deadline for requiring an optional revision on your project by the Desall team. In order to request a revision, save your project as draft and send your request via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.



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 “Luxy Chair Design Award” will be accepted.

Award

1st: €2000 + Royalties

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

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants with a royalties contract and an advance on royalties equal to 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. For questions about the brief please use the “Have a question” button or write to contest@desall.com.



Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: within the first weeks of the contest, you might ask for a revision on your project by the Desall team. In order to do so, you are required to save your project as draft and send your request via e-mail (contest@desall.com) or through the contact form. The deadline for requiring the concept revision is specified in the Optional deadlines paragraph inside the brief.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.