Rubber Skin Attitude
Product design phase
Winning project - New Idea phase

The following brief will be inspired to the project described below

ori series by Antonino Ciuro
Winning project - New Idea phase
The following brief will be inspired to the project described below

ori series by Antonino Ciuro
Summary

New product design contest on Desall.com: in the second phase of the contest Vibram and Desall invite you to design a new line of backpacks, bags and other containers equipped for mobility, further developing the concept of flexibility of use, foldability and mechanical expansion of the Luxury Rubber.


What we are looking for

In the previous phase of the contest, Vibram addressed the community of designers to research ideas and concepts of products realised with the revolutionary Luxury Rubber “leatherette rubber sheet”. In this second phase, once again open to all, you are invited to develop the product design of a new product branded by Vibram belonging to backpacks, bags and other containers equipped for daily and/or performative mobility, further developing the concept proposed by Antonino Ciuro, winner of the previous phase, that consists in the use of a folding system inspired to the Japanese origami culture, that enables the foldability and expansion of the Luxury Rubber which was applied, in that project, to a backpack. In addition to the cash award, the winner of the second phase of the contest will be granted the chance to develop his/her own project, taking part in a workshop to be held at the Vibram Technological Center in Guangzhou, China.

Guidelines

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

Winner of the previous phase: ori series by Antonino Ciuro

Please refer to the Material files for details about the winning project.

Aim of the contest: the participants of the second phase are invited to develop and further study a system for folding and expanding the Luxury Rubber, proposing technical solutions inspired by the concept suggested in the proposal of the winner of the first phase (see Material files), applied to a new finished product, belonging to backpacks, bags and containers equipped for the daily and/or performative mobility.

Product typology: the technical solution for folding and expanding the Luxury Rubber leatherette rubber sheets that you propose, shall be applied and adapted to a new range of backpacks, bags and containers equipped for the daily and/or performative mobility (such as bike packs or other accessories/packs for outdoor activities and sport, including for example trekking, running, motorbike, cross-country, fishing etc.) in line with the Vibram heritage. In this phase, you are required to present a detailed product design project, with a special focus on the technical solution for folding and expanding the rubber sheet.
**Materials:** the projects you suggest shall employ the *Luxury Rubber* leatherette rubber sheets also in combination with other materials, which might either be materials usually employed in this product typology or be completely innovative.

**Luxury Rubber characteristics:** the Luxury Rubber is an *open-cell rubber foam* (density 0,3gr cm³), available as sheets measuring about 120cmx70cm and 2mm thick (the thickness might be increased upon request, but cannot be reduced). To date the available colours are 4 (black, tobacco, cream, brick) but you may suggest other colours as well. The Luxury Rubber is a *waterproof* material.

**Processing technologies:** the Luxury Rubber can undergo several processes: *cutting* – which must be sharp (with dies), *gluing, sewing* – with wide stitches using an “R” needle (no monothreads or monofilaments) – and *thermoforming*. No surface working is required, but it may be requested at your discretion.

**Target:** your ideas and concepts shall be focused on a *B2C market*, taking into consideration segments coherent with the *Vibram heritage*.

**Values to convey:** your projects should take into account the *values of the Vibram brand*, that is: *innovation*, attention for the *best quality*, *consumer oriented approach*, *performance* and *durability* of the products.

**Deliverables:** upload all the images that better present your projects (rendering, descriptions, etc.). For a better evaluation of your project you are invited to attach the 3D files in *.stp/.igs format* inside a *.ZIP archive* to attach directly from the upload page. At your discretion, you may include inside the same *.ZIP archive* other materials (ex. PDF, high-res images, etc.).

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

- Technical feasibility
- Aesthetics
- Functionality/usability
- Brand compliance
- Project submission
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: 6th September – 6th November 2017 (1.59 PM UTC)

Client Vote: from 6th November 2017

Winner announcement: approximately before the end of December 2017

Optional deadlines

Concept revision: 7th 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 as a clarification opportunity for all participants), 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 “Vibram Rubber Skin Attitude” will be accepted.

Award

1st: €4,000 (four-thousand) + Workshop at VTC Guangzhou, China (during 2018)

The selection of the winner by Vibram will be the result of an unquestionable evaluation and it will take into account originality, feasibility, compliance with the brand and with the other evaluation criteria specified in the brief.
Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a price of €2,000 (two-thousand) for the purchase of the license for the economical exploitation of the projects considered interesting even if not mentioned among 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.