

Manifattura
FALOMO

Pick Your Sleep



Summary

New idea contest on Desall.com: Manifattura Falomo and Desall invite you to design a new system to help consumers choose the most suitable mattress according to their needs inside the points of sale.

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

Company Description

For over 50 years our mission has been to promote the culture of “healthy sleep”, making high quality mattresses, pillows and beds. 100% Made in Italy.

What we are looking for

Manifattura Falomo invites you to design a new **system** for enabling the final user to choose the most appropriate mattress according to her/his need, based on two parameters, **the body shape** and the **sleeping position** (on the back, on the stomach, on the side).

Guidelines

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

SELECTION SYSTEM

The primary aim of the contest is to find a **modality**, a **system** or a **tool** (either physical or digital) mainly based on a **coding system** – of your conception – able to help the consumer choose the most appropriate mattress, based on two parameters: **body shape** and **sleeping position**.

Selection flow: through the selection system the user will be invited to set two parameters, **body shape** and **sleeping position**. The **body shape** will be **one of the selection parameters** and shall be associated with an **identification element** (e.g. colour, icon, writing, etc.), that will also be applied on the mattress. The other parameter that the user shall set is the preferred **sleeping position** (on the back, on the stomach, on the side) that will be associated with **another identification element** (e.g. colour, icon, writing, etc.). At the end of the selection phase, the user will receive a visual output that will also be found on the mattress (see MATTRESS IDENTIFICATION paragraph) and will enable her/him to visually identify the most appropriate product according to her/his needs.



Body shape: each body shape described below shall be matched by an **evocative icon/symbol**:

- **male body, sturdy, broad shoulders and thin hips;**
- **male body, normal, balanced hips and shoulders;**
- **female body, slim, with regular shapes;**
- **female body, with large hips.**

Sleeping positions: another parameter to help the user understand what mattress best suits her/his needs is the **sleeping position (on the back, on the stomach or on the side)**. You are thus invited to conceive a **representation modality** of the various positions and a **ranking system (comfort degree)** that will be applied also on the mattress, to help the user understand which one best meets her/his needs. At your discretion, you might use this parameter also during the selection phase.

The system you propose might feature the use of digital **technologies**, including for example tablets, 3D scanners, cameras, sensors, detectors, etc. already available on the market, with attention to keeping the production cost low, or other elements for ex. mirrors, informative panels, etc.

MATTRESS IDENTIFICATION

In order to identify the mattress according to the output of your selection system, you are free to explore new modalities to customise the mattresses, also keeping into consideration some of the elements that Manifattura Falomo already uses, that is:

- Decorative corded stitching (see Item 1 – *Material files*);
- Zip tag (see Item 2 – *Material files*);
- Coloured label on the side (see Item 3 – *Material files*);
- 45° corner stripe (see Item 4 – *Material files*);
- Label on mattress handle (see Item 5 – *Material files*);
- Textured sewing pattern (see Item 6 – *Material files*).

As a typical scenario, take into consideration that the mattress will suit only one body shape but may fit several sleeping positions. Accordingly, you are invited to design a **visual ranking system** to apply on the mattress indicating the **comfort index** for each **sleeping position (on the back, on the stomach or on the side)**.

Ultimately, the identification elements might be ideally reproduced also on other promotional elements inside the point of sale, including floor displays and other communication materials.



Display concepts (nice to have): designers suggesting an innovative way to display a selection of mattresses chosen by the retailer will be particularly welcomed. In particular, the retail will showcase only sections of the mattresses to show the technology employed inside. You are free to propose display concepts, representing a distinctive trait for the brand, without necessarily using a physical structure (you may opt for a virtual modality, using screens, projectors or other). Alternatively, you may propose a restyle of the current display. Refer to the *Material files* for an example of current display.

Materials: the selection system and the display can employ the following materials: **wood, metal, polymethyl methacrylate (PMMA), cardboard**, etc. The selection system might also use the technologies specified above for the display.

Where to use: the system you propose shall be employed inside various points of sales and authorised showrooms, in specific areas dedicated to the brand. For some examples of display areas, please refer to the *Material files*.

Style: you are invited to use a **clean and minimal style**, in line with the brand of Manifattura Falomo, with a special attention to detail, a typical feature associated with the **Made in Italy** values that the brand represents.

Colours: you are free to use the colours that better suit your proposal, either using the colours of the brand or other colours at your discretion.

Values to convey: your system shall convey the values that made **Manifattura Falomo** a benchmark brand for the industry, a promoter of the **healthy sleep** and with a special attention to personal care. For better understanding the company culture and their all-around research on the wellbeing of the person, you may refer to **their blog**.

Customer typology: the average customer of the Manifattura Falomo mattresses is made of a **female public** aged **between 35 and 65 years**. The system you propose and the possible technologies you are going to employ for facilitating the selection of the most appropriate product, shall be designed with the user experience of the customer inside the point of sale at the core of your attention.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.). Projects showing the product placed inside the retail setting will be appreciated. If you use symbols, icons, app screens or other elements, you are invited to include them inside a .ZIP archive to attach from the upload page.



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

Technical feasibility

User experience

Economic sustainability

Degree of innovation

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:	13 th April – 12 th July 2018 (1.59 PM UTC)
Community Vote:	12 th July – 19 th July 2018 (1.59 PM UTC)
Client Vote:	from 19 th July 2018
Winner announcement:	approximately before the end of September 2018

Optional deadlines

Concept revision:	13 th May 2018 (1.59 PM UTC)
End of hidden option:	27 th May 2018 (1.59 PM UTC)

Concept revision: deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team 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.

End of “hidden option”: deadline for setting the design privacy of your submissions to “hidden” (cf. [FAQ](#))

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 “Pick Your Sleep” will be accepted.



Award

1st: €3000

The selection of the winner by Manifattura Falomo 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 setting a fee 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. 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: revision of your project by the Desall team. In order to request a revision, upload your project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team 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.

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.