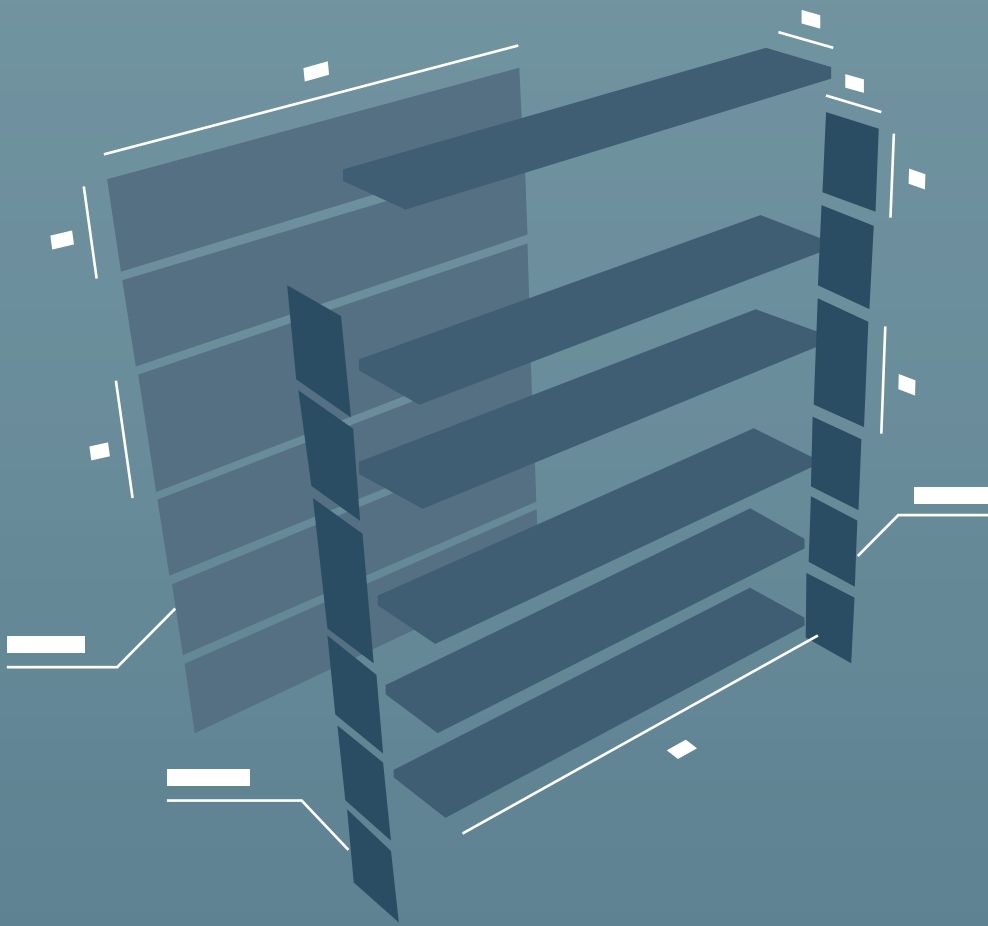


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# MODULAR BOOKCASE DESIGN

## Summary

New product design contest on Desall.com: Metalmeccanica Alba and Desall invite the international community of creative talents to design a new combinable, modular and easily dismantlable bookcase, for the historical AlbaComponents brand.

**Official contest page:** <http://bit.ly/ModularBookcaseDesign>

## Company Description

The history of Metalmeccanica Alba begins more than 30 years ago, and it continues today in the new and prestigious headquarters of Ca' Rainati in San Zenone degli Ezzelini, Treviso Province.

A 6.000 square metres headquarter, manufacturing 1.500.000 seat frames, 300.000 stools, coat hangers and tables, and 1.400.000 frames for other furnishing components every year.

The AlbaComponents products are designed and manufactured in Italy and today are available all around the world thanks to a commercial network which covers more than 60 countries.

Design and innovation are key values for the brand that, working side by side with numerous designers, turns ideas and projects into new products. The passion, commitment and engagement of all the people working at AlbaComponents generate the best answers to the client requests.

Since 1999 we are part of the TwinsNetwork, an international network of companies, point of reference in the research, design and manufacturing of components for the furnishing industry.

## What we are looking for

The AlbaComponents brand is looking for a **new combinable, modular and easily dismantlable bookcase**, with a **great aesthetic value** and in line with the founding values of the brand, always paying **attention to the detail** and in **search for the perfection** while designing its own products.

## Guidelines

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

**Product typology:** the object of the contest is the design of a **mid-low price bookcase**, with a **combinable, modular and easily dismantlable design**, able to distinguish itself from the competitors for its style and attention to detail, giving maximum importance to the aesthetic qualities of the product.

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**Combinability and modularity:** you are invited to design a **modular, combinable and easily dismantlable bookcase**, thus enabling the user – who will take care of **assembling** the bookcase autonomously – to **customise her/his product along its height and width**, obtaining a versatile and bespoke solution based on her/his needs and contexts of use.

**Researched style:** in line with the **AlbaComponents** brand, your bookcase shall have a **modern, minimal, technical style, very attentive to details** and with a great **aesthetic value**. It is of the greatest importance that the components become the main characters of your products. At your discretion you are free to choose the colour of the bookcase, as long as it suits well the various contexts of use. To learn more about the style, you are invited to have a look at the current product catalogue (see *Material files*).

**Functionalities and accessories:** in order to allow for a greater customisation and further distinguish itself from competitors, your bookcase shall have **tilting shelves** that – at your discretion – might be equipped with **LED lights**, thus contributing to enriching the product style and functionality.

**Mounting/fixing modalities:** your bookcase shall have **wall-mounting capabilities**, as well as **floor or ceiling mounting capabilities**, while maintaining a **self-standing structure**. It is of the greatest importance to evaluate how the combinability and modularity of the bookcase will be able to meet these requirements.

**Size:** given its very modular and combinable nature, the bookcase shall be made of **modules** measuring **max 100 cm for the width** and a height at your discretion, as long as it complies with the standard dimensions for this product typology. Besides, keep into consideration that the bookcase shall be easily **dismantlable**.

**Materials, production technologies and costs:** the bookcase may be realised with several materials, including **iron, aluminium, wood, plastics** (for ex. for some details, joints, etc. surely not for the shelves) and **glass**. Keep into consideration the industrialisation processes and the mass production technologies, in order to make the product **feasible** and **manufacturable**, with **low production costs**, given the mid-low price range of the product.

The **price to the public** for a two-sides and four shelves configuration will be about **Eur 400 + VAT**.

**Surface finishing:** for the bookcase you may suggest various post processing finishes, such as coating, chromium plating or wood finish.

**Where to use:** the bookcase shall be destined to **indoor use** and will be employed in multiple contexts from both the **contract** and **residential** sectors, including **schools, offices, shops, meeting rooms**, living areas, other furnishing components or other **contexts for the community**.

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**Target:** the final user will be made of a very broad and varied public, depending on the context of use (contract or residential) and the product will be destined to North America, South America and Europe, for a low-mid price range.

**Values to convey:** your bookcase shall comply with the brand identity of AlbaComponents and thus advocate those values that have always characterised it, such as the **attention to detail, precision, product customisation, passion** for work, backed by a **great experience** and **know-how** in the industry, a **modern infrastructure** and an **on-going technological research**.

**Deliverables:** upload all the images that better present your projects (rendering, descriptions, CAD files, etc.), **showing various configurations and compositions**, in order to highlight the **modularity and combinability** of your bookcase and at least a **photo-realistic rendering** with the product placed in the context. You are also invited to submit the **3D files** inside a .ZIP archive, where you may also add further additional materials. Submissions providing additional information about the components and the product feasibility will be greatly appreciated.

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

**Modularity (5/5)**

**Technical feasibility (5/5)**

**Aesthetics (4/5)**

**Degree of innovation (4/5)**

**Compliance with the brand (3/5)**

**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: 27<sup>th</sup> September 2018 – 20<sup>th</sup> December 2018 (1.59 PM UTC)

Client Vote: from 20<sup>th</sup> December 2018

Winner announcement: approximately before the end of February 2019

## Optional deadlines

Concept revision: 27<sup>th</sup> October 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.

## 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](http://www.desall.com) web site, via the upload page related to “Modular Bookcase Design” will be accepted.

## Award

1°: €4000

The selection of the winner by Metalmeccanica Alba 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 2,500.00= (two-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](mailto: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.*