

Summary

New interior design contest on Desall.com: Th.Kohl and Desall invite you to suggest innovative concepts for the pharmacy of the future, meant as a “retail space” dedicated to the person, his/her wellbeing and to the relationships.

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

Company Description

Th.Kohl is the Italian leader in the design and realisation of interior architecture for pharmacies. The company, born as a branch of the home – founded in Germany in 1919 – is completely independent and has offices also in France and Spain, and some agent offices in Greece and Croatia, serving over 33,000 customers.

The high quality of the proposed solutions is guaranteed by the decision of managing in-house all the phases needed for their realisation, from the design to the production and installation of the furnishing elements, ensuring maximum control and highest flexibility.

What we are looking for

Th.Kohl is looking for new **furniture/architecture concepts** for the realisation of the pharmacy of the future, meant as a “**space dedicated to the customer experience**” where relationships between people and attention to the person is at the core of the whole design.

Guidelines

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

Objective: the aim of the contest is the research of **concepts for the pharmacy of the future** meant as a “**retail space**”, where the customer/patient may find a **cosy and human-centred place**, for an **unforgettable customer experience**. The pharmacy of the future shall constitute an innovative element compared to the current pharmacies. For an idea of the current context, you may have a look at the inspiration posts published by the client account on <https://desall.com/Contest/Future-Pharmacy/Inspiration> and <https://www.pinterest.it/thkohldesign/> where you will find some already existing pharmacies, that may represent the starting point of your project.

Design area: the concept you propose shall be designed for a **pharmacy of about 170 sqm (min 120 sqm, max 300 sqm)**, that you may dispose of as you prefer, inserting **architectural elements, walls and other elements** to create the various spaces described below.

Functions / spaces: in order to create a new cosy and human centred “**retail space**”, the pharmacy of the future shall include several areas dedicated to the customer, his/her **wellness** and **wellbeing**, with **dedicated cabins** (private rooms to offer services such as blood pressure measurement, beautician cabin, advisory cabin, etc.). You may even include other spaces such as **bar, bio/nutritional bar, play area for children**, etc. to give maximum importance to the relationship between people and to enable the chemist and his/her team to establish a **direct contact with the customers**. In addition, in order to allow the chemist to dedicate the proper amount of time to the customer without interruptions, **the pharmacy shall provide for sales support elements** (touch screens, tablet totems or similar, useful for example to retrieve information about the products) and other advisory items for customer use, or other elements able to entertain and inform the customer, avoiding any waiting times.

Technologies: the pharmacy of the future will offer **free Wi-Fi** to all customers and may provide for the use of technologies and systems dedicated to making this new “**retail space**” human-centred and cosy, with possible **plays of light, colours, scents** or other automated systems that may contribute to turning the customer experience in an unforgettable moment. You are also invited to suggest technological solutions to support the furnishing elements – **ledwall, touch screens and tablet totems**, etc. will contribute to making the pharmacy “**omnichannel**” – and of the other dedicated spaces (see paragraph *Furnishing items and other elements*).

Furnishing items and other elements: the pharmacy of the future shall include some basic elements, needed for the normal operation of the pharmacy:

- **a counter:** it shall not constitute the focus of the pharmacy, rather it shall be considered one of the various spaces available inside the venue. The counter will be used to sell medical prescription medicines and shall allow to the chemist an easy access to the backoffice where the medicines are stored and organised. In addition, include near the counter and in some other strategic areas of the pharmacy some automated points of delivery for medicines, for exclusive use by the personnel (please see <https://youtu.be/TNnmX8Zih8U> and www.pharmathek.com);
- **access to the backoffice:** you are invited to specify where the backoffice should be placed (even if the backoffice is not object of the contest). Keep into consideration that it shall allow easy use by the chemist and his/her team, near the **counter**;
- **infopoints / totems / desks:** you may include some informative and entertaining elements where the customers may learn more about some aspects related to **wellbeing** and **wellness**, including ledwall, touch screens and tablet totems or other elements;
- the new retail space shall include also some corners dedicated to selling **nutritional supplements** and other **medicines that do not require medical prescription**. The chemist and his/her team will move around these dedicated spaces to facilitate the relationship and the direct contact with the customer, while avoiding any unnecessary waiting times.

Do not suggest catalogue furnishing items, rather propose **customised** and **tailored** solutions.

Style and materials: the researched pharmacy of the future shall have a **minimal, modern** style that will also be reflected in the choice of materials, with a preference for hi-tech materials (steel / crystal) or **natural** materials (wood, etc.) in line with the wellness and wellbeing values.

Branding: the pharmacy concept you propose will be offered to **different retailers (not branded by Th.Kohl)**, accordingly suggest solutions/supports dedicated to the pharmacy image to give maximum visibility to the identity of the chemist and of his/her team, conveying the story, values and identity that distinguish it. For some examples of visual communication, you may have a look at the following link: <https://www.thkohl.it/comunicazione-in-farmacia-farpro/>

Target: the pharmacy of the future shall be a cosy and human centred place, addressing a very wide public, as it truly represents a “retail space” aimed at the customer experience. The concept shall not be created for a specific country but may be applied to various international contexts.

Deliverables: upload all the materials that better present your projects (rendering, images, sketches, descriptions, etc.), providing a **textual description** of your proposal of at least **150-300 words** and, if necessary, remember that you can also attach a .ZIP archive containing extra materials.

Evaluation criteria: in the evaluation of your submissions Th.Kohl will take into account the following criteria:

Degree of innovation (5/5)

Functionality and interaction (5/5)

Aesthetics (4/5)

Eco-friendliness (3/5)

Project submission (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: 29th November 2018 – 04th March 2019 (1.59 PM UTC)

Community Vote: 04th March 2019 – 13th March 2019 (1.59 PM UTC)

Client Vote: from 04th March 2019

Winner announcement: approximately before the end of May 2019

Optional deadlines

Concept revision: 11th January 2019 (1.59 PM UTC)

End of hidden option: 08th January 2019 (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 “Future Pharmacy” will be accepted.

Award

1°: €4000

The selection of the winner by Th.Kohl 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 Euro 2,000.00= (two-thousand/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.