

PERLETTI
OMBRELLI PER PASSIONE



YOUR
UMBRELLA
YOUR
PERLETTI

Summary

New contest on Desall.com: Perletti and Desall invite you to create a new umbrella, able to distinguish itself from the competitors thanks to its design and style details that make it a very distinguishable product.

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

Company Description

PERLETTI: passion for umbrella. Perletti is an Italian company, specialized in the distribution of umbrellas and rain accessories for adults and kids.

Perletti products are all based on a concentration of passion and life styles, projected daily into the future.

Thanks to its experience and a history of over 40 years, Perletti is today a leading company throughout Europe with over 6 million umbrellas sold annually.

What we are looking for

Perletti is looking for **concepts** and **product ideas** for a **new umbrella**; you are thus invited to explore **solutions aimed at its customisation** and **style** that may help the Perletti brand to be easily recognised by the final user. You are free to give your **own interpretation** to the product drawing on your creativity and background

Guidelines

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

Product typology: the **umbrella** – available both in **long** and **mini versions** – shall be customised through various elements that will contribute to make it a highly **distinguishable product** for the final user.

Customisation elements: in order to make the umbrella an iconic product, you may include various customisation elements, including for example the ones listed below. For more info about the current product range and for some examples, please see the *Material files* attached and the website **www.perletti.com**. **For the purpose of the contest, you may focus even on one single customisation element.**



- **Handle:** usually available in various shapes and styles, both for the long and mini versions, it is one of the **most important elements** in the customisation of the umbrella. The handle leaves space to various customisation possibilities that you are invited to explore as you prefer, for example in the choice of materials, finishes (soft touch, carbon finish, pearlescent, iridescent, rubber, etc.), shape, juxtaposition of materials or other processes. In addition to the **style requirements**, keep also into consideration the **ergonomic features** of this element, to offer both great aesthetic value and good usability for the final user.
- **Tips:** end elements of the ribs where the canopy is fixed; they are another element for your customisation of the umbrella. You are free to give them **shape and colour** at your discretion.
- **Top:** depending on the umbrella typology – long or mini – there's a top element, that you may consider for customising your umbrella.
- **Ribs:** they are currently made of fibreglass, iron or aluminium mainly – for instance, they may be customised in the colour or in the design of the joints.
- **Case:** it is a very characterising element, giving the fact that – in addition to the handle – it constitutes the visible part when the umbrella is closed.
- **Closing strap:** you are free to explore new solutions to make it a very charactering element for your umbrella, also exploring at your discretion the use of **different materials** (ex. fabric, cords, chains, etc.).
- **Canopy:** it is customised through graphics, colours, patterns, solid colours, etc.
- **Other elements or accessories:** at your discretion, you may suggest the use of other customisation elements such as **labels, pendants**, etc. to make your umbrella really unique and distinguishable.

In addition to the elements described above you may suggest other elements or customisation solutions that make your products a really distinguishable product for the Perletti brand.

Style: you are free to adopt the **style you prefer, even in discontinuity with the current stylistic language** used by **Perletti**. At all events, your umbrella shall be designed for the **city** and be perceived as a **dynamic and modern product**, which favours **clean lines**.

Shapes: you may suggest innovative shapes for the various elements, still keeping into consideration its **ergonomic** aspects and in view of its **industrialisation**.

Size: the new umbrella shall comply with the standard for this product typology, both for the long and mini versions. You are invited to take into consideration also the proportions between the various elements of the umbrella (for ex. handle size vs the overall umbrella dimensions, etc.). For more details, please refer to the *Material files* attached and to the collections available on the Perletti website.



Materials: you may suggest the use of various **materials** (for ex. ABS, PVC, metals, etc.) including **finishes** (soft touch, carbon finish, pearlescent, iridescent, rubber, etc.) or **various material combinations**. You are nevertheless free to suggest possible innovative solutions, always in view of the product industrialisation. For some examples about the materials used by Perletti, please refer to the *Material files*.

Values to convey: your umbrella shall be perceived as a **very recognisable, original product**, able to constitute a very **distinguishable element** in the market, thus becoming an **iconic product** for the Perletti brand.

Logo: for the purpose of presenting your project, you may include the Perletti logo in a discreet way, using one of the versions provided in the *Material files*.

Deliverables: upload all the images that better present your projects, giving maximum visibility to the **customisation elements you suggest**. If necessary, remember that you can also attach a .ZIP archive containing extra materials.

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

Degree of distinctiveness (5/5)

Degree of innovation (4/5)

Aesthetics (4/5)

Economic sustainability (4/5)

Functionality/usability (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: 19th March 2019 – 18th June 2019 (1.59 PM UTC)

Client Vote: from 18th June 2019

Winner announcement: approximately before the end of September 2019



Optional deadlines

Concept revision: 19th April 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, include the description 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 web site, via the upload page related to “Your Umbrella, Your Perletti” will be accepted.

Award

1°: €5000

The selection of the winner by Perletti 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 2,000.00= (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 including the description 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.