

IRSAP
creating your comfort



Summary

New product design contest on Desall.com: IRSAP and Desall invite you to design a family of electric radiators, with a modern and minimal design, that may be perceived as furnishing elements inside the environments where they are placed.

Official contest page: <https://bit.ly/IRSAPcontest>

Company Description

IRSAP Group, with more than a thousand employees, of which more than 600 abroad, is one of the leading Italian groups in the European heating industry. IRSAP is among the first company to introduce in Italy, in 1967, the mild steel tubular radiator and the very first to make towel rails in Italy back in 1983. Today, still a family business arrived at the fourth generation the company want to renovate entering into the furniture industry

What we are looking for

IRSAP is looking for a **new family of electric radiators**, consisting of a radiator for the **bathroom** and one for the **living area**, with a special focus on **design, aesthetics** and possibly additional functionalities.

Guidelines

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

Product typology: you are invited to design **two electric radiators** for domestic use, conceived for the **bathroom** and for the **living area** respectively, that even if they share the same family feeling they also have a series of characterizing elements that make them different, based on their specific functions and use.

Functions: your radiators shall mainly be meant for **heating the environment** where they are placed and at the same time serve as **furnishing items** that may enhance the aesthetics of the environment, just like other furnishing accessories. Indeed, depending of their use, the radiators might have specific functions: for example, the radiator for the bathroom must provide the possibility to **heat towels and hand towels**; the radiator for the living zone, might have additional functions, for instance concerning the lighting of the environment, the sound absorption, etc.

Size and modularity: the size of each radiator shall not exceed **200cm for the height** and **75cm for the width**.

The **minimum depth** will depend on the technology employed inside, that is heating foils, heating wires and heating cartridge. In case of radiators with **heating foils or heating wires**, consider a **minimum depth of 3,5cm**. In case of radiators with **heating cartridge**, the **depth shall be greater than 5cm**. At your discretion, you may opt for a **modular approach** and consider the specified dimensions as the maximum size for each module, thus creating possible compositions by repeating the module. Even in this case, you are invited to show a solution in which the **module is installed individually**.

Shapes: you are free to explore the shapes that best suit your project idea, keeping into consideration the maximum size specified and the main heating function that your radiators shall perform.

Style: the family of radiators shall favour a **modern and minimal style**, drawing inspiration from the IRSAP catalogue and website. The **two radiators shall have a shared aesthetic language and some distinctive traits**, so to give each radiator its own personality depending on its destination area and the functions it shall perform. In particular, you may suggest a **cover** or **other accessories** (for ex. fissure to insert the hand towels, etc.) in order to differentiate the products.

Materials: the radiators you suggest, shall be made of **steel, aluminium or possibly other suitable materials**. The use of glass, wood or stone is NOT allowed.

Surface finishes: at your discretion, you may provide various surface finishes, including **chrome-plated** finish, that enhances the properties of metal, or coated with **matte** or **glossy finish**.

Production technologies: the radiators you design shall be conceived in view of **their industrialisation** and possibly with an **attention to make them easy to install**.

Values to convey: the radiators shall be conceived as **products with a very high aesthetic value**, in support of the **furniture** of environment, and place themselves as **premium and functional products**, also **effective** in their main function.

Logo: you are required to include the **IRSAP logo** on the radiators in a discreet way. At the moment, the logo placed on their products is **4x1cm large**. You can find the logo in the *Material files* attached.

Customer typology: the radiators shall be conceived for a customer aged between **35 and 45 years**, with a **medium-high purchasing power**.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) preferably also attaching the 3D file in .STP format, inside a .ZIP archive.

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

Emotional impact (5/5)

Aesthetics (5/5)

Compliance with the context of use (4/5)

Degree of innovation (3/5)

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:	04 th April 2019 – 04 th July 2019 (1.59 PM UTC)
Community Vote:	04 th July 2019 – 18 th July 2019 (1.59 PM UTC)
Client Vote:	from 04 th July 2019
Winner announcement:	approximately before the end of September 2019

Optional deadlines

Concept revision:	04 th May 2019 (1.59 PM UTC)
End of hidden option:	19 th May 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.

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 “Interior décor radiators” will be accepted.

Award

1°: €5000

The selection of the winner by IRSAP 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.

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.