



ANODICA
a touch of excellence



Future Oven Design

Summary

New product design contest on Desall.com: Anodica and Desall invite you to envision the oven of the future, suggesting new functional and aesthetic solutions related to the main components of the oven's front interface: handle, knobs and profiles, if any.

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

Company Description

Anodica is an Italian company, from 1962 we design and make all aesthetic components for home appliances: handles, knobs, profiles, buttons, panels. We can therefore guarantee an overall and perfectly harmonious aesthetic look.

Co-creation / innovation / excellence for aesthetic effects and services. These key words guide us and distinguish us from others.

Aluminium, plastics, we use a wide variety of materials in order to go beyond standard and traditional solutions and reduce costs, times and environmental impact while focusing on aesthetic appeal.

Anodica has become an international reference point for the home appliance sector. Nevertheless, every day it shifts its level of specialization towards new areas and goals.

What we are looking for

Anodica invites you to envision the **future domestic oven**, anticipating the new aesthetic trends and the styles we are going to expect for this product typology in 5/10 years from now, focusing your attention on the main components of the front, that is **handle**, **knobs** and **profiles**, if any; in fact, all these represent the most characterising elements of the product aesthetics and functions.

Guidelines

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

Objective of the contest: the contest aims at reinterpreting the design of the **future domestic oven** in terms of **style and aesthetics**, envisioning how it will look like in **2025-2030**, exploring new aesthetic codes, functionalities, control modes and user interaction, keeping into consideration the commitment of the brand towards eco-compatibility themes.

Product typology: you are invited to imagine the aesthetic design of the domestic oven's front, putting your attention on what the future evolution of the **main aesthetic components** might be, that is:

- **handle**
- **knob/s**
- **profiles** (aesthetic elements that complete the design).

Accordingly, try to envision what functions they may perform in the future and how they may be integrated in the design of the entire home-appliance. For some examples of the Anodica products and to learn more about how much care they put in the aesthetics of these components, please refer to the Company profile attached in the *Material files* and to relevant website section <https://www.anodica.it/en/applications/home-appliances.html>

How to use: in addition to the aesthetics of the products, you are invited to focus your attention on how the user interacts with the elements of the oven, exploring new solutions and envisioning innovative scenarios. For example, to-date the **handle** has the only function of facilitating the opening of the oven door but, in the future, it may offer additional functions. Currently, **knobs** too only enable the control of the programs and of the functions while **profiles** often play exclusively an aesthetic function; in the future all these elements might have more than one function and, surely, they will play a more important role in the interaction with the user, also offering innovative ways to use them.

Size: the front of the oven is usually **60 x 60 cm**, accordingly the dimensions of the components are generally:

- **handle:** 40-50 cm long;
- **knob/s:** 3-7 cm diameter;
- **profiles:** depending on the front, they usually have small and slim dimensions.

Materials: a characterising element of the Anodica products - as well as a key factor that distinguishes the brand - is the **selection of the materials** employed in the components and in the aesthetic details. In particular, core-competence of Anodica is the use of **aluminium**. In addition to this, you may suggest the use of other materials, such as **plastics** and **glass inserts**. NO other materials are allowed, including steel, zamak, etc.

Production technologies: the components you design might require various processes of aluminium tooling, such as extrusion, turning, milling, bending, drilling and cutting, with various possibilities for surface finishes, including brushing, polishing, anodising, varnishing/painting or others (tumbling, knurling, sand blasting, anodising, pvd for colour and coating). Plastic components, if any, shall be realisable through injection moulding technologies. You may also suggest post-production processes such as gluing and joints.

Style: you are free to suggest the **style you prefer**, envisioning the future development of the aesthetic codes for this product typology, suggesting shapes closely related to the function they perform but also offer an innovative development of their aesthetics, while complying with the **premium** character of the brand. The selection of the colours is at your discretion.

Logo: the Anodica logo (attached in the *Material files*), shall be visible on the components you suggest and might be realised in various modalities at your discretion, for ex. silk-screen printing, laser engraving, etc.

Consumer typology: the oven you suggest shall be designed for **domestic use**, to be installed inside the kitchen, keeping into consideration a very **wide pool of consumers**, already target of the major home-appliance producers (see *Inspiration* tab for the links to the major producers).

Values to convey: your proposal shall comply with the Anodica values, always focused both on the aesthetic innovation – where it really stands out for the attention to details and finishes – and on the exploration of new functionalities.

Deliverables: upload all the images that better present your projects (rendering, descriptions, photo-realistic views showing the product in its context of use, finishes, colours, etc.), preferably including technical drawings or 3D files in .STP/.IGS formats, high-resolution renders, other views, group images, inside a .ZIP archive. At your discretion, the possibility to attach further materials to be included in the same archive.

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

Degree of innovation (5/5)

Aesthetics (5/5)

Functionality/Usability (4/5)

Technical feasibility (3/5)

Eco-compatibility (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: 15th January 2020 – 21st April 2020 (1.59 PM UTC)

Client Vote: from 21st April 2020

Winner announcement: approximately before the end of June 2020

Optional deadlines

Concept revision: 17th February 2020 (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 “Future Oven Design” will be accepted.

Award

1°: €4000

The selection of the winner by Anodica 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.