



TOMASELLA



New Wardrobe Doors

Summary

New product design contest on Desall.com: Tomasella and Desall invite you to design a new collection of doors, sliding and hinged doors, for a series of composable wardrobe systems currently featuring their catalogue.

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

Company Description

Looking back to the past to understand the future.

With this maxim, in 1948 Luigi Tomasella founded what was destined to become a leading producer on the Italian furniture scene.

The mission of his son, who has successfully ensured continuity of ideas and leads the family business in opening up new sales channels, is to innovate while maintaining tradition.

Today, as a company, Tomasella covers 100,000 sq. m dedicated to producing modern and contemporary furniture and furnishing accessories, with the right balance of sound company history and a strong inclination for technological and creative innovation.

What we are looking for

Tomasella is looking for a new collection of doors, both sliding and hinged doors, to be destined to a series of wardrobe systems already available in their catalogue; the door, its elements (ex. handle, glass, etc.) and the resulting aesthetics of their composition will greatly characterise the wardrobe system and shall thus have a minimal style, in line with the brand, showing great attention to details.

Guidelines

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

Product typology: the collection you propose shall include two door typologies, **sliding doors** (to be presented in two length variants, see *Size* paragraph) and **hinged doors** (to be presented in three length variants, see *Size* paragraph), that differ in the way the user can open the wardrobe.

In particular, in the **sliding doors** version the user will move the doors along two parallel tracks – accordingly, when the wardrobe is open the two doors will be appear stacked.



TOMASELLA

In the **hinged doors** version, to be presented with two-leaf doors, the user will use a handle/ integrated handle or other element to open the doors fixed on the wardrobe structure through their hinges.

Style: your collection of doors shall have a **modern style**, with a special **care to details** and **materials**.

The single components shall have a very **refined design** and be aimed at the creation of a **visual composition**, resulting in the **overall aesthetics of the wardrobe system**, main objective of the contest.

You may customise your composable wardrobe system through the juxtaposition of different doors, different finishes, decorations, geometric elements, etc.

The aesthetics of the doors shall be able to meet the taste and the requests of a heterogeneous and cosmopolitan public, while complying with the brand style and with the products available in its catalogue.

For more information about the products in their catalogue, please refer to the company websites: <https://www.tomasella.it/en> and <https://www.zanette.it/en>

In particular for **sliding doors wardrobes** please refer to:

<https://www.tomasella.it/en/products/modern/night/sliding-door-wardrobes/>

<https://www.zanette.it/en/products/night/sliding-door-wardrobes/>

and for the **hinged doors wardrobes** please refer to:

<https://www.tomasella.it/en/products/modern/night/leaf-door-wardrobes/>

<https://www.zanette.it/en/products/night/hinged-door-wardrobes/>

Additional functionalities (optional): proposals suggesting innovative functionalities that go beyond the standard functions for this product typology will be greatly welcomed, for example an innovative closing system, a special handle, etc.

Common distinctive trait (optional): the two doors typologies (sliding and hinged) might have a common distinctive trait (for ex. the handle shape, a decoration, etc.), with a view to creating a composable and interchangeable collection of products.



TOMASELLA

Size: the doors you design shall have the following dimensions

- **sliding door module**, 255 cm high, 117,2 cm and 136,2 cm long (1 door per module);
- **hinged door module**, 255 cm high, 90 cm, 98 cm and 117,2 cm long (2 doors per module).

For a better presentation of the product, it is advisable for participants to include it in a wardrobe system – the internal depth of the wardrobe side will be 59,5 cm.

For more information about the wardrobe system size, please refer to the 3D files attached in the *Material files*.

Production technologies and materials: in order to ensure the industrial feasibility of your product, your design shall take into consideration mass production technologies. For some examples of the materials and of the finishes that you may use, please refer to the “Finishes-Catalogue.pdf” attached in the *Material files*.

Where to use and target: the wardrobe system shall be destined to hotels and private residencies, in the night zone or walk-in closets. The wardrobe system addresses both a young public, purchasing the bedroom furniture items for the first time, and couples renovating their bedroom furniture.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .ZIP archive containing extra materials.

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

Degree of customisation (5/5)

Aesthetics (5/5)

Compliance with the brand (5/5)

Degree of innovation (4/5)

Project presentation (4/5)

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.



TOMASELLA

Contest timeline

Upload phase: 24th January 2020 – 26th May 2020 (1.59 PM UTC)
Client Vote: from 26th May 2020
Winner announcement: approximately before the end of July 2020

Optional deadlines

Concept revision: 24th 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 “New Wardrobe Doors” will be accepted.

Award

1°: €4000

The selection of the winner by Tomasella 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.



TOMASELLA

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.