



DiamArt®



# DiamArt Luxury Design



## Summary

New idea contest on Desall.com: DiamArt and Desall invite you to design a new product or a new collection for the luxury world, conceived to be embellished by the innovative micro diamonds material DiamArt.

**Official contest page:** <https://bit.ly/DiamArt>

## Company Description

DiamArt is the story of a travel started as a dream and turned into reality thanks to the interweaving of passion, craftsmanship and industrial technology. A young company with deep roots.

An ever-evolving process that sees passion and determination entwined with each other. A world that stems from the ideas, courage and genius of Isidoro Ferrari who has been working in the stone industry and in the sector of diamond tools for more than 50 years. Curious, visionary, creative, he's the soul of this adventure.

His pioneering spirit constantly keeps pushing him towards new goals.

After years of studying micro-diamonds, leading to the creation of what we like to call an extensive library with thousands of formulations, the recent idea of micro-diamonds surfaces also came into being.

## What we are looking for

**DiamArt** is looking for **new products** or **collections** designed for the **luxury market**, characterised by the use of decorative inserts or precious details realised with the **innovative micro diamonds material DiamArt**.

## Guidelines

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

**Product typology:** you are free to propose any kind of product for the **luxury sector**, inside the **categories described below**, specifically designed to be embellished by the **DiamArt** material that shall **play an important role in the overall aesthetics**. Proposals that suggest the decoration of products already present in the market won't be taken into consideration for the purpose of the contest.



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**Categories:** the products you propose shall belong to one of the following categories:

- **jewellery**
- **furniture items**
- **interior decoration**
- **fashion accessories**
- **clothing items**

For some examples of products to be embellished by the DiamArt material, you may refer to the following link: <https://www.diamart.com>

**DiamArt features:** **DiamArt** requires a supporting material for the application, either made of **glass** or **glass fibre**. Depending on the product typology and on the context of use, either one material or the other will be most suitable, as better described in the following paragraphs. Both supports allow for several colour swatches, as per the colour palette provided in the *Material files*, with the possibility to also offer on-demand customised colour variations. However, each support shall be single-colour, that is it must be characterised by the same colour swatch over all its surface (for ex. colour gradations or juxtaposition of different colours on the same support are not allowed, etc.). You may nevertheless achieve polychromatic effects on the same project by placing different pieces side by side, each characterised by a specific colour. For more information on the material, please refer to the *Material files*.

**Glass support:** this support allows for a maximum size for the decoration of **240x240 mm**, from which you can cut out **any shape** through waterjet cut. The total thickness of this support is **4,5 mm**, which includes **0,15 mm** of the **micro diamonds layer**. This support is suitable for **direct gluing** and, given its thickness, it is preferably used as an insert to be placed inside a dedicated recessed area on the target product, to prevent the glass edges from being exposed and thus to protect the decoration from any possible damage. At your discretion, you **may place various glass supports side by side**, keeping into consideration that the **joint line** (about 0,5 mm thick) **will remain visible**; accordingly, you will have to evaluate whether this joint may play an active role in the overall aesthetics of the product or not. Given its rigidity, the glass support is particularly apt for decorating **furnishing items** or for embellishing **interior decorations**. You may nevertheless suggest this support also for other product categories.

**Glass fibre support:** this support allows for a maximum decoration area of **320x480 mm**, from which you can cut out **any shape** through waterjet or laser cut. The total thickness of this support is **0,5 mm** or **0,7 mm** with double-sided tape; in both cases **0,15 mm** refers to the **micro diamonds layer**. The glass fibre sheet allows for many application possibilities, through **direct gluing**, **stitching** or **double-sided tape**. It is thus particularly apt for the decoration of **fashion accessories**, **clothing items** or **jewellery**, thanks to the flexibility of the glass fibre support. You



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have nevertheless to take into consideration that the glass fibre support combined with the micro diamonds layer does not offer the same softness/fluidity of ordinary fabrics; accordingly, you are invited to apply it on clothing items or fashion accessories where the presence of a more rigid fabric may have no drawbacks. At your discretion the possibility to propose this support also for different product typologies.

**Production technologies:** your proposals shall be **apt for industrial processes**, to allow for their **mass production**. The micro diamonds layer will be applied on the product in the modalities explained above, depending on the support. It will be of the utmost importance that the projects you present also describe the materials you intend to use. Proposals succeeding in providing also a rough estimate of the production costs will be particularly appreciated, keeping as a reference a batch of 10 - 100 pieces and a cost for the DiamArt decoration of about 2-3 EUR/cm<sup>2</sup>

**Target:** the products you suggest shall be designed for a **target above 25 years**, with a purchasing power in line with the **luxury sector**. The target consumer is very keen on details and pays great attention to the product elegance and to the quality of the materials.

**Values to convey:** in line with the brand values, your proposals shall be able to convey the **exclusive and precious trait** of the micro diamonds material **DiamArt**, fully satisfying the expectations of the luxury consumer.

**Deliverables:** upload all the images that better present your projects (rendering, descriptions, CAD files, etc.), preferably showing some 3D rendering, photorealistic product placement images and specifying the materials used for your product. The proposals that will succeed in providing an overall idea of the production costs, as per the "Production technologies" paragraph, will be greatly appreciated. At your discretion the possibility to attach high resolution images or other materials inside a .ZIP archive.

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

**Aesthetics 5/5**

**Compliance with the target 5/5**

**Degree of innovation 4/5**

**Technical feasibility 4/5**

**Project submission 3/5**



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**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:	15 <sup>th</sup> July 2020 – 10 <sup>th</sup> November 2020 (1.59 PM UTC)
Community Vote:	10 <sup>th</sup> November 2020 – 24 <sup>th</sup> November 2020 (1.59 PM UTC)
Client Vote:	from 10 <sup>th</sup> November 2020
Winner announcement:	approximately before the end of December 2020

## Optional deadlines

Concept revision:	31 <sup>st</sup> August 2020 (1.59 PM UTC)
End of hidden option:	12 <sup>th</sup> September 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.

**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](http://www.desall.com) web site, via the upload page related to “DiamArt Luxury Design” will be accepted.

## Award

1°: €4000

The selection of the winner by DiamArt will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.



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## 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](mailto:contest@desall.com).



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## 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.*