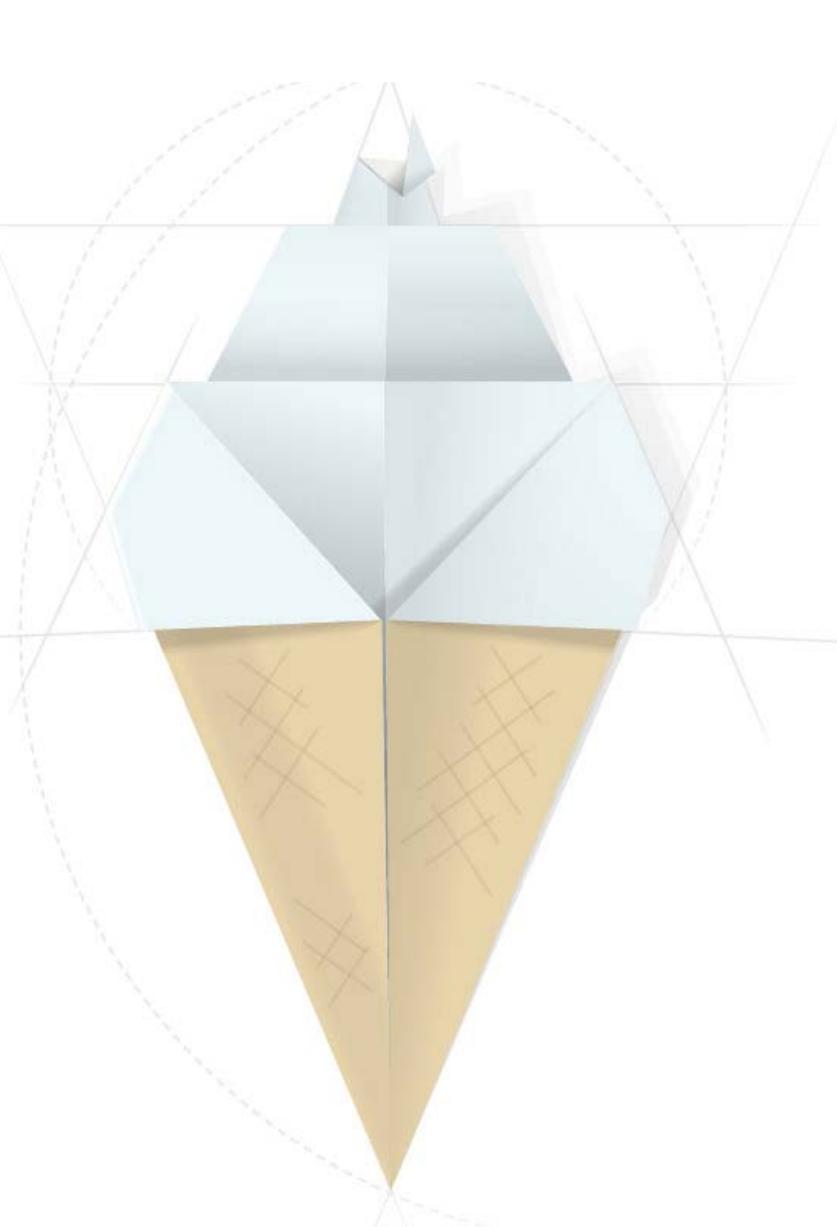


DESITA AWARD



20
20

GELATO ■ PIZZA
EXPERIENCE

Summary

Desita and Desall invite the international community of designers and creatives to rethink the whole experience related to the sectors of gelato and pizza, for both industry operators and customers, closing the gap between the food industry and the design world.

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

Company Description

Desita is specialized in the food&retail sector, in a segment that is extremely focused on strategic consulting and integrated design to support enterprises interested in creating concepts and/or developing existing business formats, through replicable, memorable and economically sustainable solutions.

Since 2004 works at International level acquiring a deep experience all over the MENA region, particularly in the GCC countries developing hundreds of projects especially in Dubai.

Nowadays, collaborate with brands like Unilever, Barilla, Grom among many others.

Thanks to the great people met in 5 continents Desita has expanded its know-how, partnerships and friendships being able to perform at its best on any challenge merging the qualities of its network under a common goal.

More at www.desita.it and www.desitaaward.com

DESITA aims are:

- Supporting young designers and innovators in their process of growth and technical expertise in building collaborative relationships and learning both individually and collectively;
- Providing designers and innovators an opportunity for visibility to expand within an international market;
- Translating their ideas into marketable prototypes.

DESITA AWARD 2020 - GELATO & PIZZA EXPERIENCE is sponsored by:

- **Barilla** - food
- **Di Battista** - packaging
- **Grottini** - design & build
- **L&S Light** - technical lighting
- **Sboccia** - food



What we are looking for

In this 6th edition, the DESITA AWARD 2020 is looking for new solutions to **bring innovation** and **added value** to the **gelato and pizza sectors**, focusing its attention on the **experience** of both **customers** and **industry operators**, extending its scope of research to several product typologies and services.

Guidelines

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

Context: **gelato** and **pizza** are two remarkable examples of the **Italian know-how** and **tradition** in the **food-sector**. New scenarios and emerging global challenges represent great opportunities for this business to grow and consolidate. DESITA AWARD 2020 comes in with the mission of encouraging idea generation and innovation around the experience related to these sectors, addressing creatives from various disciplines and cultures.

DESITA AWARD 2020 categories: you can take part in the **DESITA AWARD 2020** by choosing between **two main categories**, **GELATO EXPERIENCE** and **PIZZA EXPERIENCE**, each consisting of a separate award. You can decide to participate with one or more projects, for either category.

Project typologies: for each main category (GELATO EXPERIENCE or PIZZA EXPERIENCE), you can present your project in one the following **project typologies**:

1. **Tools and Packaging:** design or redesign tools, objects, accessories, packaging, food consumption etc. in order to improve the functionality, the food preparing and/or the fruition experience from the service and/or customer standpoint.
2. **Interaction:** design or redesign electronic devices/applications, digital devices, etc. that could improve the food preparation and/or fruition experience from the service and/or customer standpoint.
3. **Delivery service:** design or redesign effective solutions for food transport, preservation and delivery that could improve the experience from the service and/or customer standpoint.

Key aspects to tackle: your projects shall focus on the **experience** for either the **customer** or the **industry operator**, with regards to gelato or pizza, paying great attention to **each process involved** (fruition, preparation, etc.) and to **aspects of sustainability**.

Technologies: you are free to suggest the use of various technologies or new applications of existing technologies to improve one of these sectors, keeping into consideration the overall feasibility of your solution, in terms of production costs and market potential.

Customer typology and context: your projects may be designed for either the **customers** or the **industry operators**, at your discretion, keeping into consideration that the preparation and/or fruition of gelato and pizza might happen **anywhere and anytime**, be it inside an ice-cream parlour, a pizza restaurant, at home or in any other context, including street food stalls, etc.

Values to convey: the projects you present shall be able to provide and suggest **innovative approaches** and **sustainable solutions**, which are prerequisites in the evaluation of all projects.

Deliverables: the **title of each project shall specify** which main category it is meant for, “**GELATO EXPERIENCE**” or “**PIZZA EXPERIENCE**”, for ex. “GELATO EXPERIENCE - Project title”. Participants are required to:

- **submit one or more images** of the project (including sketches, 3D renderings, illustrations, etc.),
- a **detailed description** of the project (max 2,000 characters, spaces included) and
- some **technical drawings** (orthogonal projection, axonometry, diagrams/drawings, project dimensions, exploded isometric) or - at your discretion - **3D files**.

Please use the **abstract** and **description fields** of the upload form to include your textual presentation. **Higher resolution images** (150ppi), **PDF files**, **technical drawings** and **other materials** can be attached **inside a .ZIP archive** (MAX 100 MB) from the upload page. **If the project is presented by a team**, please submit it only once from a single profile and **specify in the abstract the names of all the members**, for ex. “Team members: Author 1, Author 2, etc.”. Incomplete or poorly presented projects might be excluded from participation.

Evaluation criteria: in the evaluation of your submissions, besides the **sustainability** prerequisite, Desita will take into account the following criteria:

Degree of innovation 5/5

Functionality 4/5

Market potential 3/5

Technical Feasibility 3/5

Project presentation 2/5

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: 17th September 2020 – 17th December 2020 (1.59 PM UTC)

Client Vote: from 17th December 2020

Winner announcement: approximately before the end of February 2021

Optional deadlines

Concept revision: 17th October 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 “DESITA AWARD 2020 - GELATO & PIZZA EXPERIENCE” will be accepted.

Awards

GELATO EXPERIENCE AWARD: €3500

PIZZA EXPERIENCE AWARD: €3500

In addition to the cash awards, each award provides also:

- Publication of the winning project on DESITA and Partners media channels.
- The possibility to see their projects actualized, subject to the Client assessment.
- International visibility by: press-release, media channels, magazines, social networks.

Make sure to constantly keep a watch on the official contest page, as the total award pool might increase.

The selection of the winner by Desita 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, Desita 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.

**DESITA AWARD 2020
GELATO & PIZZA EXPERIENCE**
is sponsored by:



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.