



# Fashion Atelier

## Summary

New contest on Desall.com: Clementoni and Desall invite you to design a new toy capable of creating fashion accessories or other decorative elements in an automated way.

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

## Company Description

Everything began with the visionary spirit of Mario Clementoni, our founder.

He was the first to understand the immense power of play and its ability to capture children's interest, create happy memories and get them to learn while they have fun.

Firmly anchored by vigorous roots, we have pushed ahead and grown strong over time.

We have progressed without ever betraying our own identity. Our sense of commitment has always driven us forward and helped us to stay passionate and enthusiastic about what we do - because getting children of all ages to engage in play is the best job in the world.

Today more than ever, we believe in the importance of playtime because it leaves an indelible stamp that stays with us for the rest of our lives, coming to mind when we cast our thoughts back to childhood.

We accompany adults and children through the growth process with entertaining experiences and amazing games that spark a sense of marvel, curiosity, surprise and amusement in just the right doses.

*Clementoni - Every world you can imagine.*

## What we are looking for

**Clementoni** is looking for a **new toy** to extend its **Crazy Chic** line, inviting you to design a tool by which a child can create fashion accessories or decorative elements with great ease and satisfaction.

## Guidelines

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

**Product typology:** you are invited to **design a toy** consisting of a **machine/system** capable of creating in a quick and simple way fashion accessories or decorative elements to apply on other products, always ensuring great ease of use to the child, in addition to a feeling of great surprise and satisfaction for the final result. The toy shall be unpublished work and original, distinguishing itself from other products on the market by Clementoni or other brands (for more info, please refer to the *Material files*). In designing your toy, you shall pay attention to both the mechanism that creates the accessory/decorative element and the interaction elements and method of operation for the child.



**Functions:** the toy you design shall be capable of **creating various typologies of wearable accessories** (ex. bracelets, necklaces, belts, key chains, etc.) or **decorative elements to apply on other products** (ex. patches, labels, stickers, etc.). For the creation of these elements you may suggest the use of various typologies of materials, including for ex. beads, paillettes, etc., as long as they are easily available for purchase. The creation process must be **automatic/assisted**, minimising the manual intervention of the child. The end result shall be **as much complete/finished** as possible, thus requiring little to no action after the process is over. You are free to suggest the mechanism you consider most appropriate for this purpose, as long as it is feasible and compatible with the toy sector. You are thus required to avoid mechanisms that are too expensive, complex, dangerous or hard to use.

**How to use:** the child shall be able to **use the toy autonomously** and to take care of the **assembly**, if required, with no intervention of an adult. Thanks to this machine, the child will easily and quickly create the accessories/decorative elements with great satisfaction and a sense of wonder for the end result, by simplifying a process that would otherwise require too much time and effort. The creation of the accessory or of the decorative element shall be quick and intuitive, with a guaranteed end result.

**Required output:** for the purpose of participation in the contest, you are required to provide:

- 1) **3D files** (format IGS/STP);
- 2) **renders**, possibly accompanied by orthogonal/axonometric views, exploded views, sections, descriptions on the materials used in the project;
- 3) **description of the creation process of the accessory/decorative element and of the operation method for the user**, through illustrations, renders or charts.

Depending on your project idea, the user might be required to assemble some components of the toy - in this case, you are required to provide a clear description of the process. To better present your project, you are invited to attach inside a .ZIP archive high-resolution images, charts or other illustrative materials.

**Target:** the toy you design shall be coherent with the target of the **Crazy Chic** product line, already in the Clementoni catalogue, which is mainly addressed to **girls older than 6 years**.

**Where to use:** your toy will be mainly used indoors.

**Size:** the size of your toy shall be coherent with the Crazy Chic product line and, as a general guideline, shall not exceed 30 cm x 30 cm x 30 cm for the maximum volume of the assembled product.

**Allowed materials:** your toy shall be realised with materials suitable for this industry, preferring plastics or other materials compatible with the mass production technologies used for this product typology.

**Technologies:** the functioning and the operation mode of the toy shall be manual for the most part, drawing inspiration from the Clementoni approach *art & craft*. At your discretion, you may suggest technologies, electronic components or solutions sourced from other sectors, aimed at facilitating the operation of your toy, as long as they are compatible with the target retail price. In particular, the electronic components - if any - or any other solution you may suggest, shall not replace the manual intervention of the child altogether, rather they should facilitate it.

**Researched style:** the toy you design shall have a funny look and feel, with colours and shapes at your discretion, as long as it complies with the style of the **Crazy Chic** product line in the Clementoni catalogue. For more information, please refer to their [website](#).

**Target retail price:** the retail price for the toy will be between **25 - 40 EUR**.

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

**Degree of originality in the sector 5/5**

**Technical feasibility 5/5**

**Functionality/usability 4/5**

**Compliance with the brand 3/5**

**Aesthetics 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: 29th October 2020 – 21st January 2021 (1.59 PM UTC)

Client Vote: from 21st January 2021

Winner announcement: approximately before the end of March 2021



## Optional deadlines

Concept revision: 30th November 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](http://www.desall.com) web site, via the upload page related to “Fashion Atelier” will be accepted.

## Award

1°: €5000

The selection of the winner by Clementoni 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 3,000.00= (three-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).

## 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.*