



HiBed

smart packaging

CONTEST

Summary

New packaging design contest on Desall.com: Hi-Interiors and Desall invite you to design a new smart and sustainable packaging for HiBed, the second smart bed generation that the company is getting ready to launch on the market.

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

Company profile

The contest is promoted by the Italian scale up Hi-Interiors, known in the global market for the launch of the technology revolution in the furniture industry.

What we are looking for

We are looking for a **new packaging solution**, which is designed to optimize the utilisation of packaging materials and for this reason we suggest the use of **alternative materials** to the traditional ones (wholly or partially). Since we are talking about **high-quality products** made in Italy and purchased worldwide, you should take into account the best protection to the components of **the HiBed product**, during the logistic phase in order to avoid any damage caused by shipment. HiBed is composed of a series of parts (ref. HiBed-Components-Details.pdf included in the *Material Files*), assembled in 15 dedicated packages, which are shipped individually. In addition, each package should be designed individually or combined in order to get a **secondary function** (side-product), so that it can be reused after removing internal parts.

For additional information about the HiBed please visit the website hi-interiors.com/hi-bed/.

Guidelines

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

Product typology: goal of the contest is the development of a new concept of **smart packaging** to guarantee an efficient and safe worldwide shipment of the smart bed HiBed.

Sustainable approach (must-have): Hived packaging should be **durable** by using **sustainable, innovative** and **performing** materials and also have a competitive price.

It will be appreciated the selection of recycled materials of production waste in circular economy supply chains. The materials should be lightweight, resistant and aesthetically pleasing to the touch and to the sight.



Side product (nice to have): taking into account the high quality of the product and the possibility that it could be relocated from a home to another one by using the same packaging, it will be highly appreciated those concepts which, besides reducing the environmental impact, are able to assign a **secondary function to the each packaging or combined with each other**. Therefore, **the packaging may not be changed irreversibly in terms of its integrity and shape**, in order to allow subsequent use of its main function. In addition, the use of a **graphic design** applied to the packaging may be permitted, but **product design solutions** will be preferred.

For the correct participation in the contest, it is mandatory to present at least one packaging solution for one of the main parts of the bed; for the evaluation it will be taken into account the full design of all the elements of the packaging, especially the ones that will be concretely converted into a side-product.

For details of all bed elements and their packaging size, please refer to the HiBed-Components-Details.pdf file included in the *Material Files*. You can download it on the contest page.

Technical requirements: for the packaging solutions, you should take into account the following environmentally friendly features. In particular:

- **Transportability:** since the product is composed of fragile technological components, lacquered wood and aluminium parts, you should propose a solid and robust solution, reminding that the product may be shipped by sea or by air and therefore being exposed to intense movements and consequent strains, such as impacts, pressure and high temperature changes (cold-hot) and so on. Regarding the overall packaging, the volume should be reduced as much as possible, considering that the result has a huge impact on the shipping cost to abroad;
- **Sustainability:** avoid overpacking using too much materials, choose sustainable alternatives;
- **Internal structure:** propose solutions by using shapes for curved parts, so that it keeps the internal pieces steady during transportation. In this way they cannot rotate and are able to absorb any shocks caused from incorrect movements or inappropriate overlapping in the composition of the container;
- **External structure:** avoid sharp edges as much as possible;
- **Costs:** HiBed budget for the packaging will be about €500-600.

Style and values: the project must be in compliance with the brand's vision about style, product typology and binding values. For further information, please refer to the Hi-Interiors_2021_Brand Book.pdf file included in the *Material Files*.



Deliverables: for the carton solutions you should submit the packaging structure developed in a flat surface in order to facilitate the blanks' design. For a better evaluation of the projects, it is requested the vector 2D file (.dwg or .dwx but vector .ai or .svg files will also be appreciated) and 3D format (.3ds or .step), so you must attach them in a .ZIP archive to be uploaded on the contest upload page.

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

Degree of innovation (5/5): the project is able to efficiently reinterpret the packaging for HiBed using different kind of materials and/or it is able to assign a secondary innovative function to the packaging for its reuse;

Eco-friendliness (5/5): the project's design is able to answer to low environmental impact requirements;

Technical feasibility (5/5): the project can be easily produced, considering the technical restrictions explained in the brief;

Economic sustainability (4/5): the project is able to satisfy the brand's needs in term of production costs;

Brand compliance (3/5): the project is in compliance with the brand's vision about style, product typology and binding values;

Project submission (3/5): the project is complete, exposed in a clear way and satisfy all the requested points from the brief.

Language: since we are an international community, all texts should be written in English (including abstract, description, tags, etc).

Contest Timing

Upload phase: 5th February 2021 – 6th May 2021 (2.59 PM UTC)

Client Vote: from 6th May 2021

Winner announcement: approximately before the end of June 2021



Optional deadline

Concept revision: 8th March 2021 (2.59 PM UTC)

Concept revision: this is the 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 the contest will be accepted.

Award

1°: €3000

The selection of the winner by the Sponsor 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 2.000,00 € (= two thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals. For further information, log in and read the **Contest Agreement** from the upload page. For any questions about the brief you can 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.