



The global house-store

Link

<http://des.al/globalhousestore>

Summary

"The global house-store" is the interior design contest sponsored by the Italian fashion brand Maliparmi. The company is looking for original concepts and innovative ideas to be wisely implemented in the *monobrand* stores that will soon be opened by which the Brand wants to be established at an international level. The store should stem from the house concept to be transferred into a shop, combining craftsmanship and technology to better express the world conveyed by the Maliparmi brand.

Description

Maliparmi was born in 1977 on the initiative of Marol Paresi and her daughter Annalisa establishing itself into the world of the **women fashion**, initially with accessories later with footwear and eventually with a total look apparel completing the line and strengthening the Brand image. Maliparmi stands out for its ground brand values that inspire the style offered to its women customers. Particularly, the Brand values are:

- Style and creativity
- Colour
- Craftsman techniques and skills
- Distinctiveness and attention to the detail
- Synergy with the design and art worlds

Maliparmi has undertaken an important plan of **international development** investing in the **opening of monobrand stores** that may increase the Brand visibility and identity at an international level. For this reason, through the "The *global house-store*" contest, Maliparmi is inviting creatives from all over the world to develop the design plan for its stores, guided by the Brand values and giving major importance to the internationalization.

What we need

Maliparmi is asking creatives to:

- Identify the **concept** for the brand stores to apply worldwide;
- Attach a detailed **render** to present the designed space;
- Research and thoroughly describe the **materials** to employ;
- Give details of the elements employed in the project.

Concept: the Maliparmi store should recreate the **cosy atmosphere found at home**, while keeping a modern and contemporary appeal. In line with the Brand nature, it is important to play with combinations of elements that recall **craftsmanship** and **technology**, convey the **reuse** and **recycle** concepts, giving great attention to the **detail**. The store should intrigue and move people from the outside as to invite the customer to come in and see what's inside.

The ambition of the new concept is to be strongly innovative, able to revolutionise the classical store format to become something different where showing and selling the collection.

Layout: **lightweight structures** should be employed to give prominence to the products and be **easily moved** in order to give the store and display window a **dynamic layout** that may be adapted to the various needs, such as hosting cultural events along with the sell of Maliparmi products.

New shopping experience: the interactions between customers and store should be reinvented – think of **new ways to live the store**, for example by means of technological devices (such as magic/digital mirrors, virtual fitting rooms or tablets) or other tools/expedients, as to improve and give added value to the whole *shopping experience*.

Size: the store should be developed with the same-sized area as the one reported in the floor plan attached, include an entrance and at least one display window.

It is fundamental that the store is designed to give maximum prominence to the **accessories**, being the most successful Maliparmi products, such as bags, footwear (from sandals to boots), bijoux, scarves and belts.

Please see the [material files](#) attached for spaces description, store plans and illustrative pictures.

Revision (2014.01.13)

Deadline extension and hints: Given the great request of the public, we are glad to inform you that Maliparmi has decided to extend the deadline for submissions till 26th February 2014 giving you all more time to develop your projects. Furthermore, the Client has also suggested to focus on the two big ground floor rooms and on the fitting-rooms (mezzanine floor).

Timeline

Upload phase:	17 th December 2013 - 26 th February 2014
Community Vote:	27 th February 2014 - 5 th March 2014
Winner Announcement:	March 2014

Eligibility and submission

Participation is free of charge and is opened to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to "The global house-store" will be accepted.

Awards

1st	€ 2,000
2nd	€ 500 - Special mention
3rd	€ 500 - Special mention
4th	€ 250 - Special mention
5th	€ 250 - Special mention

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