

IRSAP

Home Climate Wellbeing by IRSAP



Summary

New Idea contest on Desall.com: IRSAP and Desall invite you to design a product or a system of products/functions aimed at expanding the functionalities attached to the core product of the brand: design radiators. The objective of your submission is to create a new experience pertaining to climatic wellbeing at home.

Official contest page: <http://bit.ly/Home-Climate-Wellbeing>

Company description

IRSAP Group, with more than a thousand employees, of which more than 600 abroad, is one of the leading Italian groups in the European heating industry. IRSAP is among the first companies to introduce in Italy, in 1967, the mild steel tubular radiator and the very first to make towel rails in Italy back in 1983. Today, still a family business arrived at the fourth generation the company wants to renovate entering into the furniture industry.

What we are looking for

IRSAP is looking for a product or a system of products/functions aimed at expanding the range of functionalities of traditional radiators for the home. Submitted projects should be oriented primarily towards **users' climatic wellbeing in a domestic environment**. Furthermore, designers will have the opportunity to develop new additional functions which can either work in synergy with the main heating function, such as air cooling, air purification, humidity control etc., or in an unrelated manner, as in seating areas, shelves, object holders, clothing racks etc.

The expected product, or system, should not consist of a mere restyling of the radiator products that are produced by IRSAP to date.

Guidelines

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

Product typology: While you should keep domestic heating at the heart of your project, the designed product or system may include **air treatment** functions, as well. The latter, besides **air heating**, could potentially comprise **air cooling, air purification, humidity control functions** and the like.

It is also possible to envision other elements, besides air, with which the product or system could interact with or act upon: objects, human beings/users and other components and actors that inform the domestic environment (food, plants, pets, liquid substances, interior decor and furnishing items...)

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In this regard, keep in mind that the maximum temperature reached by electric radiators is **70°C**, while for hydraulic ones it ranges from **30°C to 40°C**.

It is also possible to create **a product or a system for a specific area of the home**. A towel rack, for instance, as clearly illustrated by its dedicated functions, is designed with the toilet and bathroom areas in mind.

There are no limitations imposed on the general characteristics of the requested product or system, which may be **wall-mounted, free standing** or constitute a **functional surface, a management tool like a digital application**, and so on.

Additional functions: additional functions may be presented without particular restrictions, for example, in the form of **accessories, sensors, a controlling app** or the **integration of 2 products into 1**, as well as into a **multi-product system** where the individual elements communicate with each other and work synergistically. Overall, the type of functions proposed should pertain to the domestic use of the product or system proposed, but it may include **additional air treatment features** (such as air cooling, air purification, humidity control etc.), **monitoring and signalling features** (temperature, humidity level, air quality, weather etc.), **interior decor features** (as in seating areas, shelves, object holders, clothing racks etc.), as well as original features that are not mentioned among the listed examples.

Style: although the development of new functions is the main objective of this contest, you are invited to design a product that is both aesthetically pleasing and technologically advanced. Overall, a minimal and modern style should be preferred.

In case of functionalities connecting more than one product, it is possible to represent your project schematically.

Context of use: the designed product or system should be destined primarily for indoor domestic use, although outdoor use is also admitted.

Technology and materials: All submitted products should be designed for industrial production. There are no other considerable limitations when it comes to the technology and materials that may be employed. However, for products with heating surfaces, it will be necessary to adapt the chosen materials accordingly, thus opting for suitable materials and coatings, such as steel, aluminum etc.

Logo: the IRSAP logo may be placed on the designed products in a discreet way, with a suggested size of 3x1cm. You can find the logo in the *Material Files* downloadable from the contest page.

Target user: the requested project should cater to 35 to 45-year-old users with a medium-level purchasing power.

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Deliverables: upload all images in order to present your projects in the best possible way. The images in the gallery (maximum 5) must have a proportion of 4:3. Allowed file formats: .jpg, .gif or .png; colours: RGB; max file size: 1MB.

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

Innovation 5/5

Functionality 5/5

Consistency with the context of use 4/5

Aesthetic 3/5

Economic viability 3/5

Language: Desall is an international community, and as such all submitted texts should be in **English** (abstract, description, tags, ecc.).

Contest Timeline

Upload phase: 20 September 2021 – 15 December 2021 (1.59 PM UTC)

Client vote: from 15 December 2021

Winner announcement: approximately by the end of February 2022

Optional deadline

Concept revision: 18 October 2021 (1.59 PM UTC)

Concept revision: designers can apply, by the date indicated above, for a concept revision of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com 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 submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.

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Award

1°: €5000

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 of submitted projects with the presented brief.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 2000,00 = (two thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals. For more information, 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.

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.