

# LAVAZZA

TORINO, ITALIA, 1895



## Lavazza Smart Coffee Corner

## Summary

New product design contest on desall.com: Lavazza and Desall invite you to design a modular furniture system functioning as a coffee break bar area, and which is adaptable to different types of environments and contexts of use.

**Official contest page:** <https://bit.ly/Lavazza-Coffee-Corner>

## Company description

For over 120 years, Lavazza has focused on innovation and passion for quality coffee, work ethic and the land, territories and people where the firm operates. As of today, thanks to the leadership of four generations of Lavazza entrepreneurs and the core values inherited from founder Luigi Lavazza, the Lavazza Group is able to compete on the global market where it operates in more than 140 countries. Importantly, since 2004, Lavazza has made sustainability and corporate social responsibility a priority by implementing projects that improve the living condition of its workers and create productive solutions respectful of the environment. Accordingly, it adopted a Sustainability Manifesto that endorses the United Nations' Sustainable Development Goals (SDGs). In 2019, the Lavazza Group was included in the top 10 most socially responsible corporations globally, and ranked first in the foodservice industry.

## What we are looking for

Lavazza is looking for a modular furniture system ("the system") functioning as a bar area dedicated to coffee breaks. The strategic objective of the system is twofold: a) to enhance the user experience of coffee preparation and consumption within social contexts, be them private or public, and b) to spur users' engagement with Lavazza coffee products within those contexts.

## Guidelines

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

## Product Typology

The system should be composed of 1) a number of **main modules**, each with different customization options both in terms of components and functionalities, and 2) a number of **additional, customizable modules** that can be positioned next to the main modules. The system should come in **two sizes: small and medium**, differing from each other in terms of components and features. Module size, configuration of additional modules, presence (or lack thereof) as well as positioning of components on the module itself should vary to adapt to any contexts of use. For more information, please refer to the *material files* downloadable from the contest page.



## Characteristics

The system should be:

1. **Customizable** - colours and materials can be changed easily; functional components and accessories can be added as needed.
2. **Modular** - modules can be seamlessly combined giving the impression of a single product.
3. **Ergonomic** - the ergonomics of the system should enhance the user experience
4. **Lightweight** - the system should be easy to carry, move around and assemble in only a few steps.
5. **Environmentally sustainable** - the system should feature a range of natural, recycled, and environmentally sustainable materials.
6. **Economically viable** - customers purchasing the system should be able to afford it.
7. **Easy to clean** - the system should have easy-to-clean surfaces, preferably without fissures and other elements that facilitate the accumulation of dirt.
8. **Equipped with electrical and water connections** - the system should allow for the connection of utilities (electricity, water networks...) required to perform its functions.

## Modules and components

The system should include a number of main modules and additional modules. The main modules should be composed of those functional **components** that are required in most contexts of use, and should be customizable based on the specific needs of each context. The additional modules could be placed next to the main modules, and should be composed of supporting functional components. Both types of modules, main and additional, should be stand-alone solutions, which means they should be completely independent from each other. Find below a list of module components:

### *Main modules - core components*

1. **Tabletop surface** to accommodate one coffee machine as well as a number of tabletop organizers (containers for capsules, paper cups, sugar packets and stirrers) that are physically integrated into the surface. There should be enough free surface space to allow for operations of coffee condiment.
2. **Backdrop “wall”** to accommodate branded communication material (branded signboard and other graphic elements). With the objective of freeing up space on the tabletop surface, this component may lodge a number of integrated wall organizers, thus becoming an actual equipped wall. It should be possible to attach/remove the “wall” component based on customers’ specific preferences.

- 3. “Tower” component** to accommodate branded communication material (branded signboard and other graphic elements) and which may be installed to the module as an alternative to the backdrop “wall”. The “tower” component recreates a functional space similar to the bar and is perceived as a “shop within a shop”. This component aims at communicating the product in a more decisive manner than the backdrop “wall”. With the objective of freeing up space on the tabletop surface, this component may lodge a number of integrated wall organizers, thus functioning as an actual equipped wall. It should be possible to attach/remove the “tower” component based on customers’ specific preferences.
- 4. Storage compartment** to accommodate utensils and other objects for the consumption (and preparation) of coffee. The compartment should be accessed by means of a dedicated door and include a number of internal shelves.
- 5. Recycling compartment** with one or more openings placed on one of the available surfaces of the main module. The opening(s) should allow access to three recycling bins for the separate disposal of paper, plastic and non-recyclable waste. Instructions indicating the type of waste for each bin/container should be clearly visible on each bin/container.
- 6. Technical compartment (medium size modules only)** accommodating a tank for drinkable water, a tank for exhausted water and a container for exhausted coffee powder.
- 7. Four wheels**, visible or semi-visible, to allow module and system mobility. Submission may include a fixed, wheel-less version, as well.

## *Main modules - optional components*

- 1. Lighting system** to support operations of coffee preparation and condiment.
- 2. Additional technological components** such as screens, sensors, electronic payment system, mobile recharge dock/system...

## *Additional modules - core components*

- 1. Water dispenser** that includes a tap and a support surface for the glass
- 2. Hidden sink** with a foldable tap.
- 3. Storage compartment** to accommodate utensils and other objects for the consumption (and preparation) of coffee. The compartment should be accessed by means of a dedicated door and include a number of internal shelves.

## *Additional modules - optional components*

- 1. Lighting system** to support operations of coffee preparation and condiment.
- 2. Additional technological components** such as screens, sensors, electronic payment system, mobile recharge dock/system...

For information regarding the different types of configurations of modules and components to include in your submission refer to the **Product configurations** section of this brief and the **material files** downloadable from the contest page.

## Product configurations

Find below the **requested modules**:

### 1. One main module (small) composed of:

- Tabletop surface with **all** the integrated tabletop organizers. The surface will accommodate one *Firma Inovy & Milk* coffee machine and should present enough free surface space to allow for operations of coffee condiment.
- Backdrop “**wall**” dedicated solely to branded communication (no organizers).
- Storage compartment.
- Recycling compartment.
- Four wheels.

### 2. One main module (small) composed of:

- Tabletop surface with **some** of the integrated tabletop organizers. The surface will accommodate one *Firma Inovy & Milk* coffee machine and should present enough free surface space to allow for operations of coffee condiment.
- Backdrop “**wall**” with branded communication and a number of wall organizers.
- Storage compartment.
- Recycling compartment.
- Four wheels.

### 3. One main module (small) composed of:

- Tabletop surface with **some** of the integrated tabletop organizers. The surface will accommodate one *Firma Inovy & Milk* coffee machine and should present enough free surface space to allow for operations of coffee condiment.
- Storage compartment.
- Recycling compartment.
- “**Tower**” component with a number of wall organizers and branded communication.
- Four wheels.

**4. One main module (medium) composed of:**

- Tabletop surface with **some** of the integrated tabletop organizers. The surface will accommodate one *Franke A600 FM CM* coffee machine (see *material files* for visual reference) and should present enough free surface space to allow for operations of coffee condiment. **Additionally, the tabletop surface should include either a water dispenser or a hidden sink.**
- Backdrop “**wall**” with branded communication and a number of wall organizers.
- Technical compartment.
- Storage compartment.
- Recycling compartment.
- Four wheels.

**5. One main module (medium) composed of:**

- Tabletop surface with **some** of the integrated tabletop organizers. The surface will accommodate one *Franke A600 FM CM* coffee machine with one refrigeration unit and one payment system unit (see *material files* for visual reference). The tabletop surface should present enough free surface space to allow for operations of coffee condiment.
- Backdrop “**wall**” with branded communication and a number of wall organizers.
- Technical compartment.
- Storage compartment.
- Recycling compartment.
- Four wheels.

**6. One main module (medium) composed of:**

- Tabletop surface with **some** of the integrated tabletop organizers. The surface will accommodate one *Franke A600 FM CM* coffee machine with one refrigeration unit and one payment system unit (see *material files* for visual reference). The tabletop surface should present enough free surface space to allow for operations of coffee condiment.
- “**Tower**” component with a number of wall organizers and branded communication.
- Technical compartment.
- Storage compartment.
- Recycling compartment.
- Four wheels.

**7. One additional module that can be paired with both small and medium main modules, and which is composed of:**

- Tabletop surface with either a water dispenser or a hidden sink.
- Storage compartment large enough to contain a mini-bar.
- Four wheels.

*Optional components:* all modules can be fitted with a **lighting system** and additional **technological or aesthetic components** that **enhance the user experience and add value to the time devoted to the preparation and consumption of coffee.**

A reference chart/illustration of the configurations of modules and components to include in your submission is available in the *material files* downloadable from the contest page.

## Sizing

The system will be available in **two sizes: small and medium**. Due to technical requirements, “small” modules should not be smaller than W52 x D56 x H70 cm. The same height and depth should be applied to the “medium” version, while the width may be up to twice as large as that indicated for “small” modules. In any case, the final size of both versions will have to factor in measurements of the coffee condiment area. For both versions, the “tower and backdrop “wall” components shouldn’t be higher than 240 cm.

Some components require specific sizing:

### 1. Tabletop surface

- Small version: *Firma Inovy & Milk* coffee machine, W20 x D41 x H35 cm.
- Medium version: *Franke A600 FM CM* coffee machine, basic version + refrigeration unit + payment system unit, W81 x D60 x H79.6 cm.
- 100 wooden stirrers.
- 100 sugar packets.
- 100 paper cups.
- 75 coffee capsules split into 3 x 25-capsule containers, each dedicated to a different type of coffee blend.
- Coffee condiment area (sizing is at the discretion of the participant, and should be defined based on ergonomics and on the type of module, small or medium, onto which the area will be attached).

## 2. System configurations with a backdrop “wall” or “tower” component

- 100 wooden stirrers/teaspoons.
- 100 sugar packets.
- 100 paper cups.
- 75 coffee capsules split into 3 x 25-capsule containers, each dedicated to a different type of coffee blend.

## 3. Storage compartment

*Small version:*

- 2 OCS (Office Coffee System) Kit W287 x D145 x H108 cm.
- 6 boxes of coffee capsules W17 x D13 x H8.5 cm.
- 2 blister packs of paper cups Ø6.25 - 8 x H45 - 48.5 cm.
- Possibility to add a mini-bar.

*Medium version:*

- 4 OCS (Office Coffee System) Kit W287 x D145 x H108 cm.
- 6 boxes of coffee capsules W17 x D13 x H8.5 cm.
- 2 blister packs of paper cups Ø6.25 - 8 x H45 - 48.5 cm.
- possibility to add a mini-bar.

## 4. Technical compartment

- 1 x 10L water tank for drinkable water.
- 1 x 5L water tank for exhausted water.
- 1 x 2Kg container for exhausted coffee powder.

For more information regarding the sizing of modules, refer to the *material files* downloadable from the contest page.

## Usability and ergonomics

To optimally design and define the positioning of each functional component as part of the modules, participants are invited to pay careful attention to the actions performed by users when engaging with the system during coffee preparation and condiment operations.

## Materials

The system should be made of sustainable materials whose “green” nature is clearly recognizable. Furthermore, the chosen materials should be food safe, easy to clean and remarkably durable.



## Context of use (locations)

Thanks to the possibility to customize materials, finishings, configurations and functional components, the system can be installed seamlessly in various contexts of use:

- **Green hubs:** large firms, coworking spaces, private universities, private hospitals, airports, train stations.
- **Functional environments:** offices, public universities, small retailers, minimarkets, gas stations, travel lounges, waiting rooms.

## Aesthetic

The proposed projects should have a versatile style that adapts to the different contexts of use where the system will be installed. The preferred style is professional, modern, minimal and displaying great attention to aesthetic and details. Marked Lavazza branding on the external surfaces of the system is to be avoided.

## Target cost

The small modules should have a production cost of approximately €300 for a basic version (tabletop surface + storage compartment + recycle compartment).

The medium modules should have a production cost of approximately €700 for a basic version (tabletop surface + storage compartment + recycle compartment + technical compartment).

**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 o .png; colours: RGB; max file size: 1MB.

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

**Functionality 5/5**

**Aesthetic 5/5**

**Technical feasibility 4/5**

**Sustainability 4/5**

**Consistency with the brand 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: 14 October 2021 – 6 December 2021 (1.59 PM UTC)  
Client vote: from 6 December 2021  
Winner announcement: approximately by the end of January 2022

## Optional deadline

Concept revision: 9 November 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](mailto: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](http://www.desall.com) website, via the upload page related to this contest will be accepted.

## Award

1°: €10.000

2°: €4000

3°: €4000

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 4000,00 = (four 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](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.*