



illey City Mug



Summary

illy launches the "illy City Mug" casting through Desall.com, looking for graphical proposals for an exclusive line of mugs by illy dedicated to six world-famous cities: Rome, Milan, Paris, London, San Francisco and Hong Kong.

Official contest page: <http://des.al/illymug>

Description

illy, founded in Trieste in 1933, is the famous Italian brand worldwide appreciated for the high quality and unique velvety taste of its coffee, the reason why it wants to be the only reference in the world in terms of culture and excellence. illy aims to delight people all over the world who value the quality of life by offering the best possible coffee nature can provide, enhancing the perfection of it through the most innovative technologies, and inspiring emotional and intellectual involvement by seeking beauty in everything they do.

In order to offer a complete tasting experience combining taste with aesthetics, illy wants to create a new line of mugs specifically dedicated to the six metropolises selected, that the participants of "illy City Mug" will interpret by providing as many iconic graphics.

What we need

The graphics illy is seeking will have to be dedicated respectively to **Rome, Milan, Paris, London, San Francisco and Hong Kong**. The selected proposals will be printed on the surface of the illy Mug, forming an exclusive set to be sold throughout the illy distribution network.

The participants are requested to submit **one graphical proposal per city**, each submitted as separate upload (viz. one upload for a graphical proposal for Rome, another upload for a graphical proposal for Milan, etc.) on Desall.com

The participants are requested to upload one or more proposals per city and are thus invited to work on the **whole set** (6 pieces, one per city).

Guidelines

For the correct realisation of your proposal, please stick to the following guidelines:

Theme: think of **original and unpublished** graphics that interpret the six metropolises selected by illy. Get into the real atmosphere of the cities and express your creativity on the surface of the mugs with stunning graphics that recall the well known **identity of each city**.

Style: feel free to adopt the most appropriate style in order to better express the graphical representation of each city, safeguarding the brand image of illy.

Colours: avoid gold or silver colours.



Images: pay attention **NOT to employ copyrighted material** (images, symbols or icons) and do **NOT use graphics that may offend** the sensibilities of the people (vulgar images, religious symbols, etc.)

Technology: the graphics will be applied on the porcelain through **decalcomania**.

Deliverable: participants are requested to work on the **Template-for-illy-Mug-graphic** attached in the Material files (either in bitmap or vector version) and to attach the graphics as a **.zip Archive** during the upload process.

For the illustrative images (those published on the contest gallery), please use the "Template-for-Desall-website_960x720px".

Timeline

Upload phase: 04th March - 09th April 2014
Community vote: 10th April - 17th April 2014
Client vote: from 18th April 2014
Selections announcement: April/May 2014

Eligibility and submission

Participation is free of charge and is open to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only the projects published on the web site www.desall.com through the upload page of "illy City Mug" will be accepted.

Award

- 1st. Collaboration contract with illy for the development of the graphics for one city mug
- 2nd. Collaboration contract with illy for the development of the graphics for one city mug
- 3rd. Collaboration contract with illy for the development of the graphics for one city mug
- 4th. Collaboration contract with illy for the development of the graphics for one city mug
- 5th. Collaboration contract with illy for the development of the graphics for one city mug
- 6th. Collaboration contract with illy for the development of the graphics for one city mug

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

