Euro3plast Cachepot Design

Summary

New product design contest on Desall.com: Euro3plast and Desall invite you to design a family of plastic pot covers (cachepot) for indoor use, characterized by elements of aesthetic and functional innovation.

Pagina ufficiale: https://bit.ly/Euro3plast-Cachepot

Company description

Euro3plast was born in 1974 producing plastic products for the garden and for the home. Innovation in the vase, furnishing accessories and lamps production is at the basis of the continuous growth of the company which today distributes its products all over the world.

What we are looking for

Euro3plast is looking for a **family of plastic cachepots** for indoor use. The pot cover is a piece of furniture designed to contain standard cultivation pots, which are filled with earth and in which the plant grows. It is therefore a product that aims to improve the general aesthetics of the plant + pot system.

The family of pot covers must be characterized by **innovative elements mainly of an aesthetic type** (thus working on shapes, textures, finishes, colors, etc.) **and possibly of a functional type** (thus adding a secondary functionality to the product). The product must be extremely affordable to the public. Hence, the addition of electronics or other mechanical elements to the product is not allowed.

Guidelines

For the correct implementation of your proposals, please keep in mind the following guidelines:

Product typology

You are invited to design a family of pot covers of different sizes (at least 3) consistent with each other in terms of style. The pot cover, unlike the cultivation pot, does not have holes on the bottom, but a single upper opening in which the cultivation pot and the plant are inserted. The search for new aesthetic solutions is a priority, through the choice of new shapes, the application of textures on the external surface, the use of particular finishes or subsequent surface treatments, the choice of plastics with innovative characteristics, etc ...

In addition, it is possible to provide formal solutions capable of adding **new features** suitable for the indoor context, to the single product or to the entire collection (for example, by devising ways for the elements to interact with each other).

Style and colours

The requested style is simple and modern, characterized by formal elegance and aesthetic innovation. There are no particular constraints relating to the shape (circular, square, etc.) and to the colors that the family of plant pots can have.

It is possible to place the "Euro3plast" logo on a visible surface of the pot covers. Find the logo in the *material files* that can be downloaded from the contest page.

Dimensions

The pot covers must have a diameter between 12 and 25 centimeters. The height will have to increase in proportion to the diameter, completely covering the standard cultivation pots that will be inserted inside them.

In designing and sizing the pot covers it is therefore necessary to take into consideration the dimensions of the main types of standard cultivation pots, whose approximate dimensions are:

- 10.5 cm diameter x 9 cm height

- 12 cm diameter x 11 cm height

- 14 cm diameter x 13 cm height

- 16 cm diameter x 15 cm height

Materials and production technology

The pot covers will be produced in plastic (eg: polypropylene, polycarbonate, etc.) by injection molding.

Context of use

The family of plant pot covers will be inserted in indoor contexts, in particular it will be destined for the furnishing of homes, offices and shops.

Deliverables

Upload detailed descriptions and a series of images to best present your projects. The images visible in the gallery (maximum 5) must have an aspect ratio of 4:3; accepted file formats: .jpg, .gif or .png; color mode: RGB; maximum single file size: 1MB. During the upload phase of the project, **you are invited to upload a .zip archive containing the 3D files and high-resolution images of the proposals via the dedicated field.** Maximum size of the .zip file: 100MB

Evaluation criteria

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

Aesthetic quality 5/5

Consistency with the brand 5/5

Degree of innovation 4/5

Sales potential 4/5

Functionality 3/5

Language

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

Contest Timeline

Upload phase:	28 March 2022 – 28 June 2022 (1.59 PM UTC)
Concept review:	28 April 2022 (1.59 PM UTC)
Client vote phase:	from 28 June 2022
Winner announcement:	approximately by the end of September 2022

Concept review (optional)

Designers can apply, by the date indicated above, for a concept review 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 review 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 criteria

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.

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 of submitted projects with the presented brief.

Option right

€1500

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €1500 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.