



# Martellato Dessert Experience Design

## Summary

New food design contest: Martellato and Desall are looking for a subject, made of chocolate or another type of dessert, that includes an interactive experience before tasting.

Official page: <https://bit.ly/Martellato-Dessert-Experience>

## Company description

Martellato designs, manufactures, and distributes Made in Italy products to meet the needs of professionals worldwide in the pastry, gelato, and ho.re.ca. sectors. Quality and excellent customer service guide every stage of design, production, and logistics.

## What we are looking for

We are looking for **a chocolate/dessert subject or shape**, made of one or more parts and intended for consumption, that offers **a playful or interactive experience before tasting**. The solution should stand out from current products on the market and be manufacturable using a dedicated mold.

**Entries without an interactive experience for the consumer will not be considered.**

To view some examples of products currently on the market, please refer to the *Inspiration* page.

## Guidelines

To ensure the proper development of your projects, please carefully consider the following guidelines:

### Project type

You are invited to propose a concept/idea for a subject to be created using one or more molds in rigid plastic and/or silicone, with cavities where tempered chocolate or another type of dessert can be poured to obtain one or more parts of the product.

These components will be poured, unmolded, assembled, and decorated by the pastry chef in a professional chocolate, pastry, or restaurant kitchen. Alternatively, if the concept includes an interaction, the subject (with low complexity) may be assembled and decorated by the final consumer.

The consumer **will interact with the dessert before tasting, sharing a special moment during an event or celebration** (Christmas, Easter, etc.), and then enjoy the dessert, either outdoors (on the go) or indoors (among guests) at a restaurant or at home.



## Style and aesthetics

There are no restrictions regarding the style or aesthetics of the subject.

## Colors

The subject will be made of **one or more types of chocolate or other desserts**, so its colors will depend on the raw materials used. The chocolate can be colored before pouring or decorated afterwards by the pastry chef or the final consumer using sprinkles, colored glaze, or other decorations.

## Dimensions

The subject must be suitable for traditional packaging, easy to store in refrigerators, transportable, and portionable or already portioned. For size references, please check the products currently available on the [Martellato website](#).

The subject or its parts must be made using one or more molds. For further details, please refer to the *Material files* available for download on the contest page.

## Production technologies and materials

The mold is made using industrial manufacturing technologies, such as injection molding or thermoforming. The most suitable materials are transparent rigid plastic or silicone. Metal molds are NOT allowed.

For further details, please refer to the *Material files* available for download on the contest page.

## Surface finishes

You may include a variety of finishes for the surfaces of the subject, such as glossy, matte, or textured effects.

## Target and usage

The dessert will be enjoyed by the final consumer during a special moment, event, or holiday (Christmas, Easter, etc.), either outdoors (on the go) or indoors (among guests) at a restaurant or at home.

The mold will be used by pastry chefs in professional chocolate, pastry, or restaurant kitchens.



## Submission materials

Provide detailed descriptions and up to 5 images to effectively present your projects. Images should be in 4:3 format, with .jpg, .gif or .png file formats acceptable. The colour mode should be RGB and the maximum size of a single file should be 1 MB.

You're invited to use the designated field on the submission page to attach a .zip file containing 3D files and high-resolution versions of the project images. The maximum file size for the .zip archive is 100MB.

## Judging criteria

When evaluating the submissions, the Sponsor will consider the following criteria:

**Functionality/Usability 5/5**

**Aesthetic quality 4/5**

**Technical feasibility 4/5**

**Aesthetic quality 3/5**

**Presentation 3/5**

## Language

Since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

## Contest timeline

Upload phase: 25 July 2025 – 20 November 2025 (1.59 PM UTC)

Concept review: 18 September 2025 (1.59 PM UTC)

Client vote: from 20 November 2025

Winner announcement: approximately by the end of February 2026

## Concept review (optional)

Participants have the opportunity to request an optional review of their project by the Desall team by the date indicated above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request to the Desall team via email at [contest@desall.com](mailto:contest@desall.com) or through the contact form. **This review is entirely optional** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.



## Eligibility and submission

Participation is free and open to creative talents of any nationality aged 18 or older. Participants may submit one or more projects, but only projects published on the website [www.desall.com](http://www.desall.com) from the upload page dedicated to the contest will be accepted.

## Award

**1°: €2000**

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.

## Extra Award (option right fee)

**€1500**

Throughout the duration of the option right, the Sponsor offers an additional opportunity to all participants by setting the compensation of €1500 for the purchase of the licence for the economic exploitation of projects not recognized as winning proposals.

For more information, log in and read the [Contest Agreement](#) from the Upload page. For questions about the brief, 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.*