



Sassi Modular Furniture



Summary

New product design contest on desall.com: Sassi Editore and Desall invite you to design the concept of a modular furniture system dedicated to shops and other shared spaces, which offers the possibility of composing areas with a display, play and educational function.

Official contest page: <https://bit.ly/Sassi-Modular-Furniture>

Company description

Sassi Editore is a publishing house founded in 2006 and active on an international level with art and photography publications. Since 2010, Sassi has developed an original publishing program entirely aimed at children. The publishing program for children, which initially focused on activity books, has diversified over time, expanding towards illustrated books and more recently towards fiction for children aged 9 and older. Sassi's motto is "learning while having fun". Thanks to such a playful-educational approach, the publishing house has become a leader in the niche of the activity book market both in Italy and internationally.

What we are looking for

Sassi Editore is looking for a concept for a **modular furniture system** capable of adapting to different contexts of use such as shops, shopping centers and other shared spaces. The system will feature **display areas** dedicated to Sassi's books and activity books. These areas will be available to children and parents with the aim of encouraging moments of **reading, interacting, socializing, playing and learning**. Each element of the system must reflect the values of sustainability, ethics, quality and excellence in design that have always inspired Sassi Editore in consolidating itself as an iconic brand. The modular furniture system will therefore have to position itself as a distinctive and iconic product within the sector of reference.

Guidelines

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

Product typology

You are invited to design a concept for a modular furniture system composed of different elements that are **compatible with each other both from a functional and stylistic point of view**. Below is a series of examples relating to the elements that could make up the required system. You can propose additional elements when these are deemed useful for setting up the display area.

Some non-binding, indicative dimensions are also included; you are free to customize the dimensions of the elements in line with the needs and the target audience.



- Wall bookcase (W200 D40 H260 cm)
- Bookcase with storage compartments (W200 D40 H260 cm)
- Low bookcase shelf with work/reading surface (W200 D80 H86 cm)
- Column display (W60 D60 H170 cm)
- Reading/activity tables (W200 D80 H86 cm)
- Cashier/information counter (W120 D60 H86 cm)
- Stools/chairs
- Container-seat unit
- Play mat
- Equipped wall
- Communication elements/units
- etc...

The modular furniture system will have to allow for the continuous expansion of the system configurations depending on the size and functionality of the context of installation. To better communicate the versatility of the modular system, you are invited to present at least 3 types of furniture composition that will have to be positioned within areas of different sizes: small, medium and large.

Contexts of use

As a reference, the requested modular furnishing system will be installed in bookshops, toy shops, shopping centers and other shared spaces.

Types of use

The modular furniture system should be designed with multiple functions in mind. While all of the different functions may be applicable within larger contexts of use - up to the furnishing of an entire monobrand store - it will be necessary to select only a few for smaller areas. Here are some examples:

- Book displaying/consulting areas **(always included in the system)**
- Reading area (single user)
- Reading area (multiple users)



- Play area (tables)
- Play area (mat)
- Educational area
- Purchasing area
- Workshop area
- Interactive/customizable area
- etc...

Style and colors

The requested system should be **minimal and eco-friendly** in style; it is important not to neglect the emotional aspects that the furnishing system must communicate.

The shapes must be **simple and modern with details that reference the natural world**. Such references to nature must **NOT** apply to the entire piece of furniture; for example, tree-shaped bookcases, leaf-shaped tables, etc. are not allowed.

Other characterizing themes related to details, and in general to the system, such as space, technology, cartoons, etc., are **NOT** allowed.

Avoid edges or other dangerous elements to comply with target users of 0-10 years of age.

The elements to be designed must be white or present natural colors that could be based on the materials used. To avoid a noisy effect, the elements should not present too many colors or colors that are too lively.

You are required to insert the “Sassi” logo on the furnishings. Please find the logo in the *material files* that can be downloaded from the contest page.

Materials

Permitted materials: wood, paper/cardboard and metal. If necessary, it is possible to use plastic, preferably recycled. In general, the use of eco-sustainable materials is preferable.

We do not recommend the use of glass and materials not suitable for children.

Technologies (not mandatory)

It is possible to equip the requested system with technological elements whose specific use should be based on the functions of the specific area within the individual modules. Interactive educational screens, screens dedicated to corporate communication, shelf lighting, etc. are examples of such elements.



Target users

Target users comprise children from 0 to 10 years of age and their carers, parents (generally from 25 to 45 years of age), relatives, educators, etc.

Values to be communicated

The ethical, pedagogical and playful use of the Sassi products; the educational value of reading and playing; the importance of sociability.

Deliverables

Upload a detailed description of your proposal as well as high quality images 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; colors: RGB; max individual file size: 1MB. **You are invited to utilize the dedicated field in the upload page to upload a .zip folder with 3D files and the high resolution version of the uploaded images.** Maximum .zip file size: 100MB

Evaluation criteria

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

Innovation 5/5

Functionality 5/5

Aesthetic 5/5

Technical feasibility 3/5

Consistency with the brand 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: 15 February 2022 – 18 May 2022 (1.59 PM UTC)

Concept review: 2 March 2022 (1.59 PM UTC)

Client vote phase: from 18 May 2022

Winner announcement: approximately by the end of July 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

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

€2000

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €2000 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.