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Novecento Two-in-one Lighting System

Summary

New product design contest on desall.com: Novecento and Desall invite you to design a modern and versatile LED lamp that can be used as a flush ceiling light or a pendant light depending on the user's taste and consistently with the context of use.

Official contest page: <https://bit.ly/two-in-one-lighting-system>

Company description

Novecento s.r.l. is an Italian lighting company active in the large-scale distribution market with products capable of satisfying even the most refined of showrooms. The guiding principle that has distinguished Novecento over the past 38 years of activity revolves around the merging of both product quality and service quality, offering a service that goes from the design of the exhibition spaces to the delivery and display of the goods themselves. Novecento products respond quickly to market evolution, thanks to continuous research, the ability to develop each project using a fully equipped workshop, specialised personnel with proven experience and a commercial network spread throughout the national territory.

What we are looking for

Novecento is looking for a new LED lamp concept for large-scale distribution. The lamp should be modern and versatile, resulting in a piece of furniture with a customizable configuration (flush ceiling light / pendant light) and illuminating component (colour and intensity of the light).

Guidelines

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

Product typology

You are invited to design a dual function LED lamp for indoor use that can be installed both as a flush ceiling light and a pendant light. In addition to the main body of the lamp, the concept should include a series of functional elements that, during the installation phase, will allow the user to customise the configuration of the lamp to their liking in the simplest and most economical way possible. Pay particular attention to the user experience during installation.

Materials

Allowed: aluminium, iron, silicone and eco-sustainable plastics. Not allowed: wood, glass.

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Style, colours, finishings

The product should look modern and minimal, performing a decor function even when not in use (lights off). There are no constraints relating to the forms allowed, provided they are not too extravagant and different from the current market offer (large-scale retail). The chosen style should take into account the dual function of the lamp (flush ceiling light / pendant ceiling light). Accepted colours: pastel shades, white, black and the natural colours of metals, with glossy or satin finishes. Other types of finishes are also permitted as long as they are economical. The satin nickel effect is particularly appreciated.

Find the current Novecento product catalogues in the *material files* that can be downloaded from the contest page.

Logo

Not required.

Dimensions

The indicative dimensions allowed range from a minimum of 60x60 cm to a maximum of 80x80 cm for width and depth (x,y). The height (z) of the product is not subject to restrictions but must be proportionate to the dimensions chosen and consistent with the dual function of flush ceiling light and a pendant light.

Technology

The lamp should employ an RGB LED lighting technology with the possibility of remotely varying the tone and intensity of the light (dimmable). To obtain a more global lighting effect, it is preferable to insert LED strips. It is possible to insert LED spots for directional light effects, but it is preferred to do so as an addition to LED strips. In order to avoid dark areas inside the lamp structure, the positioning of the LEDs must allow the light to filter outside of the lamp as well as to perfectly illuminate the inside of the lamp.

Context of use

The lamp will be installed indoor, in the following domestic contexts: kitchen, living room and bedroom.

Target users

Young couples and families between the age of 20 and 50 with an interest in modern and technological products.

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Production costs

Production costs should be kept as low as possible. The proposed concept should take into account the industrialization of the product and should be suitable for sale in large-scale distribution shops.

Deliverables

Upload max. 5 images with an aspect ratio of 4:3; accepted file formats: .jpg, .gif or .png; colour mode: RGB; maximum single file size: 1MB. **You are invited to use the dedicated field on the upload page to upload a .zip archive containing the 3D files and high resolution images of the proposals.** Maximum size of the .zip archive: 100MB.

Evaluation criteria

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

Technical feasibility 5/5

Economic sustainability 5/5

Aesthetic 4/5

Functionality/Usability 3/5

Innovation 1/5

Language

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

Contest timeline

Upload phase: 14 December 2022 – 16 March 2023 (1.59 PM UTC)

Concept review: 19 January 2023 (1.59 PM UTC)

Client vote phase: from 16 March 2023

Winner announcement: approximately by the end of May 2023



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 or older. Participants will be able to present one or more projects, but only the projects submitted through the website www.desall.com, from the upload page relating to the contest, will be accepted.

Award

1°: €2000 (advance on royalties) + royalties (if/when production occurs)

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)

€2000/€1000 (advance on royalties) + royalties (if/when production occurs)

For the duration of the option right, the Sponsor offers an extra chance to all participants by setting a fee of €2000/€1000 (*advance on royalties*) + *royalties* for the purchase of the licence for the economical exploitation of the projects not-acknowledged as the winning proposals. The amount (€2,000 or €1,000) will be established on the basis of the project's feasibility, quality and depth of execution. 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

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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.