



martinelli luce
lighting contest



Summary

New **product design** contest on desall.com: Martinelli Luce and Desall invite you to design a suspension lamp that best expresses the design philosophy of the brand and is characterized by innovative and/or environmentally sustainable materials.

Official contest page: <https://bit.ly/Martinelli-Luce-Lighting>

Company description

For over 70 years, Martinelli Luce has offered a wide and varied collection of lamps to satisfy the most demanding requests of the market. Martinelli Luce's lamps are known all over the world and are present in the most important international museums. Some of them - Cobra, Pipistrello, Serpente, Profiterolle, Elica, Mamba, Colibrì, Cyborg, Elastica and Metrica just to name a few - can be considered true icons of Italian design and have won numerous awards, including the Compasso d'Oro. The company combines continuous experimentation with technological innovation to create timeless lamps inspired by the world of nature and geometry.

What we are looking for

Martinelli Luce is looking for a suspension lamp dedicated to the home environment and in particular to the living area of the house. The product must best present the design philosophy of Martinelli Luce, a company that offers a catalogue of multiple collections of lamps characterized by **minimalism, dynamism, modularity, seriality, geometric shapes and references to the natural world.**

The requested lamp should possess a premium look and feel that expresses a high aesthetic level, quality, innovation, synthesis and/or research in the field of environmental sustainability.

Guidelines

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

Product typology

You are invited to design a suspension lamp, consistent with the brand's design values described below. At your discretion (nice to have), **it is also possible to propose other variations of the product**, and present a **collection of lamps** composed of suspension, floor, table, wall and ceiling versions. Proposals that offer a complete collection of lamps will have priority in the evaluation phase.



- **Minimalism:** “less is more”.
- **Dynamism:** the introduction of specific parts that allow the product’s movement, while paying attention to safety and usability. The Pipistrello lamp, for example, can translate vertically to increase or decrease the height of the diffuser thanks to the telescopic element, while the Cobra lamp moves the head 350 degrees and beyond by rotating around its pivot. (Images of Pipistrello, Cobra and TX1 lamps in the *material files* that can be downloaded from the contest page).
- **Modularity:** the combining one or more single modules in order to obtain a different type of light path. (See the Mamba, Colibrì and Calabronet lamps in the *material files* that can be downloaded from the contest page).
- **Seriality:** the replicating of a single component several times to inform part or all of the single lamp (see the Nuvole Vagabonde lamp in the *material files* that can be downloaded from the contest page).
- **Geometry:** the ability of the lamp to refer to perfect, rational and rigorous shapes.
- **Nature:** the use of organic shapes and the reference to any type of natural element.

It is not mandatory for the proposed project to encapsulate all the suggested design values. However, solutions capable of conveying the greatest number of such values will be particularly appreciated.

Style

The proposed solutions should be modern and minimal in style, characterized by geometric elements and/or organic shapes in line with the company design philosophy. They will also have to express the feeling of a high quality premium product.

Dimensions

The lamp will have the following indicative, overall dimensions: from a minimum of 50 cm to a maximum of 200 cm per side.

Materials and technologies

All materials suitable for industrial production are allowed. It is preferable to limit the use of plastic materials. Solutions that use **innovative and/or environmentally sustainable materials** that enhance the high-quality character of the product will be particularly appreciated. LED is the lighting technology to be used.

Context of use

The lamp must be designed for domestic use, in particular, for the living area (living room) and for spacious environments.



Deliverables

Upload detailed project descriptions and images to present your projects in the best possible way. The **required images in the gallery (up to 5)** must have a proportion of 4:3. Allowed file formats: .jpg, .gif o .png; colours: RGB; max file size: 1MB. When submitting your proposal, you can utilize the dedicated field to upload a .zip folder with:

- 3D files
- high resolution version of the images added to the gallery
- a presentation of the project in .pdf format

Max .zip folder size: 100MB

Evaluation criteria

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

Consistency with the brand 5/5

Aesthetic/Emotional impact 5/5

Environmental sustainability 4/5

Modularity/Declinability 4/5

Innovation 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: 20 January 2021 – 28 April 2022 (1.59 PM UTC)

Concept review: 17 February 2022 (1.59 PM UTC)

Client vote phase: from 28 April 2022

Winner announcement: approximately by the end of June 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°: €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.

Option right

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

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €2000 (advance on royalties) + royalties 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.