SEA
DESIGN CONTEST

Summary

New contest on desall.com: Desall invites you to participate in the *Sea Design Contest 2023*, the first international contest entirely dedicated to the nautical sector. The contest is organized by Tigullio Design District and Nautic One and is open to students and recent graduates from all over the world.

Official contest page: https://bit.ly/SeaDesignContest2023

Company description

Tigullio Design District

Tigullio Design District - TDD is the first international event dedicated to nautical/sea design, outdoor and lifestyle, set in the Gulf of Tigullio, between Genoa and the Cinque Terre. TDD emerges as a new district located between Genoa, home of the Boat Show, and La Spezia, an international center for boat production activities, taking place as a parallel event to the Milan Design Week, the most important design event in the world.

Nautic One

Nautic One is the new nautical top gear, a channel devoted to the sea and the boat experience. We show exciting challenges, boat tests, memes and many other curiosities. Thanks to simple, interesting and engaging contents, our channel caters to everyone, new generations of sea captains and sea lovers alike.

Participation rules

1- Only students and recent graduates who have completed their studies in 2022 can participate;

2- **Submit** your project via the dedicated page on Desall;

3- Follow **Tigullio Design District** , **Nautic One** and **Desall** on Instagram;

What we are looking for

Tigullio Design District and Nautic One are looking for **projects related to the major themes of the sea**. While there are no particular restrictions relating to the category of product or service sought, submissions should be in keeping with the nautical sector and aimed at solving problems related to everyday life at sea. Participants are therefore allowed to submit different types of design concepts, such as boats, products, services, innovative systems, projects linked to the protection of the marine environment or to the world of disability in aquatic contexts etc.

The first edition of the Sea Design Contest (2022) catered to Italian students and saw the participation of numerous universities of industrial and yacht design. The award recipients are listed as follow: Ester Ferlito, Chiara Garofalo & Matteo Barbagelata, Nicola Galli & Simone Quintavalle. The 2023 edition is open to students and recent graduates from all over the world.

For enquiries relating to the brief, please contact the Tigullio Design District team directly using the email: info@tigulliodesigndistrict.com with the following in copy:imthenauticone@ gmail.com.

Guidelines

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

Entry categories

The Sea Design Contest has three categories.

- *Nautical Design*: yachts, super yachts, motor boats, sports boats, rafts, sails, etc. up to futuristic boats, new solutions for boats and concept yachts.

- *Industrial Design*: nautical cleats, on-board equipment, diving fins, diving masks, kayaks, jet skis, buoys, innovative nautical materials, furnishings for boats, gadgets, water fun products, technical clothing, beachwear, etc..

- *Design for All*: projects dedicated to the world of disability in aquatic contexts, services for the marine/outdoor world that feature a social component, products and services for those who experience the marine environment - on board, on land and on the beach - with difficulty due to disability.

Submissions that will take into consideration aspects related to sustainability, innovation, functionality, refinement of materials and aesthetics, and which will show particular attention to presentation, will be evaluated with a higher score.

Deliverables

Upload detailed descriptions and images to best present your projects.

In addition to the specifics relating to the project, the description must contain **name, surname, age, university, year of study and personal Instagram profile**. For group projects, you will need to specify the above required data for all components.

Uploaded images (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. **You are invited to use the dedicated function 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 file: 100MB.

Jury

In the months of March and April 2023, two different juries will be involved in the evaluation of the submitted projects: a jury of experts will vote on each entry and create a shortlist; the social audience will vote on the shortlisted projects using the Instagram stories of Nautic One. The votes of the two juries will have equal weight (50% and 50%).

The expert jury of the Sea Design Contest 2023 will include:

- Anna Borla - CEO and Creative Director | Anna Borla Design & Yachts

- Claudio Carmosino - Director | Daily Nautica

- Davide Scomparin - CEO and Founder | Desall

- Gian Paolo Nari - Architect Yacht Designer | Gian Paolo Nari Yacht Design

- Isabel Francoy - Founder, Architect and Designer | Isabel Francoy

- Mauricio Cardenas Laverde - Founder | Studio Cardenas Conscious Design

- Massimo Rosati - Architect, Journalist and Founder | Design Street magazine

- Roberto di Stefano - Interior Designer | Roberto from Stefano Design Studio

- Tommaso Piazzolla - Founder | Nautic ONE

The winners will be announced by the end of April 2023 on desall.com, **tigulliodesigndistrict.com** and on Nautic One's **Instagram** and Facebook accounts.

Evaluation criteria

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

Innovation

Sustainability

Functionality

Aesthetics

Presentation

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: 13 October 2022 – 28 February 2023 (1.59 PM UTC)

Client vote phase: from 28 February 2023

Winner announcement: approximately by the end of April 2023

Eligibility and submission criteria

Participation is **free and open to students and young graduates of any nationality, aged 18 or older**. Participants will be able to present one or more projects, but only the projects published on the website www.desall.com, from the upload page relating to the contest will be accepted.

Participants must comply with the following criteria and steps:

1- Only students and recent graduates who have completed their studies in 2022 can participate;

2- **Submit** your project via the dedicated page on Desall;

3- Follow **Tigullio Design District** , **Nautic One** and **Desall** on Instagram;

Proposals are accepted from students and recent graduates who have completed their studies in 2022. Participants shall report their status (student or recent graduate) and be available to provide appropriate documentation if and when requested by the organizers of the contest.

Participants shall be the official owners of submitted projects and hold all pertaining rights including that of economic exploitation. Both unpublished projects and projects that have been already published or conceived on other occasions are accepted.

For more information, please login and read the **Contest Agreement** from the upload page.

Award

The three winners (one winner for each category) will enjoy the following visibility and networking benefits:

- Participation in the online awards ceremony of the 2023 edition.

- Publication of their project on desall.com, on the Tigullio Design District website and on Nautic One's social networks, Facebook and Instagram.

- An interview with the contest organizers.

- The inclusion of their profile in the press releases relating to the event.

- The opportunity to participate as a special guest in the 2024 edition of the Tigullio Design District alongside some of the best designers in the world.

- Participation with a digital content (e.g. video dedicated to the creation and description of the winning project) at the Tigullio Design District in 2024.

- The opportunity to network and connect with companies and professionals in the nautical sector for future collaborations.

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.

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.