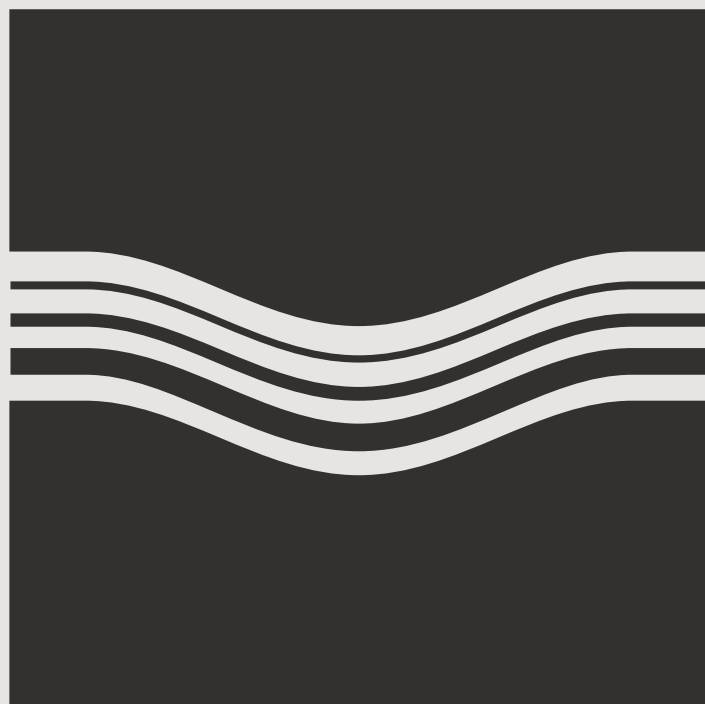


desall



UNITEAM INJECTION DESIGN AWARD 2012

Injection Design Award 2012

Desall.com in collaboration with Uniteam, presents the “Injection Design Award 2012”, a product design contest.

Uniteam is an Italian leader company in the field of designing and realizing advanced technologies relating to the plastic material injection molding sector.

A marked approach to innovation and the supply of ready-to-use services, the specialization in complex highly technological products and especially in relation to two-material products, always enabled Uniteam to develop and propose innovative and updated technologies in the course of time.

Theme and Object of the Contest

The aim of the “Injection Design Award 2012” is identifying new and innovative projects which include the use of injection moulding as production technology and more specifically, the technology patented by Uniteam and called One Shot.

Such technology enables you to obtain objects composed by more than one single material, such as plastics, rubber and fabric, in a single moulding process.

Participants in the contest are invited to interpret and to use this technology to design new product typologies connected to the world of accessories and more specifically to **accessories for the office**.

Project Compulsory Marks

Projects respecting the following compulsory marks will be given more attention:

Production technology, One Shot injection moulding

Maximum dimensions of molded products: 30cm x 30cm x 30cm

Suggestions for Projects

Attention: In the case of products such as accessories sets, the maximum overall dimensions will have to be: 30cm x 30cm x 30cm

Attention: In the case of products such as modular objects, the maximum overall dimensions of the single module shall be: 30cm x 30cm x 30cm

Pay particular attention to the feasibility of the mould trying to reduce to the minimum possible the number of back drafts.

Participation

Participation is free of charge and is opened to designers of any nationality and age.

Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to the “Injection Design Award 2012” contest, will be accepted.

Contest Typology and Development

The "Injection Design Award 2012" is an industrial design contest organized according to the methodology created by www.desall.com and called Co-Creation contest.

Co-Creation subdivides the product development in more than one sequential phases:

- Phase 1. **New Idea**: upload of the product concepts in line with the contest brief; the concepts may be represented with the help of drawings for example or illustrations, renders, etc.
- Phase 2. **Community vote** : in this phase the Desall community has the opportunity to vote the preferred concept helping Uniteam in the selection of the winner
- Phase 3. **Client vote** : in this phase Uniteam selects the winner of the New Idea phase
- Phase 4. **Product Design** : participants will have to send their interpretation of the New Idea phase winner's concept in a detailed and engineering-related advanced way. For the purpose of representation they can use for instance renders, model pictures, technical drawings, 3D files, etc.
- Phase 5. **Community vote** : in this phase the Desall community has the opportunity to vote the preferred project thus helping Uniteam in the selection of the Product Design phase winner
- Phase 6. **Client vote** : in this phase Uniteam selects the winner of the Product Design phase
- Phase 7. **Naming** : participants will have to send their proposal for the naming of the winning project in the Product Design phase, accompanied by a slogan or payoff
- Phase 8. **Community vote** : in this phase the Desall community has the opportunity to vote the preferred naming thus helping Uniteam in the selection of the Naming phase winner
- Phase 9. **Client vote** : in this phase Uniteam selects the Naming phase winner
- Phase 10. **Packaging** : participants will have to send their packaging proposals, including graphic proposals, for the Product Design winning project. The winning naming and payoff shall be included, be very detailed and marked by an advanced engineering-related level; they can be represented with the help for instance of renders, model pictures, technical drawings, 3D files, etc.
- Phase 11. **Community vote** : in this phase the Desall community has the opportunity to vote the preferred packaging thus helping Uniteam in the selection of the Packaging phase winner
- Phase 12. **Client vote** : in this phase Uniteam selects the winner of the Packaging phase

Contest Closing

The selection of the Packaging phase winner marks the end of the contest; after the publication of the winners' names, the prizes rendered available by Uniteam will be assigned.

Prizes

In compliance with the Decree of the President of the Italian Republic, dating back to October 26th 2001, n.430, this competition is organized exclusively for the presentation of industrial projects and is not to be considered as a prize awarding event.

The total amount of money allocated for the prizes of the "Injection Design Award 2012" equals **€ 4000,00** and such amount is subdivided as follows:

- **€ 1250,00** for the New Idea phase winner
- **€ 1250,00** for the Product Design phase winner
- **€ 500,00** for the Naming phase winner
- **€ 1000,00** for the Packaging phase winner

The selection of the winners by Uniteam will be the result of an unquestionable evaluation and it will take into account originality, project innovation and feasibility.

Dimensions and Supports

Details as to supports and the typology of material to upload on www.desall.com, in relation to the contest, will be described and detailed in the section devoted to the brief on the page concerning the "Injection Design Award 2012" contest.

Copyright

Any moral and ownership right of the sent projects shall belong to the designers,
However

With the upload on the web site, the designer in question commits himself towards Uniteam to recognizing the pre-emption right for the exclusive use of the project during a period of 12 months from the contest closing date. At the end of such period of 12 months since the end of the contest all rights will belong to the designers. With the upload, the designer allows the use, the modification and the dissemination of sent materials (by materials it is meant materials representing the project and not the project itself), with no limits in terms of time and with no commitment of any sort on the part of Desall and Uniteam.

In case Uniteam opts for the right to exclusive production within the 12 months since the end of the contest or, in case possible forms of collaboration should develop these latter will be regulated afterwards between the parties involved.