

# THE INTERNATIONAL DESIGN CONTEST ABOUT GELATO

**DESITA GELATO AWARD.** A design contest.

The Award focus is to prize new, innovative and good design in the gelato shop world, from equipment and tools to product/interaction design.

## **DESITA aims are:**

- supporting young designers and innovators in their process of growth and technical expertise in building collaborative relationships and learning both individually and collectively;
- providing designers and innovators an opportunity for visibility to expand within an international market.
- translating their ideas into marketable prototypes;

## **Company Profile**

DESITA is the Italian food services and retail consultancy company, working internationally since 2004, specialized in Design for Business with focus on Concept, Franchising and Contract. Our main areas of expertise are Food Retail, Ho.Re.Ca., Hospitality, Retail and Franchising. More at [www.desita.it](http://www.desita.it).

## **Contest goal**

Explore the Gelato Shop relationship between design and tools usability, emerging technologies and functionality, starting from applying innovative approaches, systems or control interfaces, to exploring and re-designing the whole “gelato shop experience”, focusing even just on a small detail you think its time to improve.

Themes are deliberately boundary-free to allow new designers and innovators to express themselves with ultimate freedom.

## **Contest categories**

- **New tools and devices:** design or re-design of objects/accessories, manual or electronic, used individually or collectively, which can for example improve the functionality, the consumption, the delivery or the “gelato experience” by customers; or can enhance the staff operations.
- **Product/Interaction Design:** accessories, sensor-equipped furniture or otherwise connected to electronic devices (internet-based applications), used by customers and/or operators .

All projects have to be green, with special attention to production cost. Design projects must be original, that means they never have to been published and must not infringe any intellectual property rights upon original works of authorship.

Finally, no prior tacit or signed production and/or marketing agreement is allowed upon the date of the contest notice on [www.desitagelatoaward.com](http://www.desitagelatoaward.com).

## **Application Filing Requirements**

Applicants must be between 18 and 35 years and can apply individually or in groups. In case of group applications the group leader will be the only contact for DESITA.

All projects and Registration Forms will be exclusively sent to: [marketing@desita.it](mailto:marketing@desita.it).



**DESITA**  
HEADQUARTER  
DESITA SRL  
C.SO F.LLI CERVI, 178  
47838 RICCIONE  
(RN) ITALY  
[info@desita.it](mailto:info@desita.it)

## Language

All text - abstracts, descriptions, tags, etc. - must be in English.

## Award

The projects selected by DESITA and its special jury, will allow candidates access to the following benefits:

- 1° € 500 or 3 months paid internship for a value of € 1500 at IFI Company\*
- 2° € 300
- 3° € 200

\*only if you are unemployed or in training.

Other than:

- Publication of their project on DESITA and Partners media channels.
- The possibility to see their projects actualized.
- International visibility by: media channels, magazines, social networks.

The award ceremony will take place at the Carpigiani Gelato University of Bologna in June (the date will be announced).

DESITA will select the winning projects that will be the result of an unquestionable evaluation taking into account originality, feasibility and consistency with the brief presented; therefore DESITA could eventually consider to reward less than three projects.

## Application Filing

Project applications can be filed from the contest publication date on DESITA website.

Designers and innovators can download the application from the relative website page.

Applications must be sent to [marketing@desita.it](mailto:marketing@desita.it), in single file and named "Desita Gelato Award – [project name] – [applicant's name or project leader's name]."

File will include:

- a) The application form, completed with the data of the candidate (and any members of the group) and the self-declaration, signed autographed by the designer, developer and innovator/leader.
- b) Annex A: a PDF form authorizing the processing of personal data, filled and signed by the Applicant and copy of any ID document (front and back)
- c) PDF file, 150 DPI (max PDF file size = 5MB), named: LastNameName\_ ProjectName.pdf (ex: RossiStefano\_ WhitePen.pdf) that must include:
  1. A projectual relation (max 2,000 text characters) that explains the project, its market and technological innovation and its product feasibility and implementation.
  2. One or more images of your project, complete of details, sketches, illustrations, etc.- all that can explain your project concept.
  3. Technical drawing (orthogonal projection, axonometry, diagrams/drawings, project dimensions, exploded isometric etc.) – completed with explanatory constructional details.

Incomplete, improperly filled or filed applications will be discarded. The material filed with applications will not be returned to senders/applicants.

## Final Provisions

DESITA reserves the right to check the validity of applicants' declarations by sampling 5% of applications filed. In case of false declaration, the candidate will be eliminated from the contest ([info@desita.it](mailto:info@desita.it) for info and questions).



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## Timeline

**OPENING:** 23 January 2016

**DEADLINE:** 30 April 2016

Contest winners will be announced within 60 days of the project deadline, the award ceremony will take place at the Carpigiani Gelato University of Bologna in June (the date will be announced).

The documents sent by individual participants or groups will be used for the selection of the winners as well as promotional uses and production.

## Keep in touch

Do you want to be updated on "DESITA Gelato Award"? Follow our website or subscribe to our Newsletter. Other than the three winners, a special recognition will be given to the project that visitors "LIKE" and the project idea that receives the highest number of acknowledgment will be publicized through DESITA and Partners media channels.

## Publicization and disclosure clause

DESITA S.r.l. reserves the right to disclose and publish for scientific purposes the project documents (pics, drawings, video and audio files) as well as the right to publicize the documents in order to promote the present initiative described by the present notice as well as future and related initiatives. The participation implies to grant to DESITA S.r.l. the authorization to publicize the project document using different media and formats

## Compliance with personal data processing laws

The personal data provided to DESITA S.r.l. to participate to the initiative described by the present notice will be processed in pursuance of D.Lgs. 30 giugno 2003 n. 196 and subsequent modifications and supplements In pursuance of Article 30 of D.Lgs. 196/2003 and subsequent modifications and supplements we should inform that:

The data controller is the CEO of DESITA S.r.l., with registered office in Pordenone's Technology Hub, Via Roveredo 20/B, 33170 Pordenone, and the Headquarter in C.so F.lli Cervi 178, 47838 Riccione (RN), Italy.

The data collected are used to provide the expected benefits described by the present notice. Failing to provide the requested data implies the exclusion from any benefits.

The data collected are processed either manually or electronically and they will be used only for the purposes described by the present notice including promotional initiatives of DESITA S.r.l. according the current laws and regulations.

We should inform also that all those concerned have the rights mentioned in clauses 1, 3 and 4 of Article 7 of Legislative Decree 196/03 and among these: the rights to obtain the confirmation of the existence of a personal data record, the rights to update, to amend, to complete, to delete, to transform to anonymous form the data processed, included the data processed but not strictly needed to perform the initiative described by the present notice, the right to obtain a formal statement describing how the aforementioned operations have been noticed to those which the data were previously transmitted or publicized as well as the right to oppose the processing of personal data for legitimate reasons.



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