

LAVAZZA

TORINO, ITALIA, 1895



Lavazza Office Coffee System

Summary

New **product design** contest on desall.com: Lavazza and Desall invite you to design an organizer and a docking station - two new products pertaining to the coffee experience “away from home” and dedicated to refreshment areas, meeting rooms, and other areas within the workplace, hotels etc.

Official contest page: <https://bit.ly/Lavazza-System>

Company Description

For over 120 years, Lavazza has focused on innovation and passion for quality coffee, work ethic and the land, territories and people where the firm operates. As of today, thanks to the leadership of four Lavazza generations of entrepreneurs and the core values inherited from founder Luigi Lavazza, the Lavazza Groups is able to compete on the global market where it operates in more than 140 countries. Importantly, since 2004, Lavazza has made sustainability and corporate social responsibility a priority by implementing projects that improve the living condition of its workers and create productive solutions respectful of the environment. Accordingly, it adopted a Sustainability Manifesto that endorses the United Nations’ Sustainable Development Goals (SDGs). In 2019, the Lavazza Group was included in the top 10 most socially responsible corporations globally, and ranked first in the foodservice industry.

What we are looking for

Lavazza is looking for **two new table-top products** that will be positioned in proximity to a coffee machine (OCS, office coffee system) within refreshment areas, meeting rooms, hotels etc. The two products are A) a **docking station** onto which the coffee machine and cups/mugs can be placed and which presents a closable compartment where coffee-related products can be stored (pods, sugar packs, disposable teaspoons, etc.) and B) an **organizer**, an element to be positioned next to the coffee machine and which is meant to contain a range of products related to coffee consumption (pods, sugar packs, disposable teaspoons, etc.).

Important: *this brief is to be considered in conjunction with the [Lavazza HORECA Design Experience](#) contest brief. Ideally, the requested products for both contests can be designed as part of the same family and, as such, project proposals that display a continuity across both contests may be given preferential attention during the selection process.*



Guidelines

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

General objectives of the new collections:

- Improving service products fitting per sub-brand
- Optimizing product functionality and rationalization
- Aligning products with principles of environmental sustainability
- Improving product cost-efficiency and usage flexibility
- Promoting product positioning within premium/luxury contexts

General functions and features of the new products:

- **Functionality and aesthetic**

Products should be **functional**, simplifying actions that are commonly associated with their intended use. Furthermore, products should be easy to clean.

From an aesthetic perspective, products should be refined, recognizable, and equipped with small details and features that make them unique and iconic. Additionally, from a visual point of view, they should integrate seamlessly into the Lavazza ecosystem.

For some examples of visual branding as well as iconic elements to keep in mind, you can refer to the *material files* downloadable from the contest page. **It is not allowed to add any graphics or graphic textures to product surfaces.**

- **Professional look:**

Products should have a professional look as they are meant for a target audience with an eye for details and aesthetic.

- **Circular economy:**

Collections should incorporate concepts of circular economy, a production and consumption model that pays great attention to reducing the waste of natural resources.

- **Branding:**

All products should have one or more elements/details that are easily customizable at industrial level based on the sub-brand they will be used for (see Product typology section). It should be possible, for example, to substitute/add an element with a particular shape and/or colour without completely altering the overall aesthetic of a product.

- **Nice-to-have: innovative solutions**

In addition to the proposed collections, it is possible to submit an “out of the box” version of one or more products with additional and innovative functionalities, for instance, by adding accessories, digital elements etc.

Product typology:

A) *Docking Station*: this should be a product where the coffee machine, cups/mugs etc. can be placed and which presents a closable compartment where coffee-related products can be stored (pods, sugar packs, disposable teaspoons, etc.).

The product is dedicated and should be easily adapted to the Lavazza brand and its sub-brands: Gran Cafè Paulista, Qualità Rossa, Qualità Oro, Crema e Gusto, ¡Tierra!.

The docking station should appear compact and be compatible with coffee machines of different sizes.

In terms of aesthetic, **the product should look well-designed and in tune with the look of the coffee machines that it will be utilized with.**

For more information pertaining to the coffee machines associated with the docking station, please check the *material files* downloadable from the contest page.

The docking station should be composed of:

- Closable compartment with internal sections that can be rearranged; a dedicated section for napkins should be included;
- External area where 2 cappuccino cups and 2 mugs can be placed, and large enough to allow for coffee preparation (adding milk, sugar...)
- External area that allows for enough frontal space to open the coffee machine and dispose of the exhausted pods.

Nice to have: possibility to add a communication area on the back of the docking station where communication materials (max. size A4), such as instruction booklets or sub-brand related materials, can be placed.

For more information pertaining to the products requested, and to learn about strengths and weaknesses of the current products, you can refer to the *material files* downloadable from the contest page.

B) *Organizer*: this product consists of a main storing element accommodating smaller containers where products dedicated to coffee consumption will be stored. It should be positioned next to the coffee machine and it should be able to contain:

- 100 wooden stirrers
- 100 sugar packs
- 100 paper cups

Additionally, the product should include a dedicated area to accommodate a) one unit of firma box or b) a pod container with a suitable capacity to accommodate all the pods from a blue box (100 pieces), and which allows to store 3 types of pods separately. In case it is not possible to develop a solution that fits both options a and b, two separate solutions may be developed. **The combined elements should be perceived as a “design composition”.** For more information, you can refer to the *material files* downloadable from the contest page.

Nice to have: possibility to add a communication area on the back of the organizer where communication materials (max. size A4) dedicated to sub-brands can be placed.

The product should be designed for and easily adaptable to the Lavazza brand and all its sub-brands: Gran Cafè Paulista, Qualità Rossa, Qualità Oro, Crema e Gusto, ¡Tierra!.

The docking station should be modulable, compact and compatible with coffee machines of different sizes.

In terms of aesthetic, **the product should look well-designed and in tune with the look of the coffee machines that it will be utilized with.**

When designing this product, designers are required to consider the user experience and all the phases that inform the use of the product. **Hygiene** is a very important factor to keep in mind, which should translate into solutions that limit accidental contact with products and objects that are accessible by all users.

For more information pertaining to the coffee machines and coffee pods associated with the organizer, please check the *material files* downloadable from the contest page.

Materials: sustainable materials whose “green” nature is clearly recognizable are a must. As such, the use of finishings and other decorative elements that may conceal or compromise the communicated values should be avoided.

Materials should be food safe, easy to clean and remarkably durable.

Size: for detailed information on the size of the individual products, you can check the *material files* downloadable from the contest page.

Logo: it is required, by way of example, to add a logo on one of the visible surfaces of the products. The logo should not occupy the majority of the surface area for which it is intended. The required **Lavazza** logo is included in the *material files* downloadable from the contest page.

Deliverables: upload all images in order to present your projects in the best way possible. The images in the gallery (maximum 5) must have a proportion of 4:3; Allowed file formats: .jpg, .gif o .png; colours: RGB; max file size: 1MB.

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

Functionality 5/5

Aesthetics 5/5

Sustainability 4/5

Technical feasibility 4/5

Compliance with brand 3/5

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

Contest Timeline

Upload phase: 5 August 2021 – 25 October 2021 (1.59 PM UTC)

Client vote: from 25 October 2021

Winner announcement: approximately by the end of November 2021

Optional deadline

Concept revision: 15 September 2021 (1.59 PM UTC)

Concept revision: designers can apply, by the date indicated above, for a concept revision 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 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.

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°: €3000

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

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 1800,00 = (one thousand eight hundred/00) 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.