Barilla New Pasta Shape

Summary

New idea contest on Desall.com: Barilla and Desall invite you to look for new pasta shapes in order to offer an innovative and unique consumer experience.

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

Company description

Barilla is an Italian family-owned food company. Established in 1877, it is now an international Group present in more than 100 countries. A world leader in the markets of pasta and ready–to–use sauces in continental Europe, bakery products in Italy and crispbread in Scandinavia, the Barilla Group is recognized worldwide as a symbol of Italian know–how.

What we are looking for

Barilla is looking for new pasta shapes that are able to give a new consumer experience, which involve aesthetics, functionals and gastronomical aspects of the product. That is thanks to innovative shapes and if necessary, by using the alternative raw materials instead of the traditional ones (ex. durum wheat semolina and whole durum wheat semolina). You are invited to make a new shape in order to convey the values of the Barilla brand.

Guidelines

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

Product typology: this new shape will be designed for **the dry pasta**, which undergoes a specific process of drying during the final production phase, unlike the fresh hand-made pasta. As regards the preparation of this product, cook it in the boiled water (100 grams of Pasta, 1 litre of water, 7 grams of salt), after that, drain the water and add the condiment as you prefer like fish,vegetables,meat,sauces etc.. **For this contest new shapes for stuffed pasta are not allowed.**

For further information on the pasta formats currently in production, please refer to *Barilla_The-Shapes-of-Taste.pdf* file attached in *material files*.

Shapes and functionalities: the proposed pasta shape must be **functionally combined** with the condiment, **shaking,containing or keeping** the sauce in order to create a **polychromatic effect** and get a gourmet experience. Its shapes will be **clear, definite, new, innovative** and able to create curiosity in the purchase/choice phase and they will also have **to get the consumer creativity** in the product use.

According to the specific product needs, the shape surfaces can have several types of finishing, from the **super smooth** to the **super rough**. The result will change depending on the material used for the die.

You can also think of a new concept relating to the shape transformation during the cooking phase, by getting a change of the state of pasta or a metamorphosis thanks to heat and moisture.

Allowed materials: durum wheat semolina and whole durum wheat semolina are the ingredients most used for the pasta production. You are free to think of several raw materials in the flour field (wheat flour, rise, corn, wheat, buckwheat etc) and legumes (lentils, chickpeas etc). Since the flour and its features influence both aspect and consistency of the product, the ingredient/s choice for the pasta is extremely related to the shape itself. So, it's important that pasta keeps its shape and its consistency after cooking, without breaking out and being sticky.

Not allowed materials: use of additives is not allowed (ex. colourant, flavourings emulsifiers).

Size: as for the short pasta, length 45 +/-15 mm and diameter 15 +/- 5 mm. For the long pasta, length 200-300 mm.

Production technologies: the shape you proposed will be produced by using traditional technologies of the dry pasta, which are kneading, cutting, drying. The cutting can be done through extrusion of the knead in a die or it can be also done by knead lamination among rollers and then printed.

For details relating to these technologies, please refer to the *Barilla_Pasta-Technology.pdf* file, attached in the *material files*.

Target: consumers, who are looking for something new, unique experience and premium products. These people have an interest in food, like Master Chefs, Foodies, Food Lovers, who love searching for special products, design and create perfect matches between pasta and sauce. For these people, the meal is not just the need to eat, but about satisfying their senses and enjoying a unique experience.

Values to convey: innovation, curiosity, creativity, uniqueness of experience, gourmet feature.

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 shapes: .jpg, .gif o .png; colours: RGB; max file size: 1MB. **Proposals by using of the render 3D and prototype are highly appreciated and preferred**

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

Functionality 5/5

Degree of innovation 5/5

Aesthetics 5/5

Technical feasibility 4/5

Compliance with brand 3/5

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase: 4th March – 4th June 2021 (2.59 PM UTC)

Client vote: from 4th June 2021

Winner announcement: approximately before the end of July 2021

Optional deadlines

Concept revision: 6th July 2021 (2.59 PM UTC)

Concept revision: this is the deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project 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.

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 present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to this contest will be accepted.

Award

1°: €4000

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 with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 1500,00 = (one thousand five hundred/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, 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.