

GIARNIERI  
contemporary light

# Furnishing Creative Lighting

## Summary

New lighting design contest on Desall.com: Giarnieri invites you to design a new LED lamp or a new system of LED lamps with a minimal and dynamic style, conceived for the lighting and furnishing of the home environment.

**Official contest page:** <http://bit.ly/FurnishingCreativeLighting>

## Company Description

With Giarnieri, brand of GEA luce, a company founded in 1991 and based in San Severo, a new light was born. Functionality merges with design and just a few lines suffice to sketch innovative shapes to light up and furnish the spaces you live. The LED technology is the pulsing heart of little art pieces, all sharing the same captivating design, with a young spirit where modernity is synonymous with colour, character and life.

Thanks to its know-how in the lighting world rooted in decades of experience in this industry, now the company creates made in Italy products that look forward into the future, exploiting the new technologies to experience light in all its functional and aesthetic potential.

## What we are looking for

*After the community vote the contest gallery will be turned private.*

Giarnieri relies on the community of Desall for the creation of a new family of lamps for the home environment that, in addition to being capable of providing the lighting for the spaces where they are placed, they may also serve as a furnishing element that enhances and highlights the surrounding context.

## Guidelines

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

**Product typology:** you are invited to design **a lamp** or a **system of lamps** that employ **LED technology**, particularly well-suited to being further developed into a complete family of products (ex. pendant lamp, wall lamp, ceiling lamp, etc.), preferring a **modular approach** (see **Shapes and style** paragraph).

**Function:** in addition to addressing the main function of lighting up the surrounding spaces, the lamp or the system of lamps you propose shall have a **great aesthetic value** and serve as a **furnishing element, even when they are switched off**. In addition to the design of the lamp,

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also the **light shall fulfil the furnishing function, highlighting the design of the lamp itself and enhancing the environment** where it is placed.

**Shapes and style:** you are invited to design a LED lamp or a system of LED lamps, with **minimal shapes**, preferring a **modular approach** that **enables the development of several compositions**. Your lamps shall have a **dynamic, innovative style**, they shall arouse an **emotional reaction** in the customer, be capable of foreseeing and addressing the needs of the private residential sector. In order to learn more about the style of Giarnieri, please refer to their catalogue available [on-line](#).

**Production technologies:** in order to facilitate the industrialisation of your project, keep into consideration the current production technologies employed by Giarnieri: glass blowing, aluminium casting, 5-axis milling for aluminium, thermoforming of plastic materials and ABS moulding.

**Materials:** the **main materials** for your lamps shall **preferably be aluminium and blown glass**, that may nonetheless be combined with or replaced by the materials that you think are more fit for your project, always with a view on the **industrialisation of the product**. The **light source** of the lamps will embed **LED technology**.

**Colours:** you are free to choose the colours you prefer, exploring different approaches from **matte white** to **shades of grey**, from the **juxtaposition of vivid colours** to the employment of **textural colours** that may reproduce the aesthetic features of materials in their natural state.

**Deliverables:** you are invited to present a **lamp or a system of lamps**, attaching the **CAD files**, the **renderings** that better describe your project and the **description of the materials and finishes**. In order to attach all the materials please use a .ZIP archive to submit from the upload form. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

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

**Functionality/usability**

**Technical feasibility**

**Aesthetic quality**

**Brand compliance**

**Project presentation**

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

## Timeline

Start of upload phase:	11 <sup>th</sup> May 2017
Concept revision <sup>1</sup> :	11 <sup>th</sup> June 2017 (1.59 PM UTC)
End of hidden option <sup>2</sup> :	25 <sup>th</sup> June 2017 (1.59 PM UTC)
End of upload phase:	9 <sup>th</sup> August 2017 (1.59 PM UTC)
Community Vote*:	9 <sup>th</sup> August – 16 <sup>th</sup> August 2017 (1.59 PM UTC)
Client Vote:	from 16 <sup>th</sup> August 2017
Winner announcement:	approximately before the end of October 2017

*\*After the community vote the contest gallery will be turned private.*

<sup>1</sup> **Concept revision:** deadline for requiring a revision on your project by the Desall team. In order to request a revision, save your project as draft and send your request via e-mail or through the contact form.

<sup>2</sup> **End of “hidden option”:** deadline for setting the design privacy of your submissions to “hidden” (cf. [FAQ](#))

## 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](http://www.desall.com) web site, via the upload page related to “Furnishing Creative Lighting” will be accepted.

## Award

**1st: €3000 + royalties**

**2nd: €3000 + royalties**

The selection of the winner by Giarnieri will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

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## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a price of Euro 3,000 (three-thousand) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals. No royalties will be paid for the optioned projects.

For more info, please login and read the [\*\*Contest Agreement\*\*](#) from the upload page.