

# LAVAZZA

TORINO, ITALIA, 1895



## Lavazza HORECA Design Experience

## Summary

New **product design** contest on desall.com: Lavazza and Desall invite you to design two new collections of service products pertaining to the coffee experience “away from home” (cafès, restaurants, hotels and offices).

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

## 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 collections of products destined to the HORECA channel (bars, restaurants, hotels)** and which are specifically aimed at supporting activities performed in coffee preparation, administration and consumption areas, such as worktops, counters, and tables (Food Service Hotspots). Sugar packet holders, napkin holders, trays, menu holders and the like are examples of what designers are specifically requested to design.

**Important:** *this brief is to be considered in conjunction with the [Lavazza Office Coffee System](#) 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 collections:

- **Functionality and aesthetic**

The collections should be **functional**, simplifying actions that are commonly associated with each product. Furthermore, in light of their intended use, 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.**

- **Designing a composition of products:**

Each collection product should be designed so as to be functional both as stand-alone and in association with other products from the collection. Hence, product aggregation should be facilitated by their shape, which should make them compatible with each other and modifiable. In this regard, note that **mechanical interlockings are not allowed**. A complete composition of products should be perceived as pleasing and well balanced, like an installation, allowing also the repositioning of the products into different arrangements.

- **Space-saving and multi-functional solutions:**

The new collections are likely to be positioned in small spaces. Thus, designers are expected to come up with space-saving solutions, for example, by means of **stackability** and **multi-functionality** features, that reduce the area occupied by individual products and compositions of products alike. In terms of multi-functionality, it is preferable to maintain a degree of distinction among products from the same collection. For instance, **it is not allowed to merge all functions of a collection into one single product.**

- **Professional look:**

Products should have a professional look as they are meant for expert clients and professionals of the foodservice industry.

- **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.

- **Customizable parts:**

For certain products, and keeping in mind how each product is supposed to be used, designers should include customizable sections that professionals from the foodservice sector could utilize for communication purposes - think table numbers, menus, QR codes, promotions etc.

- **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 collection elements with additional and innovative functionalities, for instance, by adding accessories, digital elements etc.

**Product typology:** the whole range of foodservice products should be formed by two distinct collections of products: Standard and Premium, each differing from one another but consistent in terms of style and overall branding. The difference between the two collections relates to the different target audiences they are destined to and the sub-brand they are associated with.

*A) Standard Collection:* the Standard Collection will be associated with the brand **Italian Classics** (Classic and Special) and the sub-brand **Gran Cafè Paulista**, which is dedicated to baristas and was born in Turin from the collaboration between Lavazza and the Instituto Brasileiro do Café, in 1961.

The collection is composed of:

- small sugar pack holder + integrated communication element (menu)
- large sugar pack holder + integrated communication element (menu)
- horizontal napkin holder
- vertical napkin holder
- tray
- physical support for different types of communication materials (print and/or digital)

The Standard Collection should be inspired by the iconic elements of the Lavazza brand and sport a classic and minimal style that can adapt to most kinds of target venues, with an attention to production costs. **Sustainability** is an important theme of this collection, although it should blend harmoniously with aspects relating to **Italian lifestyle** and the concept of **Made in Italy**.

**B) Premium Collection:** the Premium Collection is dedicated to the sub-brand **La Reserva de ¡Tierra!** - a selection of sustainable coffee blends for professional baristas.

This collection is composed of:

- small sugar pack holder
- large sugar pack holder
- horizontal napkin holder
- vertical napkin holder
- tray
- menu holder
- physical support for different types of communication materials
- V60 dripper - an extractor for the preparation of filter coffee

The Premium Collection should differ from the Standard Collection while maintaining a degree of style consistency. Sustainability should be central to the collection without compromising its overall “natural-premium” and sophisticated character.

In terms of cost index, the Premium Collection should hover around a cost of 180, with the Standard Collection having a baseline cost of 100.

For more information pertaining to the individual products requested, and to learn about strengths and weaknesses of the current collections, you can refer to 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** logos for the Standard Collection and the **La Reserva de ¡Tierra!** logos for the Premium Collection are included in the *material files* downloadable from the contest page.

**Target audience:** both collections caters to clients and professionals of the foodservice sector and are thought for AFH contexts, especially bars, restaurants and hotels.



**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 (2.59 PM UTC)

Client vote: from 25 October 2021

Winner announcement: approximately by the end of November 2021

## Optional deadline

Concept revision: 15 September 2021 (2.59 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](mailto: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](http://www.desall.com) website, via the upload page related to this contest will be accepted.



## Award

1°: €7000

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 4200,00 = (four thousand two 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](mailto: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.*