Clementoni

Clementoni Soft Clemmy Design

Summary

New product design contest on Desall.com: Clementoni and Desall invite you to submit new ideas aimed at further developing and expanding the Soft Clemmy offer, a product range that revolves around soft, hygienic and washable blocks.

Official contest page: https://bit.ly/Soft-Clemmy-Design

Company description

Everything began with the visionary spirit of Mario Clementoni, our founder. He was the first to understand the immense power of play and its ability to capture children's interest, create happy memories and get them to learn while they have fun. Firmly anchored by vigorous roots, we have pushed ahead and grown strong over time. We have progressed without ever betraying our own identity. Our sense of commitment has always driven us forward and helped us to stay passionate and enthusiastic about what we do – because getting children of all ages to engage in play is the best job in the world. Today more than ever, we believe in the importance of playtime because it leaves an indelible stamp that stays with us for the rest of our lives, coming to mind when we cast our thoughts back to childhood. We accompany adults and children through the growth process with entertaining experiences and amazing games that spark a sense of marvel, curiosity, surprise and amusement in just the right doses.

Clementoni – Every world you can imagine.

What we are looking for

Clementoni is looking for new ideas aimed at further developing and expanding the Soft Clemmy product range offer. Participants are invited to submit projects that highlight the defining characteristics of the range.

Soft Clemmy consists of a range of products centred on blocks made of an innovative plastic material patented by Clementoni, which is 100% soft, hygienic, perfumed, washable, and which has been tested for safety in case of contact with the child's mouth, and that can be thrown and stepped on without risk.

The Soft Clemmy blocks are designed to help 6 to 36-month-old toddlers familiarize with the world of building toys in a safe, autonomous and age-appropriate manner, accompanying them along every step of their play journey.

Out of the Clementoni infant line, the Soft Clemmy block **stands out** for being **"open mind & open end"**, **stimulating creativity by means of an exploration that can be defined as:**

- **autonomous** - parental help while playing becomes optional

- **free** - no play patterns to reproduce, every action is part of a spontaneous playing experience

- **safe** - soft materials that can be can be put in the mouth safely

- **pro**-**active** - toddlers start the play experience themselves

- **suitable for younger toddlers** - no risk of toddlers hurting themselves

Guidelines

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

Product typology: you're invited to design **a toy kit composed of the Soft Clemmy blocks** (or the material they're made of) and **a set of additional elements**. These elements should increase the number of applications of the block and reinforce its distinctive characteristics. By virtue of the specific soft material that informs the block, in particular, the additional elements should thus offer an opportunity for developing new modalities of sensorial stimulation.

It's the sensorial nature of the Soft Clemmy play concept, in fact, that holds the greatest potential for the range, as the "**Sensory Car**" and "**Touch, Crawl and Play - Sensory Path**" kits have already successfully proved, and which Clementoni wishes to devise to stimulate children's tactile perception, observation and manual skills.

The Soft Clemmy range is unique in its kind, and the toy kit you are requested to design shall be equally unique and original. **It is of utmost importance for Clementoni that proposals are not limited to a single play idea. Instead, you are expected to suggest a comprehensive vision, and identify a clear trajectory and expansion of the current range.**

Furthermore, when creating your proposal, you should pay great attention to both the **type of interaction** developed by the toddler, and the **design quality** of the kit and its components. You can check out the **inspiration** section of the contest to view example products that are currently on the market.

Notes on product use: the toddler should be able to utilize the toy autonomously, without the help of an adult. It is desirable that the envisioned solution can accompany the toddler during their development, adapting to the various steps along their play journey. To learn more about the stages of child development, you can refer to the image Child-development-stages.png included in the *Material Files* downloadable from the contest page.

You're invited to read Amazon reviews for the Soft Clemmy range and to observe carefully the images attached by users so as to better understand how clients perceive the value proposition of the range as well as how toddlers utilize the products. Find below two examples:

https://www.amazon.co.uk/dp/B008DVVUCU#customerReviews

https://www.amazon.fr/dp/B088HWJN4K#customerReviews

Style: your proposed kit should have a fun "look & feel". Employed shapes and colours are up to your discretion, meaning that you can either find inspiration from the toy kits that are currently on the market, or suggest a totally new aesthetic approach.

Target: The Soft Clemmy range caters to toddlers who are 6 to 36 month.

Materials: materials of the proposed toy kits should be in line with those utilized for the product range (mainly rubber and plastic), and should not include electronic components.

Production technology and limitations: any elements designed for injection moulding with the same material of the Soft Clemmy blocks, should be thick enough to avoid being damaged easily (2,5 mm for the blocks, 2 mm for other elements made of the same material).

Said elements should be injection moulded by means of regular moulds, thus avoiding technologies such as rotational molding or blow molding.

Size: you can find 3D files for the blocks and other existing elements, as well as some example images, in the *Material Files* downloadable from the contest page.

Logo: you're invited to place the Clementoni/Soft Clemmy logo onto the designed product. You can find the logo and other graphic materials in the *Material Files* downloadable from the contest page.

Deliverables: upload all images in order to present your projects in the best possible way. 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. We suggest uploading a 3D file to ensure optimal legibility of the submitted project (IGS/STP format).

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

Playability 5/5

Aesthetic 5/5

Innovation 4/5

Technical feasibility 3/5

Consistency with the 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: 15 September 2021 – 9 December 2021 (1.59 PM UTC)

Client vote: from 9 December 2021

Winner announcement: approximately by the end of December 2021

Optional deadline

Concept revision: 20 October 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°: €5000

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 3000,00 = (three thousand/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.