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Pratic Pergola Evolution Design

Summary

New product design contest on desall.com: Pratic and Desall are seeking innovative concept designs for an outdoor pergola that will stand out in the market with its unique design, functionality, and technical solutions.

Official contest page: <https://bit.ly/Pergola-Evolution-Design>

Company description

Established in 1960, Pratic is a pioneering Italian company specialising in the design and production of awnings and outdoor pergolas. Over the past six decades, Pratic has transformed the concept of outdoor living through innovations, patents, and a commitment to quality in every project.

What we are looking for

We are seeking a new aluminium pergola design intended for outdoor use, primarily for protection from sun, rain, and wind. The design should incorporate innovative integrated solutions to offer additional benefits that align with the open-air living culture.

Guidelines

To ensure the successful implementation of your proposals, please consider the following guidelines:

Product type

Design a **self-supporting outdoor pergola**, primarily consisting of an aluminium frame and additional accessory elements. Essential components to include in the design are:

- Frame: consisting of load-bearing structural elements that can be anchored directly to the ground or any walkable base.
- Cover with water drainage system: a cover that 1) can be manually or motor-operated for opening and closing; 2) is designed to provide shade and/or waterproof protection; 3) is made from a cloth or other suitable materials and 4) has a water drainage system.
- Lighting system.
- Other accessory elements (see “Additional features” section).



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The pergola's structure should be modular, allowing for dimensional variations or different product configurations. Sealing the pergola structure on all four sides with fixed walls is not permitted, as air-conditioned environments are not the focus of this contest. However, parapets, parasols, or other partial or reversible elements or features applied to the walls are allowed.

Optionally, you may submit a pergola variant that can be fixed to a building's wall on one or more sides (not mandatory, but nice to have).

The product's technical and economic feasibility is crucial.

For examples of similar products, consult the [Pratic company catalogue](#) and the contest's *Inspiration* section.

Style

The pergola should feature sleek and elegant lines, and may incorporate unique and identifiable aesthetic elements that set it apart from standard market offerings.

There are no specific limitations on colours or surface finishes.

Aim to create functional and visually appealing solutions that conceal technical components and any integrated devices, promoting seamless equipment integration.

For examples of sophisticated styles and additional design guidance, refer to the [Pratic company catalogue](#) and the supplementary documents provided in the downloadable *Material files*.

Logo

Incorporate the company logo into the product design. The logo can be found in the downloadable *Material files*.

Dimensions

The pergola design should offer dimensional flexibility to accommodate various installation contexts. For the purposes of this contest, anticipate an average area between 15 and 30 square metres and a height of approximately 2.5 metres.

Materials

The frame should be made of aluminium with preferably linear profiles (not curved) and constant cross-section. The use of wood or non-recyclable materials is not permitted.

Technology

The cover should be designed with manual and/or motorised functionality, allowing it to be



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opened and closed as needed.

The pergola can be powered by integrated photovoltaic cells or connected to the standard electricity grid.

A lighting system must be included.

Overall, it is essential to create functional and aesthetic solutions that conceal the technical components of the various devices, ensuring seamless integration of all equipment.

Additional features

Please propose a range of additional features, ideally integrated into the structure or alternatively, achieved through accessories. These features should cater to various use scenarios in both private and hospitality, restaurant, and cafe (Ho.Re.Ca) sectors, such as:

- Relaxation area
- Living area
- Outdoor office
- Green space for decorative plants and/or potted cultivation
- Outdoor coffee break area
- Meeting hall
- Reception
- Maker lab area
- etc.

Certain additional features, such as electrical outlets, projector screens, and storage compartments, should be versatile enough to accommodate different pergola use cases.

Target market and usage context

The product targets consumers with medium to high budgets and will be installed in outdoor spaces of private homes or within Ho.Re.Ca environments. The pergola can be designed as a freestanding structure (self-supporting) or with one or more sides affixed to a building's wall.

Required materials

Provide detailed descriptions and 5 images to effectively present your projects (see below for more details). Images should be in 4:3 format, with .jpg, .gif or .png file formats acceptable. The colour mode should be RGB and the maximum size of a single file should be 1 MB.



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Arrange the content in the project tables according to the following guidelines:

- Image 1: Perspective view on a white background.
- Image 2: Orthogonal views, including an aerial view.
- Image 3: Detailed views showcasing new accessories, features, colours, and materials.
- Image 4: Perspective view situated in a private setting.
- Image 5: Perspective view placed in a Ho.Re.Ca environment of your choice.

You're invited to use the designated field on the upload page to attach a .zip archive containing additional materials, such as the 3D files, high-resolution images, and, if applicable, a video of your design. The maximum file size for the .zip archive is 100MB.

Judging criteria

Entries will be evaluated based on the following criteria:

Degree of innovation 5/5

Functionality 5/5

Aesthetic quality 4/5

Technical feasibility 4/5

Sustainability 3/5

Language

English - Desall is an international community, so all texts (abstract, description, tags, etc.) must be written in English.

Contest timeline

Upload phase:	11 May 2023 – 20 September 2023 (1.59 PM UTC)
Concept review:	15 June 2023 (1.59 PM UTC)
Client vote phase:	from 20 September 2023
Winner announcement:	tentatively by the end of October 2023



Concept review (optional)

Participants have the opportunity to request an optional review of their project by the Desall Team by the date indicated in the timeline above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request at contest@desall.com or through the contact form. **The review is not mandatory** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

Eligibility and submission criteria

Participation is free and open to creative talents of any nationality aged 18 or older. Participants may submit one or more projects, but only projects published on the website www.desall.com from the upload page dedicated to the 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.

Extra Award (option right fee)

€3000

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €3000 for the purchase of the licence 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.

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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.