



Evolutionary Ride-on



Summary

Chicco invites you to immerse yourself in the child's world and design a new, **transformable ride-on** aimed at stimulating a child's motor skills at different stages of growth.

Official page: <https://bit.ly/Evolutionary-Ride-on>

Company description

Chicco is a multi-specialized baby care brand that was founded in 1958 and is currently present in over 120 countries. With over 60 years of solid and well-rounded experience in the baby industry, Chicco can truly understand parents' needs. The brand offers a wide range of products and services that are born from the attitude of observation and innovation. Additionally, Chicco's Research Center collaborates with an international network of experts and health professionals, making it even more attuned to the needs of parents and their babies.

What we are looking for

Chicco invites you to design an transformable ride-on, a highly innovative product that can transform into **five different configurations**. This versatility ensures its longevity, allowing it to adapt and grow with the child from ages 1 to 5 years.

The product's transformations should be easy to execute and create a sense of surprise, infusing new character into the product with each change.

For detailed information on the developmental stages of children from 1 to 5 years old, please consult the "Growth-Stages-Annex.pdf" document in the downloadable *Material files*.

Guidelines

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

Product typology

Chicco is seeking a transformable ride-on designed to stimulate and enhance the motor skills of children aged 1 to 5 years.

This ride-on should be capable of **transforming into five distinct configurations, each targeting a different motor skill:**

1. A configuration for **improving balance while sitting and stationary**, suitable for children from 10 months old.
2. A configuration for **improving balance while standing and stationary**, suitable for children from 13 months old.
3. A configuration to aid in **learning to walk**, starting with support from the product and progressing to complete independence, for children between 10 to 13 months.
4. A configuration for **learning to propel forward with leg movement while seated**, starting at 18 months.
5. A configuration for **improving balance while sitting and in motion**, starting at 18 months.



These motor skills are currently developed using separate products. While it's feasible to adapt solutions from existing market products, creating entirely new solutions is preferred.

You are encouraged to devise **protections** and **barriers** to mitigate risks and enhance the child's safety.

The different configurations should be integrated into a single transformable product. Examples of current market solutions include:

1. **Rocking toys** for enhancing balance while seated and stationary.
2. **Dynamic elements like platforms** for standing balance without movement.
3. **Walker trolleys** to assist with walking.
4. **Four-wheeled ride-ons** for learning to push with legs while seated.
5. **Balance bikes** to improve sitting balance during motion.

For more detailed information about products currently available for motor stimulation, please refer to the "Existing-Market-Products-Annex.pdf" document in the downloadable *Material files*.

The ride-on can be designed for the following environments:

- Suitable for both indoor and outdoor use
- Exclusive for indoor use
- Exclusive for outdoor use

Some of the product's secondary features will vary depending on the selected environment.

The ride-on must include the following features:

- Functions that stimulate movement
- Functions enabling transformability

The transition between configurations should be straightforward yet **surprising**, such as through swift rotation or the addition/removal of a modular component. Only adults should perform the actions required to activate these transformations.

The ride-on must NOT have the following characteristics:

- It should **NOT** possess pronounced technical or sporting features
- It should **NOT** be motorised
- It should **NOT** feature a **scooter** configuration
- It should **NOT** feature a **tricycle** configuration



Style

The ride-on should feature a simple and playful design, yet with a **keen eye for aesthetic details**.

It needs to possess a **distinct identity**, making it instantly recognizable.

The entire ride-on, or a part of it, may depict a specific subject, such as an animal, a means of transportation, and so forth.

Colours

You are welcome to suggest the most appropriate colours for the product. Since the ride-on is a toy, the colours should be bright and cheerful.

Logo

The Chicco logo might be visible on the product. Find the logo in the downloadable [Material files](#).

Target

The ride-on is designed to be transformable, targeting **children aged 1 to 5 years**. It is essential that parents perceive the ride-on as a **safe, useful, and durable** product that contributes to their children's growth by **fostering creativity and encouraging physical activity**. The retail price for this product will be around 50 euros or less, positioning it in the mid-range category.

Materials

You are welcome to suggest materials that you believe are most appropriate for your project, provided they are compatible with industrial production processes.

Dimensions

To ensure appropriate dimensions for the ride-on, please consult the specifications of existing Chicco products, which are available in the downloadable [Material Files](#). Additionally, the product should be designed to be disassembled, allowing it to fit into the smallest possible packaging.

Submission materials

You're welcome to submit multiple proposals. Please provide images and files that best capture your project – this can include sketches, storyboards, descriptions, and the like. **Particularly valuable and appreciated are 3D files and renderings**. The gallery will display up to 5 images, and they



should be in a 4:3 ratio. We accept file formats like .jpg, .gif, and .png with a colour mode of RGB. Each file should be no more than 1MB. If you need to send more, remember that you can attach a .zip folder with additional materials, but this shouldn't exceed 100MB. Don't forget to fill out both the "abstract" and "description" fields to give more insights into your entries.

Judging criteria

The winner will be chosen based on an indisputable judgement by Chicco, considering the following factors:

Originality/Innovation 40%

Alignment with the brief 25%

Feasibility 20%

Aesthetic/Design appeal 15%

Language

The Artsana Innovation Platform is an international community; all texts must be written in English (abstract, description, tags, etc.).

Contest timeline

Upload phase: 20 December 2023 – 28 March 2024 (1.59 PM UTC)

Concept review: 24 January 2024 (1.59 PM UTC)

Client voting: starting 28 March 2024

Winner announcement: tentatively by the end of May 2024

Concept review (optional)

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



Eligibility and submission criteria

Participation is free and open to creative talents of any nationality aged 18 or older. Each participant may submit one or more projects. Only projects published on the website <https://innovation.artsana.com> from the upload page dedicated to the contest will be accepted.

Award

1°: € 4000

The selection of the winner will be the result of an unquestionable evaluation by Chicco.

Extra Award (option right fee)

€ 2000

Throughout the duration of the option right, Chicco provides all participants an additional opportunity to be recognized with an Extra Award. Those who receive this award will be compensated with a fee of €2000 for the licence to economically exploit projects that aren't selected as the winning proposals of the main Award(s).

For detailed information, log in and view the [Contest Agreement](#) on the upload page. For any questions regarding the brief, click the "Questions?" button or email 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.