



Barilla Pasta For Special Moments

Summary

New idea contest on Desall.com: Barilla and Desall invite you to look for new pasta shapes to offer an innovative and unique consumer experience during special moments in life.

Official page: <https://bit.ly/Barilla-Pasta-Special-Moments>

Company Description

Barilla is an Italian family-owned food company. Established in 1877, it is now an international Group present in more than 100 countries. A world leader in the markets of pasta and ready-to-use sauces in continental Europe, bakery products in Italy and crispbread in Scandinavia, the Barilla Group is recognized worldwide as a symbol of Italian know-how.

What we are looking for

Barilla is looking for **new pasta shapes** that can **celebrate special moments and/or seasonal events** also giving a unique consumer experience, which involve aesthetic, functional and gastronomical aspects of the product.

The moments of consumption that Barilla wants to explore are:

1. Togetherness

Pasta serves as more than just a meal; it's a catalyst for togetherness, drawing people to the table and becoming a bond between everyone. The act of preparing, sharing, and enjoying pasta creates an atmosphere of warmth and unity, turning ordinary meals into moments of connection. It's the laughter, stories, and shared satisfaction over a bowl of pasta that transform dining into an experience of communal joy. In these shared moments, pasta becomes a symbol of the bonds that unite us, embodying the comfort and joy of being together. Togetherness can be about everything: friends, families, lovers – and anywhere: in home or out of home.

2. New year

During the festive period, pasta cooking becomes a heartwarming highlight, embodying the joy and togetherness of the season. Pasta dishes are a canvas for celebration. These meals go beyond mere flavours; they're about gathering friends and family, sharing stories, and creating memories. As people come together, the act of sharing a bowl of pasta turns into a festive ritual, making every bite a testament to the season's warmth and the connections that enrich our lives. Pasta, in its simplicity and versatility, perfectly captures the essence of festivity, making any meal a reason to celebrate.



3. Back to school

The back-to-school season transforms pasta cooking into a beacon of comfort and convenience amidst the rush of new routines. It's a go-to for quick, satisfying dinners that gather the family after a day of learning and activities. Envision a warm, hearty pasta dish bringing smiles around the dinner table, or colourful pasta salads becoming easy, nutritious lunch box staples. In this time of transition, pasta stands as a simple joy, offering both a taste of home and a moment to connect, making it more than just a meal – it's a way to nurture and celebrate family amidst the bustling days

4. Summer

Summer-time pasta is a celebration of the season, perfect for sharing with friends and family under the sun or by the seaside. Imagine bowls of pasta mixed with fresh, sun-ripened tomatoes and basil, enjoyed in the open air, where the laughter is as vibrant as the dishes. Or a refreshing pasta salad by the beach, offering a taste of the cool sea breeze with every bite. It's more than a meal; it's a way to savour the joy of summer and the pleasure of togetherness.

At your discretion, you can work on all categories with four or more different projects to compete for all four awards.

Guidelines

To ensure the proper development of your projects, carefully consider the following guidelines:

Project type

This new shape will be designed for the dry pasta, which undergoes a specific process of drying during the final production phase, unlike the fresh hand-made pasta. As regards the preparation of this product, cook it in the boiled water (100 grams of Pasta, 1 litre of water, 7 grams of salt), after that, drain the water and add the condiment as you prefer like fish, vegetables, meat, sauces etc.

For this contest new shapes for stuffed pasta are not allowed.

For further information on the pasta formats currently in production, please refer to the downloadable *Material files*, or visit the Barilla website.

Shapes and functionalities

The proposed pasta shape must be aesthetically appealing but also able to functionally combine with the condiment, in order to create a polychromatic effect and get a gourmet experience. These shapes will be clear, definite, new, and able to create curiosity in the purchase/choice phase and they will also have to get the consumer creativity in the product use.

Different characteristics of the pasta format can be designed and adjusted according to the type of consumption moments (Togetherness, New year, Back to school, Summer). For example, the **surface finish** (from super smooth to super rough), **size, structure, cooking time** (related



to thickness and shape), **colour** (based on the raw material), etc. These and other parameters, beyond just the shape, will contribute to creating a user experience consistent with the chosen consumption moments.

You can also think of a new concept relating to the shape transformation during the cooking phase, by getting a change of the state of pasta or a metamorphosis thanks to heat and moisture.

Please note that shapes that are self-explanatory or overly figurative, already available on the market and common, are out of scope and not of interest for Barilla. For a series of examples regarding shapes that should be avoided, please refer to the downloadable *Material files*.

Allowed materials

Durum wheat semolina and whole durum wheat semolina are the ingredients most used for the pasta production. You are free to think of several raw materials in the field of flour production obtained from cereals (durum wheat, common wheat, rice, corn, buckwheat, etc.), legumes (lentils, chickpeas, peas, etc.) and vegetables (tomato, spinach, pumpkin, etc.). Since the flour and its features influence both aspect and consistency of the product, the ingredient/s choice for the pasta is extremely related to the shape itself. So, it's important that pasta keeps its shape and its consistency after cooking, without breaking out and being sticky. The characterising ingredient/s must be in line with the overall concept.

Not allowed materials

Use of additives is not allowed (ex. colourant, flavourings, emulsifiers).

Size

As for the short pasta, length 40 +/-15 mm and diameter 12 +/- 5 mm. For the long pasta, length 200-300 mm.

Production technologies

The shape you proposed will be produced by using traditional technologies of the dry pasta, which are kneading, cutting, drying. The cutting can be done through extrusion of the knead in a die or it can be also done by knead lamination among rollers and then printed.

For details relating to these technologies, please refer to the downloadable *Material files*.

Target

Consumers, who are looking for something new and not ordinary. These people have an interest in food, like Master Chefs, Foodies, Food Lovers, who love searching for special products, designing and creating perfect matches between pasta and sauce. For these people, the meal is not just the need to eat, but about satisfying their senses and enjoying a unique experience.

For them, pasta is a creative dish that can be a canvas for self-expression and comfort.



Values to convey

Innovation, curiosity, creativity, emotional bonding, uniqueness of experience, gourmet features.

Submission materials

Provide detailed descriptions and up to 5 images to effectively present your projects. 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.

You're also invited to use the designated field on the Upload page to attach a .zip file containing 3D files and high-resolution versions of the project images. The maximum file size for the .zip archive is 100MB.

Judging criteria

Entries will be judged based on the following criteria:

Compliance with moments of consumption 5/5

Functionality (product performance) 4/5

Degree of innovation 5/5

Aesthetics 5/5

Technical feasibility 4/5

Language

Desall is an international community; therefore, all text (abstract, description, tags, etc.) must be in English.

Contest timeline

Upload phase: 31 May 2024 – 10 September 2024 (1.59 PM UTC)

Concept review: 11 June 2024 (1.59 PM UTC)

Client vote: from 10 September 2024

Winner announcement: tentatively by the end of November 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 but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

Eligibility and submission

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

Total: €12000

1° Award: €3000

2° Award: €3000

3° Award: €3000

4° Award: €3000

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)

€1500

Throughout the duration of the option right, the Sponsor offers an additional opportunity to all participants by setting the compensation of €1500 for the purchase of the licence for the economic exploitation of projects not recognized as winning proposals.

For more information, log in and read the [Contest Agreement](#) from the Upload page. For questions about the brief, 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.