



Tiny Travelers Big Adventures

Summary

Chicco invites you to immerse yourself in the child's world and design innovative, practical, and versatile solutions to comfortably host or support them during everyday situations, such as mealtime or sleep, in limited-space environments for example, when traveling in a camper van.

Official page: <https://bit.ly/Tiny-Travelers-Big-Adventures>

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

Let's imagine a young family embarking on a journey in a camper van. Parents and children share a very limited space, turning the vehicle into a sort of "micro-home" that must continuously adapt to the different needs of the day. It's a dynamic environment where every corner serves a changing function: the table becomes a desk or a dining area, the bed transforms into a play space, and storage is often insufficient to hold everything they need.

In vans, every centimeter must be optimized. Families look for versatile solutions: objects that transform and adapt to different functions throughout the day. One example could be a single product that serves as a highchair for meals, a toy storage unit, and a small surface for various activities.

Parents and children share every area of the van, which means that children's equipment must integrate seamlessly with adult furnishings. Parents look for products that:

- Do not take up unnecessary space when not in use.
- Are discreet and harmoniously designed.
- Offer practicality without compromising aesthetics.

Guidelines

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



Product typology

Chicco is looking for products designed to comfortably host or support the child during everyday situations, such as mealtime and sleep. In a camper van, every centimeter is valuable, and there is no room for unnecessary or bulky items. Products must be essential, adapting to different daily needs without taking up excess space and making the most of the limited environment.

You are invited to design solutions for the following three key moments of the day:

1. Mealtime (for children aged 6 months to 3 years)

Eating in such a confined space is one of the biggest challenges. Parents look for solutions to:

- Ensure a safe and comfortable seating for their child during meals.
- Keep feeding essentials compact, easily accessible, and manageable.
- Prevent clutter and excessive accumulation of items, as the living and dining areas overlap.
- Avoid bulky elements that reduce the space available for adults.

2. Sleep Time (for children aged 0 to 3 years)

Managing sleep is also a critical challenge. Babies need a quiet and safe space to rest, but in a camper van, there are no separate rooms. Parents often seek solutions to:

- Darken and isolate the shared space, ensuring the child gets the necessary rest even during noisy moments by creating a dark, safe, and quiet environment.
- Make spaces more functional with practical and quickly adaptable elements that offer different configurations or can be easily stored, integrating seamlessly into the van without taking up space and making the most of available corners.
- Maintain easy access to the child during the night without sacrificing valuable space.

3. Shared Space (for children and adults aged 0 to 99 years)

In a camper van, parents and children share every area. This means that baby-related items must coexist with adult essentials without disrupting overall functionality. Parents look for solutions that:

- Adapt to their lifestyle without radically changing it.
- Can be easily stored or hidden when not in use.
- Are lightweight, easy to handle, and durable for everyday use.

Note. The proposed solutions must be designed to fulfill their function **not only in camper vans** but also in other space-constrained environments. **It is therefore essential to avoid solutions that can only be used inside a vehicle.**



To explore some existing market solutions, refer to the *Material files* available for download on the contest page. The illustrated examples serve as a reference for the type of product being the object of the contest; however, since they are already developed solutions, **they are NOT of interest to Chicco.**

Product Features

The concept of “smart design” for families living in camper vans with young children is based on a key idea: maximizing functionality while reducing excess, ensuring both comfort and practicality. “Chameleon” objects and “Ghost” objects symbolize this philosophy: flexible, discreet, and always ready for use, they make daily life easier and allow parents to focus on the enjoyment of adventure and family sharing. These features are perfect for the fast-paced and dynamic rhythm of van life, where every action must be simplified to the maximum.

You are therefore invited to choose and integrate **one or both** of the following features into your solution:

1. Multifunctionality and Transformability: The Chameleon Object

- **Total adaptability to needs:** A multifunctional object in a van doesn't just perform multiple tasks; it becomes a true “chameleon,” capable of transforming to meet different needs throughout the day. For example, a surface that serves as a highchair table in the morning can become a play area in the afternoon and a prep surface for dinner in the evening. This ability to change shape and function is essential for optimizing limited spaces and ensuring that parents always have what they need within reach.
- **The “less is more” philosophy:** In confined spaces, every item must justify its presence. Chameleon objects go beyond simple multifunctionality; they not only adapt to the children's needs but also to the parents' needs, becoming shared support tools. For example, a children's seat that also functions as storage can transform into an extra chair for an adult when necessary, eliminating the need for additional accessories.
- **Versatility without compromise:** The true strength of these objects lies in their ability to maintain high performance in each of their functions without ever compromising. This means they are not just “jack-of-all-trades,” but they respond excellently and safely to each specific need.

2. Compactness and Ease of Storage: The Ghost Object

- **The object that's there but not seen:** The spaces in a van require design solutions that are almost invisible when not in use. “Ghost objects” are tools that disappear into the space when not needed, leaving the area clean and tidy. An object that disappears must be able to “reappear” in an instant when needed, without complex assembly or wasting time. An example could be a folding crib that stores in a drawer, disappearing from sight with a simple gesture.
- **Lightness and Discretion:** Ghost objects are “stand-alone” and designed to be lightweight and space-efficient, while also harmonizing with the aesthetic of the van. They must not only disappear physically but also “visually,” eliminating the feeling of clutter and making the space pleasant and inviting. Thanks to their lightness and simplicity, these objects can also be used outside the van.



- **Smart Storage:** The design of ghost objects takes into account the limited spaces and irregular shapes of the van. A smart object rolls, folds, or compresses to occupy very little space, making use of unused areas like under seats or behind doors, transforming every corner into an opportunity for organization and storage.

Style

The design must be essential and minimalist, with a modern look that conveys lightness and practicality, for a smart and functional appearance.

Colours

The colors must be gender-neutral, designed to seamlessly integrate into any decor context.

Logo

The Chicco logo may be visible on the product and is provided within the downloadable *Material files* from the contest page.

Materials

You are invited to consider products preferably made from:

- Metal pipes
- Textile materials
- Plastic joints

The products should not require high industrialization costs or investment. They must be lightweight, easy to handle, and durable for everyday use. Additionally, from a sustainability perspective, it is preferable to limit the excessive use of plastic.

Target

The target audience is **parents with children aged 0 to 3 years**, seeking practical and functional solutions to meet their little ones' daily needs in spaces with limited room.

The aspirations of the new generation of parents

For families with children, camper vans offer a practical and flexible solution for travel, allowing them to keep costs low while managing the unexpected.

From a values perspective, traveling in a van with children allows for unique experiences, fostering moments of sharing and family adventure, and fulfilling the need for freedom and connection.



Now more than ever, parents want to balance two essential aspects of their lives: the desire to live extraordinary experiences and the need to maintain an emotional connection to what they consider “home.” This desire stems from the need to continue embracing the discovery and adventure that enrich life, even after becoming parents.

Traveling with their children is no longer seen as a logistical challenge, but as a unique opportunity to share unforgettable moments that strengthen family bonds. The experience of a vacation in a van allows parents and children to explore the world with a free and flexible spirit, guided by inspiration in the moment, without the constraints of preset itineraries or rigid schedules.

The campervan allows for experiencing the beauty of the unknown and the spontaneity of discovery while maintaining enough control to ensure the necessary peace of mind.

Educating about beauty and discovery

According to the new generation of parents, traveling with children is not only a pleasure for the parents but also a unique educational opportunity for the little ones. Exploring new places and cultures from an early age helps children develop an open, curious, and tolerant mindset. It’s a gift that parents give to their children: introducing them to the beauty and diversity of the world, teaching them that home is not a fixed place but a state of mind that can be carried anywhere.

For many families, the idea of traveling in a camper van is the promise of freedom without compromise: the ability to stop anywhere, explore remote places immersed in nature, and live authentic experiences, all while maintaining the comfort and security of a “home on wheels.” This concept of “home wherever you go” satisfies the emotional need to feel welcomed and protected, breaking down the barriers of traditional travel.

For today’s parents, travel is not just an escape, but a way to enrich family life, build memories, and teach their children the importance of curiosity, discovery, and connection. Thanks to campervans, adventure becomes accessible, welcoming, and sustainable, transforming the world into a home without boundaries.

Families who opt for van travel are generally:

- Curious and dynamic – They prefer experiences that enrich their daily life and want to involve their children in activities that stimulate creativity and learning.
- Attentive to sustainability – They choose travel methods that reduce environmental impact and value a connection with nature.
- Flexible and practical – They love solutions that allow them to quickly adapt to changes, without sacrificing comfort or the quality of time spent together.

These parents see travel as an opportunity to live a less structured and more spontaneous life, but they don’t want to give up the practicality and comfort necessary to meet the needs of their children.

“Feel free to get lost: we’ll bring you home.”



What parents are looking for

Today, families seek experiences that are an extension of their idea of home. During their van experience, they want to feel comfortable, without judgment or barriers, with everything they need to care for their children. A free experience, but in complete safety and comfort. Always in line with the concept of “adventure,” allowing them to experience the excitement of discovery without the worry of being unprepared, knowing that every need has already been accounted for.

Van spaces are limited, so they are designed to maximize functionality and comfort. Inevitably, they need to be adaptable to the different situations throughout the day, during which both parents and children coexist. Therefore, they are looking for highly practical, essential, adaptable, flexible tools that can be easily integrated into the van to manage their daily life with their children.

The tools must be designed to allow parents to live extraordinary adventures without sacrificing the peace of mind of knowing they have everything they need.

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

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| Upload phase: | 19 March 2025 – 20 May 2025 (1.59 PM UTC) |
| Concept review: | 22 April 2025 (1.59 PM UTC) |
| Client voting: | from 20 May 2025 |
| Winner announcement: | approximately by the end of June 2025 |

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°: € 5000

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.