



It's Teething Time!



Summary

Chicco invites all creatives to dive into the world of babies to design a new collection of teethers for newborns aged from 0 to 6 months.

Official contest page: <http://bit.ly/ltsTeethingTime>

Company Description

Brand all-round dedicated to the world of babies, offering specific and safe solutions to support parents side by side along the extraordinary growth path of their babies, day by day, since their birth. For over 60 years, Chicco is "Where there is a baby": thanks to its Observatory, the dialogue with parents, the children observation and the continuous collaboration with experts and with the medical-scientific world Chicco is close to parents and families, to listen to them and give them simple and efficient answers. Chicco is one of the top 10 Italian brands of fast-moving consumer goods in the world, present in over 120 countries, in constant growth.

What we are looking for

Participants shall design a **new collection of teethers** for the Chicco brand, consisting of **5 Lines**, able to offer the right solution for every stage of the baby's teething period according to the age group. The lines shall have the **same moodboard**, characterised by a **unique and distinctive style**.

Guidelines

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

Product typology: you are invited to design a **new collection of teethers for Chicco**, consisting of **5 different lines**, each characterised by certain features that enable the teethers to stimulate all the areas of the mouth during the various teething phases (4 age groups) and effectively sooth the pain to help newborns find comfort during the moments of gums sensitivity, irritability and swelling. The **5 lines** you propose shall be consistent, forming a **collection that shares the same style and moodboard**. For more information about the lines, see the paragraph **Teethers lines**.

Moodboard: the collection you propose shall be inspired by **the same moodboard**, that must be common to all 5 lines, with the possibility for you to pick from one of the themes listed below or to suggest one of your choice.

- **Learn to Eat:** the importance of nutrition in the first months of the baby;



- **Save the Ocean:** fight the waste of plastic materials, helping the animals that are most affected;
- **Discover the Space:** the reality beyond the boundaries we know today;
- **Protect the Amazon:** the importance of the forests and the animals that inhabit them;
- **Travel the World:** how babies and parents can face a world with no boundaries.

At your discretion the possibility to suggest a moodboard other than the ones listed above.

Teethers lines: the collection you propose shall include all the **5 lines of teethers**, which differ for some characteristics and for the age groups they target:

- **Soothing Line** | Target: **0 m+**
1 teether, that enables the mother to massage the newborn gums with **bristles or other soft protrusions**. After two months of life, the baby may grasp it directly with her hands.
- **“On the go” Line** | Target: **0 m+**
1 teether that the mother may always bring with her, by easily attaching it either to the baby wrap or to the baby carrier, or to use as an accessory to wear and always carry with her. It shall have a **safe hooking mechanism** and shall not contain **any small parts**.
- **Line to chew** | Target: **2 m+**
2 teethers, designed to reach all the areas of the mouth, made of the same, soft material and single colour. They shall be **easy to handle for the baby**, not too heavy and they shall offer various surface finishes to provide different stimuli. You may also work on the width and functional shapes to provide different forms of pleasure and sensations for the baby. They shall become highly recognisable and **iconic objects for Chicco**.
- **Cooling Line** | Target: **4 m+**
3 teethers able to effectively sooth the teething sores during the acute phase, thanks to cooling technologies. In particular, you may use two technologies:
 - **teethers filled with water:** top selling typology which also provides higher additional value. The parent may always have the teether ready for use, stored in the refrigerator.
 - **stainless steel teethers:** a new technology that implies the use of a stainless steel insert, that - in addition to being hygienic - also provides a longer lasting cooling power.

These teethers shall also have a part which is not cold, that the baby may easily handle.

- **Sensory Line** | Target: **6 m+**
1 teether able to **stimulate most of the baby's senses** (with sounds, colours and different consistencies), ideally also stimulating part of the taste and smelling, in order to draw the attention of the baby and contribute to her psychophysical growth. Also this teether shall have a cooling part.

With the exception of the “Line to chew” which is supposed to be single-component, the teethers might have some components detachable by the customer, as long as they have a diameter above 32 mm. For more information on the dimensions, please refer to the *Material files* attached.



Style: propose distinctive stylistic solutions, particularly **attentive to detail**, that while keeping ties with the Chicco brand may also stand out in the market, thanks to their **unique design** and the great **appeal** exerted on the parents.

Colours: the newborn can see colours already from the first weeks, but she struggles to distinguish them and does not show any particular preference. Use strong colours and contrasts. You are also invited to characterise your collection as a male or female version or to adopt a *gender-neutral* style. In the first months of the baby, it's the **mother who chooses** the objects for her baby and chooses what she likes the most.

Shapes: use **soft, clean and sinuous shapes**. All teethers shall address requirements of **functionality** - to succeed in massaging the gums in an effective way - and of **ergonomics**, to be easily handled by the baby. Aspects related to the product usability will receive greatest importance, as parents are looking for a reliable product: robust, safe and effective.

Surface finishes: the teethers may have reliefs and protrusions that stimulate the baby, but should avoid any edgy shape. These surface finishes shall all be realised directly on the mould.

Logo: always include the Chicco logo in your design. It might be engraved, polished or satin finished directly on the mould. For the vector logo, please see the *Material files*.

Materials: the materials used shall all be atoxic and **safe** for the baby; they shall follow the baby's teething phases, **soft** for the first months and increasingly more **rigid** throughout the following months. All teethers shall be suitable either for cold sterilisation (with sterilising solution) or for hot sterilisation, through boiling or a steriliser for baby products. The most widely used materials for teethers are: different-hardnesses silicon, TPE, polypropylene, EVA filled with water and different kinds of fabrics. Different materials might be coupled to provide additional benefits. Great attention will be given to projects suggesting the use of a sustainable design and eco-compatible/recyclable materials.

Target: all parents looking for: technical solutions that can effectively sooth the pain, smart solutions, easy to use for the baby, easy to clean for the parents, with a captivating and new design that invites customers to collect them all.

Deliverables: every participant shall submit **her/his own collection**, consisting of **all five lines**, showing a line per image, thus submitting 5 different images. For a better understanding of the projects you are also required to submit the **3D files** (if not provided during the submission, the winner will nevertheless be required to provide them). The 3D files and possible other materials (PDF, high-resolution images, etc.) shall be attached as a .ZIP archive. Do not forget about abstract and description to provide additional details on your projects.



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

- **Originality, creativity and innovation** (5/5)
- **Functionality** (4/5)
- **Technical feasibility** (4/5)
- **Aesthetics** (4/5)
- **Moodboard** (3/5)

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase: 25th September 2019 – 09th December 2019 (1.59 PM UTC)

Client Vote: from 09th December 2019

Winner announcement: approximately before the end of December 2019

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 present one or more projects, but only the projects published on the <https://innovation.artsana.com> web site, via the upload page related to “It’s Teething Time!” will be accepted.

Award

1°: €7000

Bonus award: €1000 – Upon an additional cash amount, the winner of the contest will be required to develop two additional lines, consisting of 4 teethers altogether.

The selection of the winner by Chicco will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 1,000.00= (one-thousand/00) for the purchase of the license for the economical exploitation of one Line not included in the winning proposal.

For more info, 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.