

THE INTERNATIONAL DESIGN AWARD CATEGORY: PIZZA EXPERIENCE



DESITA AWARD is an International contest that connects the **design** and **pizza universe**. The initiative aims to bring innovation and new value to the pizza sector offering the possibility to designers and creatives to **rethink the whole experiential process**, both for the operator and customer, and to propose their idea to the market.

Mission is to explore the relationship between design and tools usability, emerging technologies and functionality, starting from applying innovative approaches, systems or control interfaces, to exploring and re-designing the whole "pizza experience", focusing even just on a small detail you think its time to improve.

Company Profile

DESITA is the Italian food services and retail consultancy company, working internationally since 2004, specialized in Design for Business with focus on Concept, Franchising and Contract. Our main areas of expertise are Food Retail, Ho.Re.Ca., Hospitality, Retail and Franchising. More at www.desita.it.

DESITA aims are:

- supporting young designers and innovators in their process of growth and technical expertise in building collaborative relationships and learning both individually and collectively;
- providing designers and innovators an opportunity for visibility to expand within an international market.
- translating their ideas into marketable prototypes;

Categories

- **Tools and Packaging:** Design or redesign tools, objects, accessories, packaging, etc. in order to improve the functionality, the food preparing and/or the fruition experience from the service and/or customer standpoint.
- **Interior & Interaction:** Design or redesign of environments, furnishing elements, workstations, electronic devices/applications, digital devices, etc. that could improve the food preparation and/or fruition experience from the service and/or customer standpoint
- **Food Design:** Design or redesign effective solutions for food fruibility, new formats, storage elements, preservation and transportation, new materials, communication, etc. that could improve the food preparation and/or fruition experience from the service and/or customer standpoint.

Note: All projects must show a detailed attention to process and product sustainability, with specific consideration to production costs, promoting and presenting pizza as a high quality and healthy food choice while analyzing environment and consumer "experience": sociological, anthropological, economic, cultural and sensorial, defining not only production technologies variations but also marketing and communication that aim to defend and promote local products.

Design projects must be original, that means they never have to been published and must not infringe any intellectual property rights upon original works of authorship.

Finally, no prior tacit or signed production and/or marketing agreement is allowed upon the date of the contest notice on www.desitaaward.com.

DESITA

HEADQUARTER
DESITA SRL
VIALE LAZIO, 32
47838 RICCIONE
(RN) ITALY
info@desita.it

Application Filing Requirements

Applicants must be between 18 and 35 years and can apply individually or in groups. In case of group applications the group leader will be the only contact for DESITA.

All projects and Registration Forms will be exclusively sent to: marketing@desita.it.

Language

All text - abstracts, descriptions, tags, etc. - must be in English.

Prizes

The projects selected by the prestigious jury, will allow candidates access to the following prizes:

WINNER: 3.000 €

2° PLACE: 2.000 €

3° PLACE: 1.000 €

Other than:

- Publication of their project on DESITA and Partners media channels.
- The possibility to see their projects actualized.
- International visibility by: media channels, magazines, social networks.

The award ceremony will take place in October (the date will be announced).

DESITA AWARD Jury will select the winning projects that will be the result of an unquestionable evaluation taking into account originality, feasibility and consistency with the brief presented; therefore the Jury could eventually consider to reward less than three projects.

Contest forms

Applications must be sent to marketing@desita.it, in single file and named:

"DESITA AWARD - Pizza Experience – [project name] – [applicant's name or project leader's name]."

File will include:

a) The application form, completed with the data of the candidate (and any members of the group) and the self-declaration, signed autographed by the designer, developer and innovator/leader.

b) Annex A: a PDF form authorizing the processing of personal data, filled and signed by the Applicant and copy of any ID document (front and back)

c) PDF file, 150 DPI (max PDF file size = 5MB), named: LastName_ProjectName.pdf (ex: RossiStefano_WhitePen.pdf) that must include:

1. **A projectual relation** (max 2,000 text characters, spaces included) that explains the project, its market and technological innovation and its product feasibility and implementation.
2. **One or more images of the project**, complete of details, sketches, illustrations, etc.- all that can explain the project concept.
3. **Technical drawing** (orthogonal projection, axonometry, diagrams/drawings, project dimensions, exploded isometric etc.) – completed with explanatory constructional details.

Incomplete or improperly filed applications will be discarded. The material filed with applications will not be returned to senders/applicants.

Final Provisions

DESITA reserves the right to check the validity of applicants' declarations by sampling 5% of applications filed. In case of false declaration, the candidate will be eliminated from the contest (info@desita.it for info and questions).



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Timeline

OPENING: 8 May 2017 - 4:30 PM (GMT +1)

DEADLINE: 30 September 2017 - 11:59 PM (GMT +1)

Contest winners will be announced after few days of the project deadline, the award ceremony will be in October (the date will be announced).

The documents sent by individual participants or groups will be used for the selection of the winners as well as any promotional uses.

Keep in touch

Do you want to be updated on "DESITA AWARD - Pizza Experience"? Follow our website, social media, or subscribe to our Newsletter or Blog (www.desitablog.com)

Publicization and disclosure clause

DESITA S.r.l. reserves the right to disclose and publish for scientific purposes the project documents (pics, drawings, video and audio files) as well as the right to publicize the documents in order to promote the present initiative described by the present notice as well as future and related initiatives. The participation implies to grant to DESITA S.r.l. the authorization to publicize the project document using different media and formats.

Compliance with personal data processing laws

The personal data provided to DESITA S.r.l. to participate to the initiative described by the present notice will be processed in pursuance of D.Lgs. 30 giugno 2003 n. 196 and subsequent modifications and supplements in pursuance of Article 30 of D.Lgs. 196/2003 and subsequent modifications and supplements we should inform that:

The data controller is the CEO of DESITA S.r.l., with registered office in Pordenone's Technology Hub, Via Roveredo 20/B, 33170 Pordenone, and the Headquarter in Viale Lazio 32, 47838 Riccione (RN), Italy.

The data collected are used to provide the expected benefits described by the present notice. Failing to provide the requested data implies the exclusion from any benefits.

The data collected are processed either manually or electronically and they will be used only for the purposes described by the present notice including promotional initiatives of DESITA S.r.l. according the current laws and regulations.

We should inform also that all those concerned have the rights mentioned in clauses 1, 3 and 4 of Article 7 of Legislative Decree 196/03 and among these: the rights to obtain the confirmation of the existence of a personal data record, the rights to update, to amend, to complete, to delete, to transform to anonymous form the data processed, included the data processed but not strictly needed to perform the initiative described by the present notice, the right to obtain a formal statement describing how the aforementioned operations have been noticed to those which the data were previously transmitted or publicized as well as the right to oppose the processing of personal data for legitimate reasons.

PROMOSSO ED
ORGANIZZATO DA:

DESITA

IN COLLABORAZIONE:


TUTTOFOOD
MILANO WORLD FOOD EXHIBITION


QUALIVITA

PARTNER:


MORETTI FORNI
S.P.A.


PIZZA RONCADIN
dal 1955


MOLINO GRASSI
Creiamo qualità


SAN BENEDETTO


pepsi.


PROSECCO DOC ITALIAN GENIO


GIMETAL



**DESITA
AWARD
2017**

DESITA

HEADQUARTER
DESITA SRL
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47838 RICCIONE
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"DESITA AWARD - Pizza Experience"

APPLICATION FORM

(It must be sent with a copy of your ID front/back at marketing@desita.it)

Single participant or group leader delegate

the undersigned:

Name _____ Surname _____
City _____ Address _____
Number _____ Postal code _____ Mobile _____
E-Mail _____

as instructed to represent the following members of the group of designers, engineers and innovators

Component

Name _____ Surname _____
City _____ Address _____
Number _____ Postal code _____ Mobile _____
E-Mail _____

Component

Name _____ Surname _____
City _____ Address _____
Number _____ Postal code _____ Mobile _____
E-Mail _____

Component

Name _____ Surname _____
City _____ Address _____
Number _____ Postal code _____ Mobile _____
E-Mail _____

Component

Name _____ Surname _____
City _____ Address _____
Number _____ Postal code _____ Mobile _____
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Ask:

Admission to participate to "DESITA AWARD - Pizza Experience".

Conscious or aware of the penalties which they or I may face in the event of a false declaration, false act of showing of or containing untrue data and the consequent loss of the benefits granted declare: pursuant to articles. 38,46,47 and 48 of Presidential Decree n. 445/2000 and subsequent amendments and Articles. 75 and 76 of DPR 445/2000,

- To be eligible to get the benefits from the Competition Notice;
- To be aware of and accept without reservation the relevant regulations and operating criteria of the Competition Notice;
- The accuracy and compliance of data, news and statements made in the application and the required documents for participation in the Competition Notice;
- Have completed and submitted along with the application form all annexes referred to in the Notice;
- That the project idea is original and unpublished, it has never been published before and does not infringe the intellectual property rights of intellectual or industrial inventions of some, and also there are no agreements of production and marketing;

Agree:

- Promptly notify any change affecting the information stated herein and in the accompanying documentation;
- Observe professional secrecy and not to use and/or disclose information and data brought to their attention;
- Allow inspections and investigations that DESITA deems appropriate in order to carry out the preliminary investigation;
- Produce any additional documentation, including in the form of self-certification, which DESITA sees fit to request for investigation of the process;
- The copyrights always remain to the candidate instead the commercial exploitation rights remain property of DESITA for a limited period of one year.

Also it is attached:

The following documentation:

- a) The application form**, completed with the data of the candidate (and any members of the group) and the self-declaration, signed autographed by the designer, developer and innovator/leader.
- b) Annex A:** a PDF form authorizing the processing of personal data, filled and signed by the Applicant and copy of any ID document (front and back).
- c) PDF file**, 150 DPI (max PDF file size = 5MB), named: LastName_ ProjectName.pdf (ex: RossiStefano_ WhitePen.pdf) that must include:
 1. **A projectual relation** (max 2,000 text characters, spaces included) that explains the project, its market and technological innovation and its product feasibility and implementation.
 2. **One or more images** of your project, complete of details, sketches, illustrations, etc.- all that can explain your project concept.
 3. **Technical drawing** (orthogonal projection, axonometry, diagrams/drawings, project dimensions, exploded isometric etc.) – completed with explanatory constructional details.

Date _____

Name and Surname _____ Signature _____
(personal or group leader)

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____



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FORM
Form of consent to the processing of personal data
Information given to art. 13, Legislative Decree no. 196/2003

With regard to competition, it is that the information you provide will be handled after manifestation of consent by signing below this form, in compliance with current regulations regarding the processing of personal data (Legislative Decree no. 196/03) for the purposes strictly functional to custody and completion of that task, with the aid of instruments, including electronic, that guarantee security and confidentiality. The provision of personal data is optional; However, any refusal will make it impossible to provide for the implementation of the above mentioned purposes. The aforementioned data may be communicated and / or distributed, within the limits established by the legal obligations and regulations, and for the above purposes to public authorities for the performance of official duties, to parties that perform specific tasks on behalf of DESITA and, anonymously, for purposes of scientific research or statistics. In relation to the processing of the data subject may exercise the rights under Art. 7 of Leg. 196/03, including the right to know the existence of personal data concerning him, to obtain confirmation of the existence of personal data, the cancellation, anonymization or blocking of data in violation of the law and the updating, correction or integration of data and to oppose, for legitimate reasons, the processing of data.

Under Article. 30 of Legislative Decree no. 196/2003 and subsequent amendments It informs you that:

Owner of the data is the DESITA srl, in the person of its CEO, Viale Lazio 32, 47838 Riccione (RN), Italy.

CONSENT art. 23 Leg. 196/03

Took note of the above information, provided pursuant to article 13 of law no. 196/03, I consent to DESITA srl proceed with the handling, including automated processing of personal data, including its possible communication/dissemination to subjects mentioned in the above, solely for the purposes just mentioned.

Date _____

Name and Surname _____ Signature _____
(personal or group leader)

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____

Name and Surname _____ Signature _____

PROMOSSO ED
ORGANIZZATO DA:

DESITA

IN COLLABORAZIONE:



PARTNER:

