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Ermetika Frameless Door Revolution

Summary

New **product design** contest on Desall.com: Ermetika and Desall invite you to revolutionize the concept of frameless doors, a product that revolves around the elimination of all superfluous elements.

Official contest page: **https://bit.ly/Ermetika-Frameless-Door**

Company description

For over 30 years, Ermetika has been manufacturing pocket sliding door and frameless door systems with the objective of removing the superfluous to create space for added interior decor possibilities. Ermetika products are designed to make space more functional, liveable and flexible, besides multiplying the available interior solutions and styles.

The underlying idea is to enhance any installation environments by making them more comfortable, functional and welcoming without compromising on aesthetic.

Even the best idea is, after all, just an abstraction.

What we are looking for

The birth of the frameless system
Through the years, it emerged a need to adapt the conventional swing door with doorjambs and architraves to the current, more minimal-oriented aesthetic trends. This has meant intervening, on an aesthetic level, on the traditional "door frame+door panel system". Such aesthetic change has led to the complete elimination of the external doorjamb to adapt them to more squared, minimal lines. The doing away with the doorjamb led also to a structural reorganization of the "door frame+door panel system", which, in order to blend seamlessly with the wall, was obtained through an aluminium frame. The latter is extruded through special techniques that ensure it blends seamlessly with the surrounding wall. To match the minimalist aesthetic of the new system, special invisible hinges replaced conventional ones. The functional characteristics of the product were not altered when switching from standard swing doors to the frameless type.

The next step
Ermetika invites you to continue **reinterpreting the world of "frameless" doors** - a concept that stems from the elimination of all non essential elements from the door system.
With this principle in mind, you're invited to submit a product concept for a revolutionary "door frame+door panel system", featuring a number of **functional** and **stylistic** innovations that are in keeping with the latest design trends.

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Guidelines

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

Product typology

Frameless doors are characterized by the complete absence of doorjambs and architraves, which allow them to integrate seamlessly into the wall. This particular kind of doors can create unique camouflaging effects when used in combination with wallpapers or panels painted in the same shade of the wall.

You are invited to design **the evolution of the frameless door concept**, submitting the following:

Requested product
Frameless swing door - here's an **example**

Nice to have (optional product)
Frameless sliding door - here's an **example**

In developing your concept proposal for the evolution of the product, you may keep in mind one or all of the following approaches:

- Aesthetic: modify the overall aesthetic taste or shape of the system, design, style, and materials or a specific feature. **If this approach is chosen, you are requested to clearly illustrate the evolution and innovation trajectory of the system. Submissions should not be limited to a mere aesthetic redesign of the door panel.**

- Structure: modify how the system works from a mechanical perspective, how the various elements interact and are integrated with each other, as well as the way they are positioned (frame, door panel, hinges, door mounts etc.).

- Functionality: modify features related to the use of the product and the gestures employed when the user interacts with it (new or alternative ways to interact with the system).

Appearance

The proposed project should have a modern, elegant and innovative style. These aesthetic qualities can be used as a starting point for the development of your concept, but could also be challenged by completely rethinking the clean style that characterizes this type of product.

Size

Find below the indicative measurements for the requested frameless doors:

Width - 600mm to 1100mm
Height - 2100mm to 2700mm

All measurements should stay within the ranges indicated above.

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Materials and production technologies

The materials most often employed for this kind of product are: aluminum, wood, iron, sheet metal and plastic. Proposals may include the use of glass but not as a primary material for the realization of the door panel. Glass may be utilized as a secondary or decorative material. Alternative materials that are not indicated above can still be used.

There are no limitations on the types of finishing materials that can be used.

Opt for production technologies that allow for industrial mass production.

Context of use

This type of product is principally installed within residential and Ho.Re.Ca. contexts.

Deliverables

Upload a detailed description of your proposal as well as high quality images to present your projects in the best possible way. The images in the gallery (maximum 5) must have a proportion of 4:3. Allowed file formats: .jpg, .gif o .png; colours: RGB; max file size: 1MB. When submitting your proposal, utilize the dedicated field to upload a .zip folder with 3D files and high resolution images. Maximum .zip file size: 100MB

Evaluation criteria

In the evaluation of your submissions the Sponsor will take into account the following criteria:

Innovation 5/5

Aesthetic 4/5

Technical feasibility 4/5

Functionality/usability 4/5

Presentation 3/5

Language

Desall is an international community, and as such all submitted texts should be written in **English** (abstract, description, tags, ecc.).

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Contest Timeline

Upload phase: 1 December 2021 – 1 March 2022 (1.59 PM UTC)

Concept review: 21 January 2022 (1.59 PM UTC)

Client vote phase: from 1 March 2022

Winner announcement: approximately by the end of May 2022

Concept review (optional)

Designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2)   send your request to the Desall Team via email to contest@ desall.com or through the contact form. **The review 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.

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 submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.

Award

1°: €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.

Option right

€2000

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €2000 for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, 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

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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.