

**Designtech<sup>®</sup>**

In collaboration with:

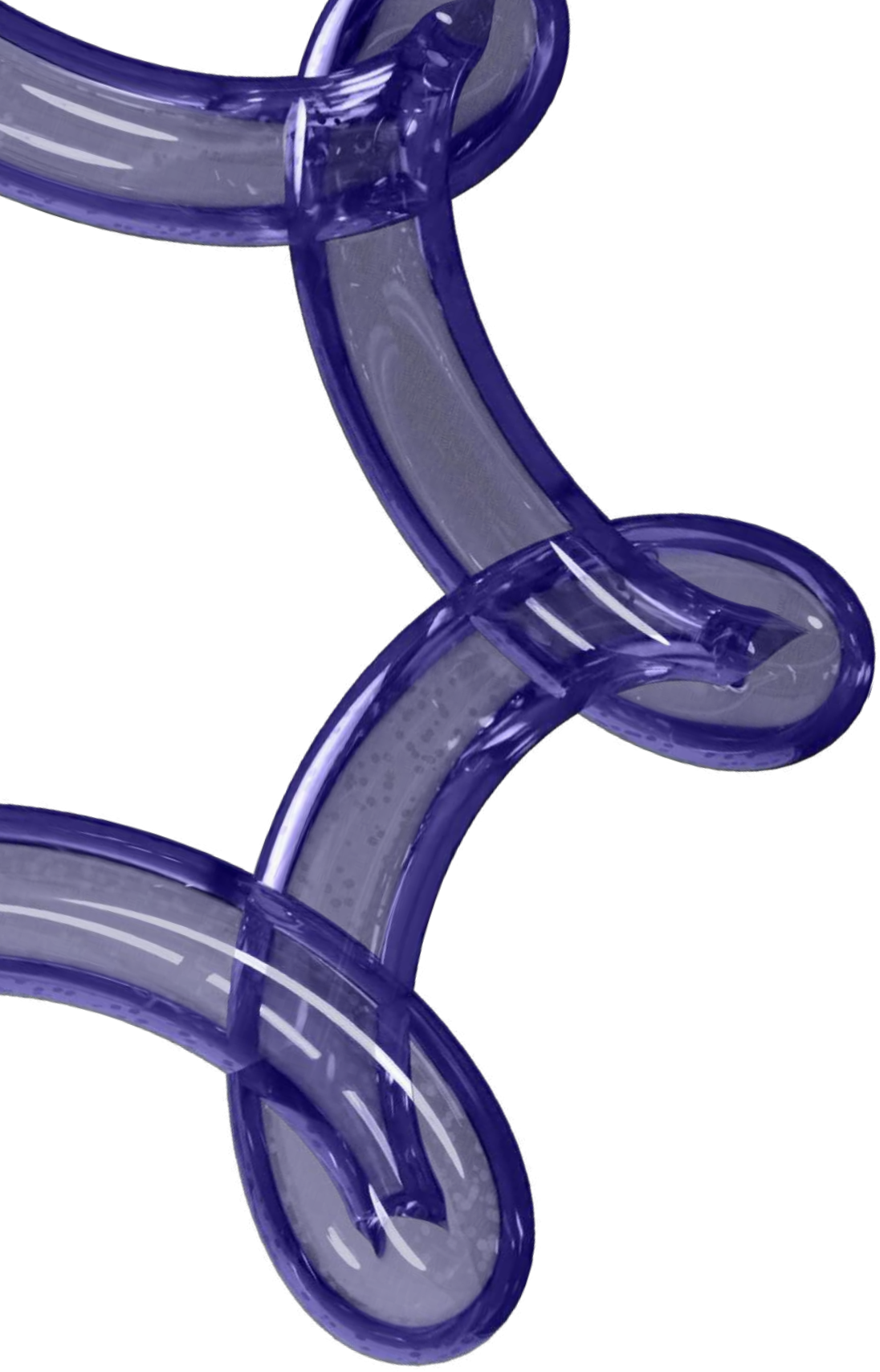


# Guidelines

Concept Presentation

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*ADDITIVE DESIGN LAB*



In this document you will find **detailed instructions** for creating your project's concept presentation.

**Clarity and completeness** of the required information and materials will be highly valued. The presentation should be uploaded through the designated application **submission form**.



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# The Contest

The Additive Design Contest is reserved for **designers and artists** interested in exploring the potential of **additive manufacturing** for the realization of their projects in the fields of lighting, product customization, modular design, or the creation of works of art.

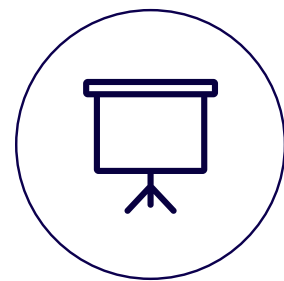
A jury of experts will carefully evaluate the projects based on five criteria: innovation of shapes, functionality, sustainability, technical feasibility, and the presentation of the concept. The selected projects will be prototyped during **Milan Design Week** using Roboze 3D printers at **CoFactory**, and will be exhibited there on the last day of Designtech's Fuorisalone.





# What to include <sup>1/4</sup>

What we expect the concept presentation to include:



## COVER

Create a cover that visually represents your project.



## TEAM

Is your project an individual or team effort?

Specify in a slide how the work team is composed, including for each member the following information: a photo, a job description or field of study, and a brief description of the role that person played within the project. If your project is individual, specify the same information relating to your profile on the slide.



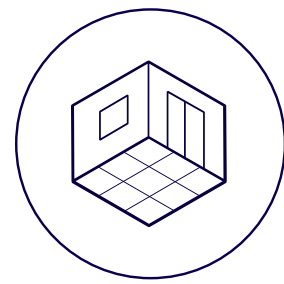


# What to include <sup>2/4</sup>



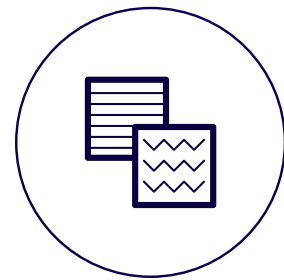
## PROJECT DESCRIPTION

Enter the name of the project, the category you are applying for and a text description of up to 500 characters (including spaces).



## SCENARIO

In which context do you envision the placement of your product?



## MATERIALS AND FINISHES

What material(s) have you selected to produce your product?  
Justify your choice.



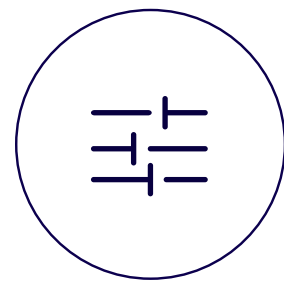
## STORYBOARD

How is your product used?  
Share it with us through sketches or illustrations.



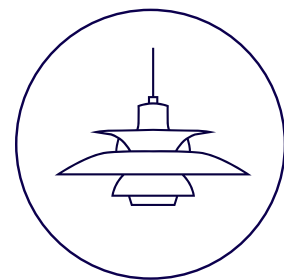


# What to include <sup>3/4</sup>



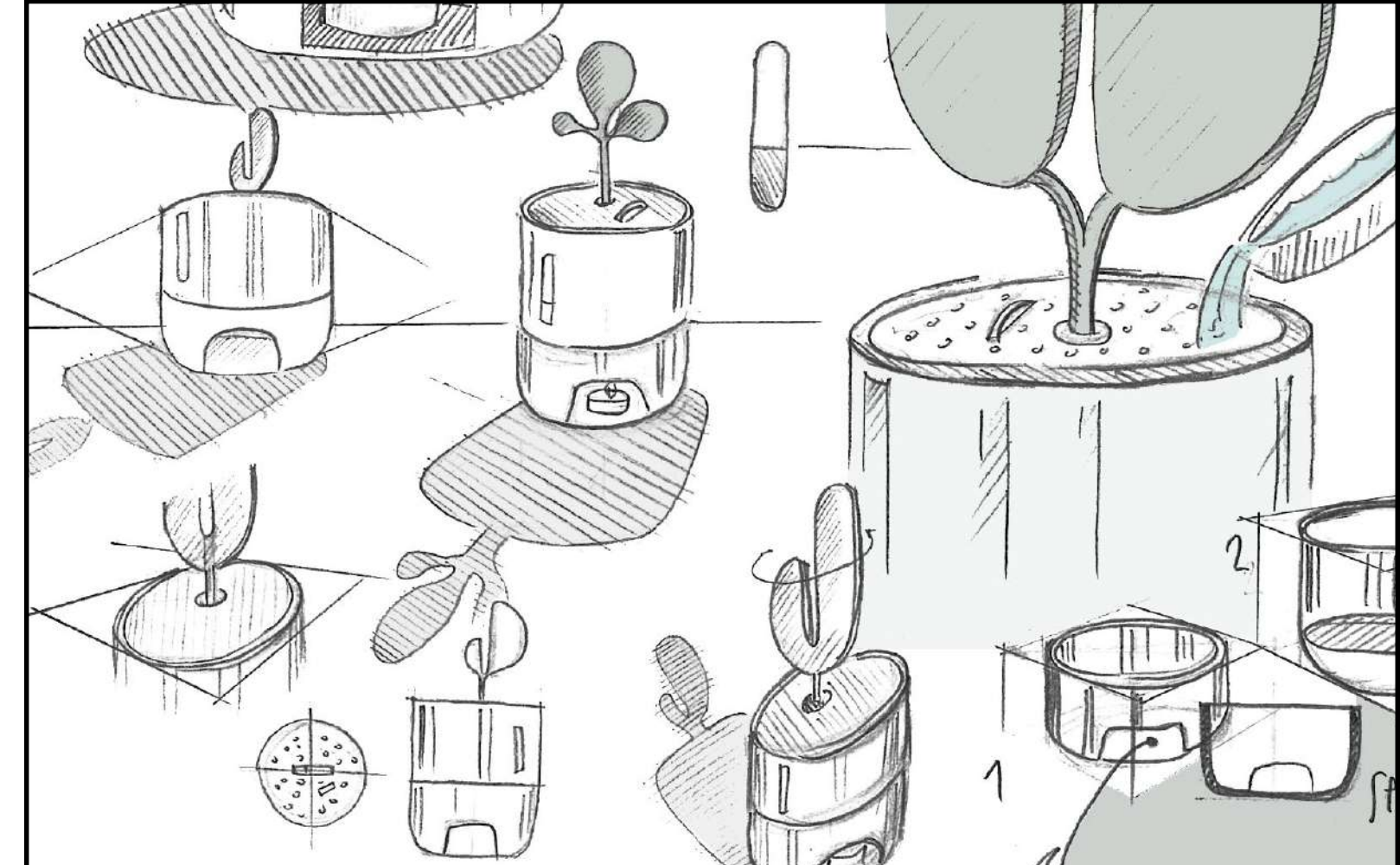
## CRITERIA

How, through 3D printing, does your project address one or more evaluation criteria of the Contest? (Innovation of shapes, Functionality, Sustainability, Technical feasibility). If you want to deepen your analysis, you can include a mapping hypothesis of the product's life cycle, specifying which phases you would intervene in order to improve the product's sustainability.



## VISUAL SUPPORTS

Create renderings that best represent your product and, if possible, also integrate preparatory sketches into the presentation that tell the genesis of the concept. You have maximum freedom on the renderings; however, we recommend that you include at least one still life and one environmental render.



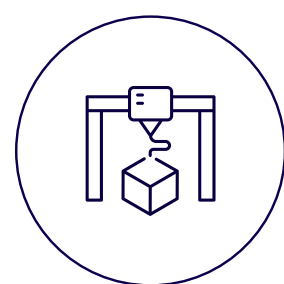


# What to include 4/4



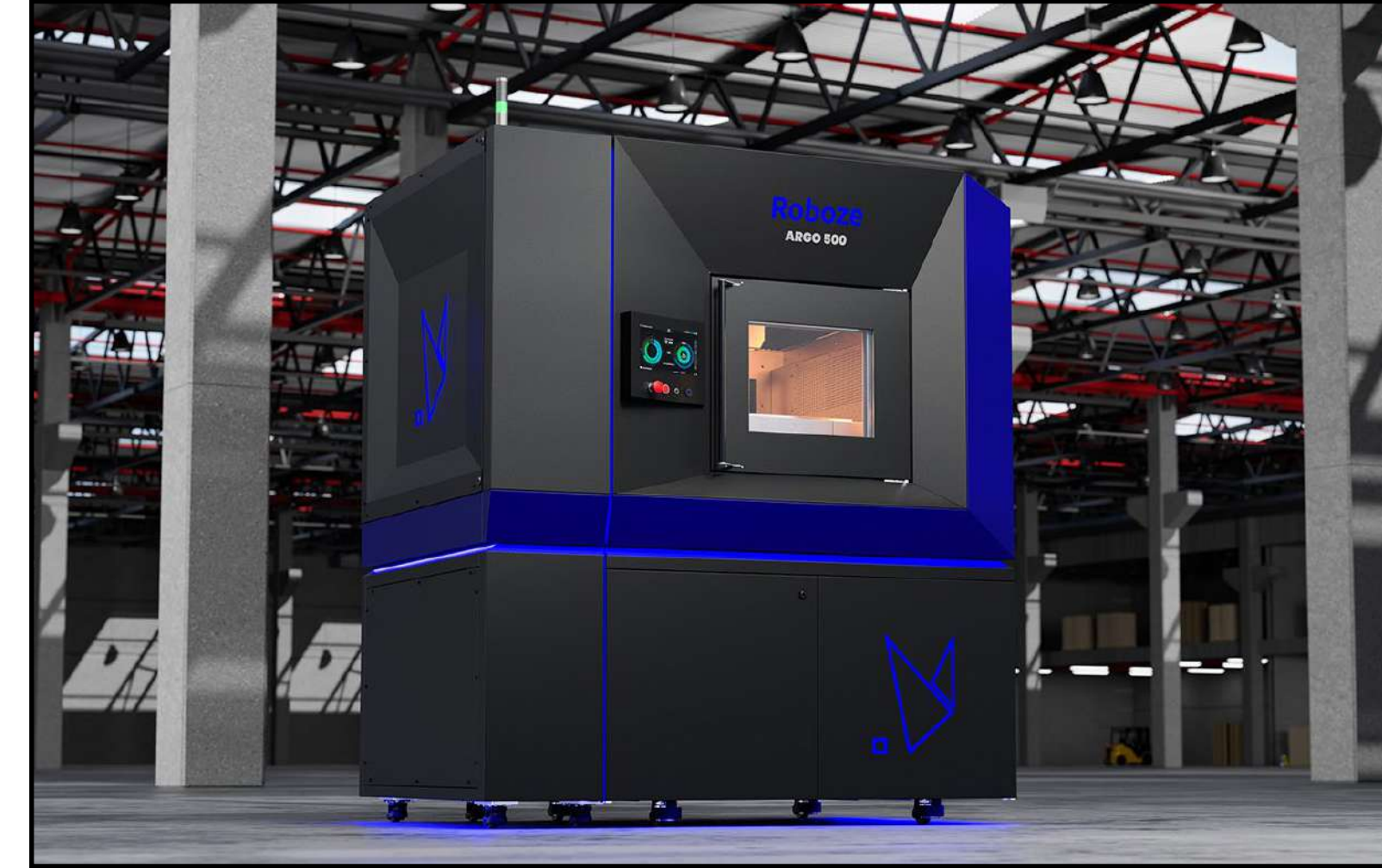
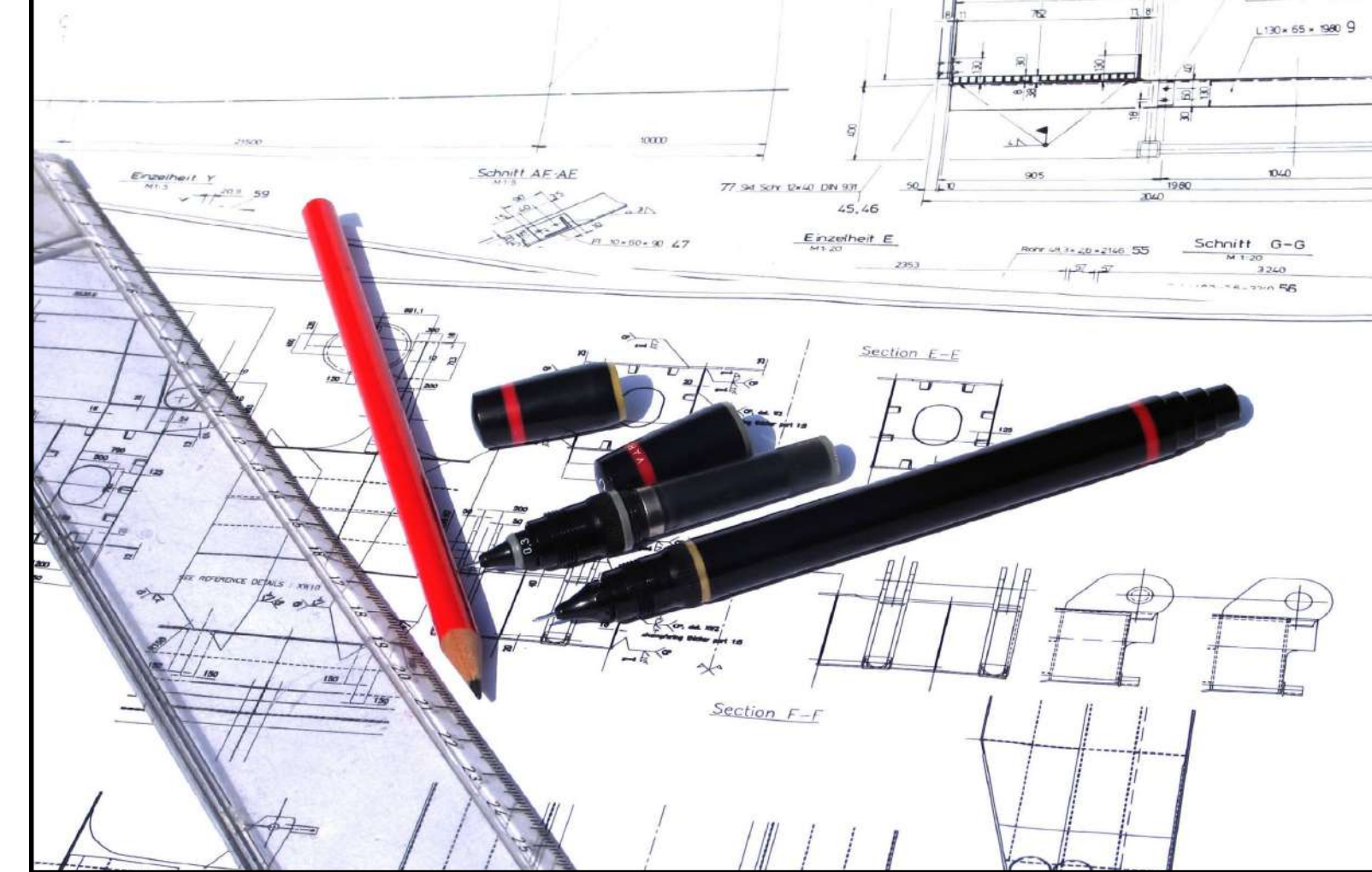
## **TECHNICAL DRAWINGS** (*optional field*)

Have you already created technical drawings for your product? If so, you can integrate them within the PDF Concept presentation. You can input both the boards with the dimensions of the assembled product and the technical drawings of individual components.



## **PRODUCTION** (*optional field*)

Have you already thought about how to 3D print your product? (printing axis/printing time and estimate of the quantity of material used). Which of the Roboze machines between Argo 500 or Plus PRO do you think is most suitable for prototyping your project?







You have **complete freedom** to define the **layout and order of the slides** to present your project.

Feel free to create the narrative that **best expresses** your creation!



# Thank you.

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