



REDESIGN

Deadline: 04.09.2010 23:59 GMT

Brand: LHA
Sector: Industrial Equipment
Country: Italy

Category: Design
Published: 01.04.10 06:00 GMT
Budget: \$1 200
Status: Closed
Language of Solutions: English, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Knowing that LHA is a hydraulic and pneumatic cylinder manufacturer in Italy will not help you at all. Probably you don't even know what a hydraulic cylinder is but this is only good news. Forget hydraulic and pneumatic cylinders because you will be asked to do something completely different.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We have many obsolete components in stock. Just to start we ask the Creators to redesign two of these components. We don't expect to obtain other industrial components but something completely different. The Creators will be absolutely free to use their imagination. For instance they could become an ornament, a gadget, a toy, a symbol, a lamp, a tool, a clock, a piece of modern art or design, a container, etc. or they could be part of another object if assembled with other elements or adding some details. The two redesigned components will have a separate life or will be combined becoming a single object.

3 Step Target Audience

[who should you influence ?]

The redesigned products will be really nice, quite expensive and exclusive, produced in small quantities, may be numbered.

May they also be personalized according to some custom specifications or directed to a specific category of people? Why not.

Changing twice a year some design details, colours and surface finish may they become collectible objects? Why not.

Creators, don't put limits on your creativity but don't forget that the final results must be salable!

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The products will be quite emotional and people will think : " there is a new idea out there".

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

6 Step Character

[what are the features that define the personality of the Brand ?]

The new Brand which will be created to market the outcome of the project will have to communicate harmony, good taste, originality and exclusivity.

7 Step Media Plan / Placement

[where will your work appear?]

It depends on what the Creators will create! In any case the web and the world of mouth will be preferred to reach the target audience.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

In the attachments the Creators will find two technical drawings plus some pictures of the parts to redesign. Both parts (M1-111T-X and M1-131T-2X) are made in different sizes as shown in the tables above the drawings. All dimensions are in millimeters (1 inch=25.4 millimeters). The attached pictures show the part number M1-111T-63 and M1-131T-63. The part number M1-131T-40 is the smallest one while M1-131T-200 is the biggest one of its "family". Similarly M1-111T-40 is the smallest one and M1-111T-200 is the biggest one of its "family". The Creators should also consider that the components are made with steel and so they are heavy. For example the part number M1-131T-63 (see the table above the drawing M1-131T-2X) weighs 1.9 kilograms (4.2 pounds) and the part number M1-111T-63 (see the table above the drawing M1-111T-X) weighs 2.1 kilograms (4.6 pounds). The outcome of the project (the redesigned components) will be realized in a specific size chosen by the Creators amongst those available in the table or if it's possible in all the sizes shown in the table.

Attachments

312777/0000.jpg	469.38 Kb
312777/0001.jpg	532.02 Kb
312777/0002.jpg	557.08 Kb
312777/0003.jpg	497.06 Kb
312777/0004.jpg	580.07 Kb
312777/0005.jpg	587.90 Kb
312777/0006.jpg	600.46 Kb
312777/0000.pdf	75.66 Kb
312777/0001.pdf	72.45 Kb