

# FIORA DESIGN CONTEST

# fiora

TOUCH  
YOUR  
BATHROOM



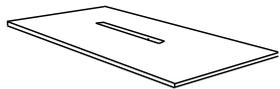
Fiora designs, plans and produces global solutions for the bathroom. Shower trays, wall panels, radiators, furniture and wash basins with (and without) unique textures for touching.

At Fiora we're convinced that we can improve the lives of people. As a result, we dedicate time to the innovation of our products from different points of view: functional, aesthetic, technological, etc.



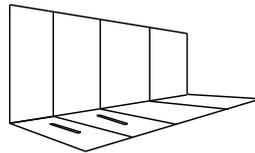
Located in La Rioja, in the north of the Spain. In our land, close to everything and with an enormous international vocation.

At Fiora we have a cutting-edge technology working system that guarantees high production capacity with the highest quality.



**83.740**

Platos de Ducha  
Shower Trays  
Receveurs de Douche  
Douchebakken



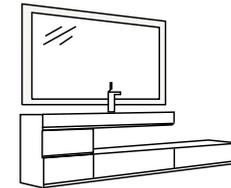
**25.220M<sup>2</sup>**

Paneles para paredes  
Wall panels  
Panneaux d'habillage  
Wandpanelen



**1.435**

Radiadores  
Radiators  
Radiateurs  
Radiatoren



**3.240**

Muebles de baño & Lavabos  
Bathroom furniture & Wash basins  
Meubles de salle de bains & Vasques  
Badkamermeubels & Wastafels

This Spanish company develops innovative materials for bathrooms, such as Silexpol®, a smooth natural mixture combining a silicon and quartz agglomerate with a polymer, which is recyclable, water repellent and repairable. They use it to produce shower trays (600 pieces per day), radiators and even furnishing elements. Silexpol® stands for innovation, elegance and functionality. It is an exclusive patented product by Fiora: in the casting stage, the mould is filled evenly, a characteristic feature of a quality product that may be cut and modified even during on-site installation. The resulting shower tray is non-slip, dirt and mould-resistant and antibacterial, with a density of 1,900 kg/m<sup>3</sup> and an absorption coefficient of 0.01%. Its impact resistance comes extremely close to the average performance of natural stone and it

is endowed with a good flexural strength which prevents chips and cracks, as demonstrated by the test runs carried out in certified and accredited laboratories. In the case of accidental damage, the product may be repaired and restored to its original state, allowing for considerable savings in cost and time.

Furthermore, Fiora utilizes NANOBATH, the nanotechnology that makes shower trays water resistant and easy to keep clean. Fiora is the hardwearing shower tray with a soft feel, offering the perfect solution to all professionals and a source of inspiration to architects and interior designers. Available in all RAL colours and an infinite variety of textures, this product may also be customized.





## Rules

The objective of the competition is to create and produce new textures and decorative effects for Fiora shower trays and panels. The competition targets design professionals: graphic and product designers, architects and students of the aforementioned subjects. Possible contestants are individual professionals, on condition that they participate personally under their own name, as well as variously constituted companies, design firms and agencies. All contestants are required to complete the form attached to these regulations.

Each contestant (or design group) may submit no more than one original graphic project, and failure to comply with this rule will automatically entail the exclusion of the project from the competition. The contestants, comprising the winner, waive any right to use their designs which, once acquired by Fiora, will become the property of the latter, without their author or authors being able to claim entitlement to them. Following the announcement of the winning project, all those contestants who have not been awarded (or mentioned) will reacquire rights of ownership to their design work.

Those wishing to participate are invited to send the following documents to the email address: **contest@matteoragni.com** before the application deadline of 12.00 h (Italian time) **March 5:**

**1.APPLICATION FORM**  
complete with all sections  
duly filled in.

**2.DESIGN PROJECT BEING SUBMITTED**, consisting of:

- 2.1 Artwork on the template supplied: "Decoro.pdf" showing nothing but the texture;
- 2.2 Artwork on the 80 x 120 cm support  
Template: "Silex.pdf";
- 2.3 Artwork on the 110x200 cm support  
Template: "Privilege.pdf"

The submitted project must be in vector format to enable the company to process the drawings and proceed to producing their respective prototypes. For production purposes, Fiora reserves the right to agree upon any changes to the decorative elements together with the winner of the competition.

The project must be conceived as a mono-material surface texture, bearing in mind the maximum dimensions of shower trays, as well as for use on panels as a bathroom furnishing finish.

The project theme is completely free and there are no formal restrictions. However, it is necessary to consider the feasibility of the decoration with regard to mould-making requirements for panel production. Examples may be consulted on the company website [www.fiora.es](http://www.fiora.es) and in the relative product catalogue, for a full understanding of the potential of panel and shower tray decoration.

It is not possible to use colour variations or multicoloured decorations, since textures are expressed entirely in relief form, consisting of raised lines of approximately 0.5 mm.

Participation in the competition implies full acceptance of these Rules. **The files sent by email must not exceed 10MB.** Any emails received after this deadline will not be considered.

### **Exclusion from participation.**

Any persons who have contributed to compiling the competition publication, its organization and the selection of the judging panel, as well as their family members up to “twice removed”, are ineligible. Excluded from participation are any individuals who fail to satisfy the requirements referred to in art. 80 of Italian Legislative Decree no. 50/2016.

The decoration submitted must be:

### **Impacting and original**

The project must be original (that is to say, neither registered nor used previously in other competitions) and must stand out from all other decorations or projects, whether of a commercial nature or not, to be found on the market.

### **Versatile and flexible**

The decoration must retain its expressive and communicative efficacy when applied to various panel or shower tray sizes, and be devoid of joint defects when used on multiple panels. In fact, its aesthetic performance should not be penalized by the presence of the decoration on multiple panels used side by side.

### **Original**

The decoration must be entirely original, having never been previously published in any form, either in the press or by a publishing house, in multimedia form or on the Internet, etc.

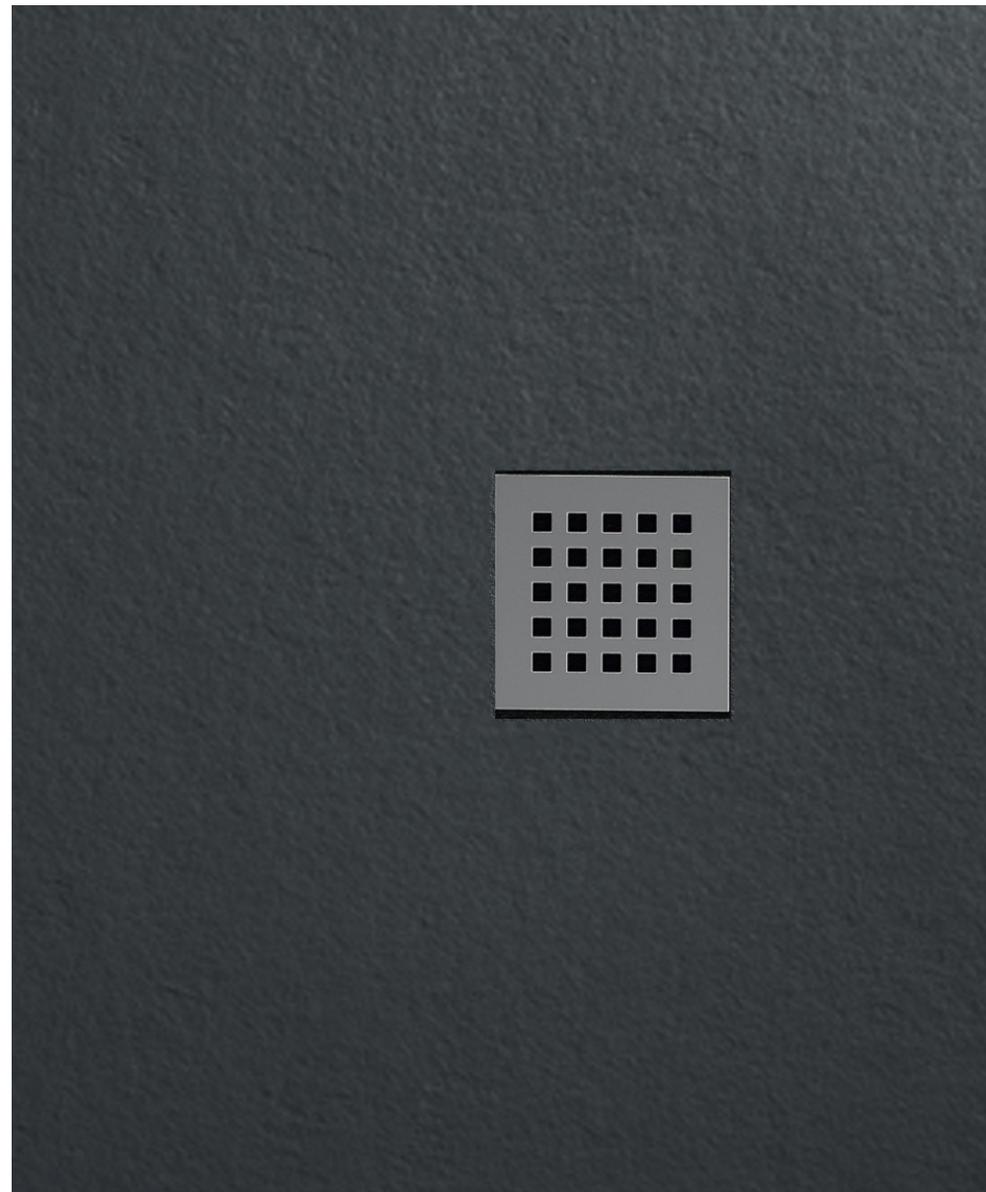
### **Effective**

The decoration must be aesthetically effective and simple, unadorned by excessive detail which could compromise its production.

The project must not constitute or cause:

- jeopardy or damage to Fiora or third parties
- propaganda of a political, union, ideological or sports nature
- direct or indirect advertising, associated with the production or distribution of any product
- offensive messages, comprising expressions of fanaticism, racism, hate or threats
- violation of third party rights, including copyrights, trademarks, patents or any other intellectual property right

The panel of judges will be headed by **Matteo Ragni** from the Board of Directors, after the application deadline and will be made up of 5 members selected from the Company and from the world of design. The Panel of Judges reserves the right to declare the Competition null if they consider that no sufficiently satisfactory project has been submitted, or to award the prize even in the presence of one sole valid project.





The winner's texture will be reproduced in the form of a prototype on a panel support and displayed at the Salone del Mobile 2018 event in the company's exhibition space and published through corporate channels of communication, with the involvement of the winning designer (or design group). The company may then proceed to put the winning project into production within 6 months, entering into a royalties agreement with the author (or authors).

# **FIORA DESIGN CONTEST**

**DEADLINE: 5 MARZO**  
**INFO: CONTEST@MATTEORAGNI.COM**