



Chocomates Contest

Competition Rules

«... A team of psychologists at Yale demonstrated that eating chocolate in company, even among complete strangers seated in silence, made a significant difference in the flavor of the chocolate they were eating.

On average, the participants' ratings indicated that they strongly preferred the chocolate they ate in the "shared condition" to the chocolate they ate in the "unshared condition." They also believed it tasted more flavorful."...»

(<http://www.newrepublic.com/article/119718/shared-experiences-make-them-more-enjoyable-chocolate-bar-experience>)

CHOCOMATES CONTEST

On the occasion of Expo Milan 2015, Costruttori di Dolcezze, with the technical support of Matteo Ragni Design Studio, launches "ChocoMates": a competition dedicated to designers under 35.

Costruttori di Dolcezze

Costruttori di Dolcezze, a brand of the Eurochocolate group, aims to develop new types of chocolate that are not just tempting but also unique in form, design and packaging. With "fun chocolate" being one of their essential elements, their products are able to amaze and entertain: and today Costruttori di Dolcezze is the undisputed leader in this market and is configured as a true creative laboratory of sweets and design.

Their mission is therefore to develop new projects with chocolate that bring out not just the flavor but also positive emotions, originality, and the desire to amaze.

Eurochocolate

Eurochocolate, the largest national festival dedicated to Cibo degli Dei, is the Official Content Provider of Cluster Cocoa and Chocolate of Expo Milano 2015: one of the 9 thematic areas of the long-awaited World Fair that from May 1st to October 31st will call attention to: Feeding the Planet, Energy for Life.



MatteoRagnistudio

submit entries to:
chocomates@matteoragni.com



The Cluster of Cocoa and Chocolate offers the public an exciting journey, from the cocoa plantations to the finished chocolate product, that aims to intrigue, inform, and educate through an engaging visitor experience.

Competition Theme

The goal of this initiative is to develop new chocolate products that follow the logic of fun chocolate and encourage sharing of the chocolate. Designers are invited to present their project under one of the following themes:

new forms for chocolate
innovative packaging

The criteria for project selection are:

- Originality of the idea;
- Economic sustainability of the project;
- Consistency with the theme of the competition;
- Feasibility of the production process;

Jury and Awards

Submissions will be evaluated by a committee made up of experts in the sector of design. Those selected will benefit from the guidance of Matteo Ragni Design Studio, who will oversee the quality of the projects for participation in Expo 2015. The designers of the selected products will be offered the following visibility:

- Presentation of their project on the stage of the Cluster Cocoa and Chocolate at Expo Milan 2015 during a to-be-decided period between May 1st and October 31st. Every Tuesday, the stage of Cluster Cocoa and Chocolate will host a talk/presentation dedicated to the theme of design and chocolate.
- Visibility on the official site of Eurochocolate (www.eurochocolate.com), Costruttori di Dolcezze (www.costruttorididolcezze.it) and the Cluster Cocoa and Chocolate of Expo Milan 2015 (www.cocoachocolatecluster.org).
- Visibility on the official social channels of Eurochocolate and Cluster Cocoa and Chocolate (Facebook, Twitter and Instagram).



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Furthermore, Costruttori di Dolcezze reserves the right to choose, at its discretion, one or more products to award with 1,000 euros in exchange for the rights to its production and sale.

How to participate

Participation is open to all designers under 35, Italian and foreign, professionals and students.

Participation is open to individuals or groups of two.

The material required for each submission includes a brief PDF presentation (maximum of 5 pages) containing:

- Concept;
- Sketches;
- Render or another form of 3D model;
- Product name.

In addition, video material will be accepted but is not required for participation in the competition.

The materials listed above, along with the completed entry form (attached to this announcement) must be sent to chocomates@matteoragni.com.

Deadlines

Submissions will be accepted up to (and including) April 15, 2015. The selected designers will be notified via email by May 1, 2015.

For further information or clarification please contact: chocomates@matteoragni.com



Submission Form

APPLICANT

Name _____

Surname _____

Date of birth _____

Place of birth _____

Address _____

_____ Zip Code _____

City _____ State _____ Country _____

Phone _____ Email _____

SECOND APPLICANT (OPTIONAL)

Name _____

Surname _____

Date of birth _____

Place of birth _____

Address _____

_____ Zip Code _____

City _____ State _____ Country _____

Phone _____ Email _____



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PROJECT

Title _____

Brief description _____

I / we agree on the conditions established by the "ChocoMates Contest" competition.

Place and Date _____

Applicant's signature _____

Second applicant's signature _____ (optional)